

**SKRIPSI**

**THE INFLUENCE OF SERVICE QUALITY AND STORE  
ATMOSPHERE TOWARDS CUSTOMER SATISFACTION  
AT DOPPIO.ME COFFEE MEDAN**

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

By:

**NAME : GRACE KELLY**

**ID NUMBER : 03013180016**



**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMIC AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2022**