## **SKRIPSI**

## THE INFLUENCE OF MARKETING, ATMOSPHERE AND BRAND IMAGE TOWARDS CUSTOMERS LOYALTY AT WARUNG MAK BENG

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

By:

NAME : PRICILLYA
ID NUMBER : 03013210031



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