

SKRIPSI

**THE INFLUENCE OF PERCEIVED VALUE, ATMOSPHERE,
FOOD QUALITY AND PROMOTION TOWARD REVISIT
INTENTION AT BAKED AT LAURENCE MEDAN**

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

By:

NAME : JESLYN LIDJON

ID NUMBER : 03011210018



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