

SKRIPSI

**THE INFLUENCE OF BRAND AWARENESS, STORE
ATMOSPHERE, AND MENU VARIETY ON PURCHASE
INTENTION AT STARBUCKS MULTATULI 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
2025**