## **SKRIPSI**

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

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

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