

SKRIPSI

**THE INFLUENCE OF ATMOSPHERE, PRODUCT
VARIATION, AND WORD OF MOUTH ON
CUSTOMER'S PURCHASE DECISION AT RASA KITA
SEAFOOD MEDAN**

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

By:

NAME : KALLISTA ULANSKY

ID NUMBER : 03011210101



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