



Acceptance Letter

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| Paper Title: | The effect of service quality, promotion and price on customer's buying decision at PT.Jaya Hasil Laut |

This is to enlighten you that above manuscript appraised by the proficient and it is **accepted** by the Board of Referees (BoR) of 'Institute Of Compute Science (IOCS)' for publication in the '**Jurnal Mantik**' that will publish at **Volume-4 Issue-2, Augustus 2020** in Regular Issue on **30 Augustus 2020**. It will be available live at <https://iocscience.org/ejournal/index.php/mantik/issue/view/59>

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1. Final Paper | Ms Word doc. | docx. file

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Finally, the team of Mantik and IOCS would like to further extend congratulations to you.



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ABSTRAK

PENGARUH KUALITAS PELAYANAN, PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN HASIL LAUT PADA PT JAYA HASIL LAUT MEDAN

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Penelitian ini dilakukan di PT Jaya Hasil Laut. Tujuan dari penelitian ini adalah menguji pengaruh Kualitas Pelayanan, Promosi dan Harga terhadap Keputusan Pembelian Hasil Laut pada PT Jaya Hasil Laut. Pendekatan dalam penelitian ini adalah pendekatan kuantitatif Populasi berjumlah 194 pelanggan dan sampel dalam penelitian ini adalah 131 pelanggan. Metode penelitian yang digunakan adalah analisis regresi linier berganda. Secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $3,892 > 1,979$ dan signifikan yang diperoleh $0,000 < 0,05$, berarti secara parsial Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian Hasil Laut pada PT Jaya Hasil Laut. Secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $3,905 > 1,979$ dan signifikan yang diperoleh $0,000 < 0,05$, berarti secara parsial Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian Hasil Laut pada PT Jaya Hasil Laut. Secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $2,121 > 1,979$ dan signifikan yang diperoleh $0,036 < 0,05$, berarti bahwa secara parsial Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Hasil Laut pada PT Jaya Hasil Laut. Secara simultan diperoleh nilai $F_{hitung} (18,807) > F_{tabel} (2,68)$ dan probabilitas signifikansi $0,000 < 0,05$ yaitu Kualitas Pelayanan, Promosi dan Harga secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian Hasil Laut pada PT Jaya Hasil Laut.

Kata kunci: Kualitas Pelayanan, Promosi, Harga, Keputusan Pembelian