SKRIPSI

THE INFLUENCE OF STORE IMAGE, FOOD QUALITY AND LOCATION ON CUSTOMER PURCHASE DECISION AT

LITERALLY CAFÉ MEDAN

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

By: NAME : MELISA ID NUMBER : 03013190070



MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN 2023