SKRIPSI

THE INFLUENCE OF SOCIAL MEDIA MARKETING, STORE ATMOSPHERE, AND CUSTOMER EXPERIENCE TOWARDS REVISIT INTENTION AT ZISEL GELATERIA CAFE MEDAN

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

By:

NAME : JESSICA

ID NUMBER : 03013210015



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