

THESIS

THE INFLUENCE OF AMBIENCE, SOCIAL ENVIRONMENT, PLACE IDENTITY ON REVISIT INTENTION MEDIATED BY CUSTOMER EXPERIENCE

(Study of Alas House Café Purwokerto)



By:

WIRYAWAN SAHITYA PRAYOGA
NIM C1H021050

MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

DEPARTMENT OF INTERNATIONAL MANAGEMENT

2025