## **SKRIPSI**

## THE INFLUENCE OF SERVICE QUALITY, STORE ATMOSPHERE AND PRICE PERCEPTION ON CUSTOMER REPURCHASE INTENTION AT RESTORAN RIA, MEDAN

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

By:

NAME : JERRY SUSANTO

ID NUMBER : 03013190050



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