

SKRIPSI

THE EFFECT OF PROMOTION AND CUSTOMER EXPERIENCE AT PT MAXX COFFEE PRIMA MEDAN ON CUSTOMER REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION

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

By:

NAME : CELESTINE WENZEL CHANDELLA

ID NUMBER : 03011210107



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