

SKRIPSI

**INVESTIGATING THE INFLUENCE OF RESTAURANT
AUTHENTICITY, STAFF KNOWLEDGE, AND
MENU DESIGN ON CUSTOMER LOYALTY
AT COBEK AYAM PENYET RESTAURANT**

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

By:

NAME : ANGELIA GLENY WINARTA
ID NUMBER 03013210034



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