



Acceptance Letter

Dear Author(S): Steven Huwinata, Vincent, Wenny Meliani

| | |
|--------------|--|
| Paper ID: | J-Mantik-51202190 |
| Paper Title: | THE EFFECT OF SERVICE QUALITY, PRICE AND STORE ENVIRONMENT ON CUSTOMER SATISFACTION AT PT BENUA PENTA GLOBAL MEDAN |

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 5, Issue 1, May (2021)** in Regular Issue on **01 May 2021**. It will be available live at <https://iocscience.org/ejournal/index.php/mantik/issue/view/63>

It is advised you to provide us **following supporting documents in a single email** before **15 April 2021** at editor.mantik@iocscience.org

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

camera ready paper should be prepared as per journal template which is available at <https://iocscience.org/ejournal/download/TemplateJmantik.doc>

INFORMATION FOR AUTHOR(S)- Please read very carefully.

1. Each author (s) profile (min 100 words) along with a photo should be available in the final paper. The final paper should be prepared as per the journal template. The Paper should have a minimum of 03 pages and a maximum of 10 pages.
2. Author (s) can make rectification/updation in the final paper but after the signing the copyright and final paper submission to the journal, any rectification/updation is not possible.
3. Maximum 05 authors can be seated in a paper. In the case of more than 05 authors, the paper (s) to be rejected.
4. If the above three supporting documents (Final Paper, Copyright and Registration) did not submit to the journal by the author in the given date (s), then paper will automatically suspend from publication for particular volume/issue. During the final email, you have to attach Final Paper, Copyright and Proof of Registration in a single email. Final paper should be prepared as per the reviewer (s) comments. In the case of failure, it to be rejected. Please read review report carefully. It is compulsory to write the Paper ID of the paper in place of Subject Area in the email during the final paper submission. Header and footer of the paper template will be edited by journal staff.
5. Final paper should not have more than 35% plagiarism including reference section.
6. Published paper to be available online 01 May 2021. Paper can not withdraw after submitting the copyright to the journal.

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

IOCS
Hengki Tamando
Editor-In-Chief

ABSTRAK

PENGARUH KUALITAS PELAYANAN, HARGA, LINGKUNGAN TOKO TERHADAP KEPUASAN PELANGGAN PADA PT. BENUA PENTA GLOBAL

Steven Huwinata, Vincent, Wenny Meliani
Program Studi Manajemen
Fakultas Ekonomi Universitas Prima Indonesia

Tujuan dari di lakukannya penelitian ini adalah untuk mengetahui berkurangnya kepuasan pelanggan pada PT Benua Penta Global yang disebabkan oleh Kualitas Pelayanan, Harga dan Lingkungan Toko. Adapun teori untuk mendukung penelitian yaitu dengan teori menurut para ahli yang berkaitan dengan Kualitas Pelayanan, Harga dan Lingkungan Toko. 18.000 pelanggan merupakan populasi dari penelitian ini dan 99 pelanggan akan menjadi sampel dari penelitian ini yang didapat dari rumus *slovin* dan 30 pelanggan diluar dari sampel digunakan untuk melakukan uji Valid. Hasil penelitian menunjukkan Kualitas Pelayanan, Harga dan Lingkungan Toko secara simultan dan parsial berpengaruh signifikan terhadap Kepuasan Pelanggan dengan nilai koefisien determinasi sebesar 24,3% dan sisanya sebesar 75,7% merupakan pengaruh dari variabel independen lain yang tidak diteliti dalam penelitian ini seperti desain, citra merek.

Kata kunci : Kualitas Pelayanan, Harga, Lingkungan Toko dan Kepuasan Pelanggan