

# **SKRIPSI**

## **THE INFLUENCE OF STORE ATMOSPHERE AND BRAND IMAGE ON CUSTOMER'S BUYING INTENTION AT JUNCTION CAFÉ, MEDAN**

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

**By:**

**NAME : NATASYA VALENTINE**

**ID NUMBER : 03013200033**



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