

**SKRIPSI**

**THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY,  
AND PRICING PERCEPTION TOWARDS CUSTOMERS  
SATISFACTION AT ROYAL THAMRIN RESTAURANT**

**MEDAN**

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

**By:**

**NAME : MICHELLE CHRISTY**

**ID NUMBER : 03013200094**



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