



Acceptance Letter

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

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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 Computer 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>

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



ABSTRAK

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

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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