

SKRIPSI

**THE EFFECT OF SOCIAL MEDIA MARKETING, SERVICE
QUALITY, AND STORE ATMOSPHERE TOWARDS
CUSTOMER REPURCHASE INTENTION
AT TOMORO COFFEE MEDAN**

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

By:

NAME : JONATHAN LEON
ID NUMBER : 03011210043



**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2025**