

SKRIPSI

**THE INFLUENCE OF MARKETING MIX (PRODUCT, PRICE, PLACE,
AND PROMOTION) AND SERVICE QUALITY ON CUSTOMER**

SATISFACTION AT PT JAYA

MANDIRI BANGUNAN

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

By:

NAME : CINDY YASMINE

ID NUMBER : 03011200063



**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2024**