

SKRIPSI

**THE INFLUENCE OF CAFE ATMOSPHERE AND PRODUCT
VARIATION TOWARD CUSTOMER SATISFACTION**

AT KIMBAB NARA MEDAN

Written as a partial fulfillment of the academic requirements
to obtain the degree of *Sarjana Manajemen*

By:

NAME : Clara Agatha

ID NUMBER : 03013180012



**HOSPITALITY STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2022**