## **SKRIPSI**

## THE EFFECT OF CAFE ATMOSPHERE, PRODUCT QUALITY, PRICE PERCEPTION AND LIFESTYLES ON CUSTOMER PURCHASE DECISION AT HABITAT CAFE

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

By:

NAME : ANGELINE YANG

ID NUMBER : 03013190071



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