



Acceptance Letter

Dear Author(S): Ingrid, Kristi Endah Ndilosa Ginting, Sandy Gozali, Sinta Teresia, Kelvin Khusuma, Hardianto Butarbutar

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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 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>

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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 E-COMMERCE, HARGA DAN KUALITAS PELAYANAN TERHADAP MINAT KONSUMEN PADA JASA PENGIRIMAN PT JALUR NUGRAHA EKAKURIR (JNE)

**Inggrid
Sandy Gozali
Sinta Teresia
Kelvin Khusuma
Program Studi Manajemen**

Penelitian ini bertujuan adalah untuk menguji dan menganalisis pengaruh *ECommerce*, Harga dan Kualitas Pelayanan terhadap Minat Konsumen pada Jasa Pengiriman PT Jalur Nugraha Ekakurir (JNE). Minat konsumen mengalami penurunan yang diakibatkan oleh *ECommerce*, Harga dan Kualitas Pelayanan yang masih belum optimal. Metode penelitian menggunakan kuantitatif. Populasi adalah berjumlah 196 konsumen dan sampel berjumlah 132 konsumen Teknik sampling yang digunakan adalah *sampling random sampling*. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $2,968 > 1,979$ dan signifikan yang diperoleh $0,004 < 0,05$, nilai $t_{hitung} > t_{tabel}$ atau $3,252 > 1,979$ dan signifikan yang diperoleh $0,001 < 0,05$, nilai $t_{hitung} > t_{tabel}$ atau $2,968 > 1,979$ dan signifikan yang diperoleh $0,036 < 0,05$, berarti bahwa secara parsial *ECommerce*, Harga dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Pembelian Pengiriman Medan-Jakarta pada PT Jalur Nugraha Ekakurir (JNE). Hasil pengujian diperoleh nilai $F_{hitung} (13,063) > F_{tabel} (2,68)$ dan probabilitas signifikansi $0,000 < 0,05$, berarti bahwa H_0 ditolak dan H_a diterima yaitu secara simultan *ECommerce*, Harga dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Pembelian Pengiriman Medan Jakarta pada PT Jalur Nugraha Ekakurir (JNE). Hasil uji koefisien determinasi diperoleh nilai *Adjusted R Square* sebesar 0,216 hal ini berarti 21,6% dari variasi variabel Minat Beli yang dapat dijelaskan oleh variasi variabel bebas yaitu *E-commerce*, Harga dan Kualitas Pelayanan sedangkan sisanya sebesar 78,4% dijelaskan oleh variabel lain yang tidak diteliti pada penelitian ini, seperti inovasi, tingkat kepercayaan, promosi dan pengembangan dan sebagainya.

Kata Kunci: E-Commerce, Harga, Kualitas Pelayanan, Minat Konsumen

ABSTRACT
**EFFECT OF E-COMMERCE, PRICE AND QUALITY OF SERVICE ON
CONSUMER INTEREST IN PT JALUR NUGRAHA EKAKURIR (JNE) DEL
IVERY SERVICES**

**Ingrid
Sandy Gozali
Sinta Teresia
Kelvin Khusuma
Management Study Program**

This study aims to examine and analyze the effect of E-Commerce, Price and Service Quality on Consumer Interest in PT Jalur Nugraha Ekakurir (JNE) Shipping Services. Consumer interest has decreased due to Ecommerce, Price and Service Quality which are still not optimal. The research method uses quantitative. The population was 196 consumers and the sample was 132 consumers. The sampling technique used was random sampling. The results of the calculation of the partial hypothesis testing obtained $t_{count} > t_{table}$ or $2.968 > 1.979$ and significant obtained $0.004 < 0.05$, $t_{count} > t_{table}$ or $3.252 > 1.979$ and significant obtained $0.001 < 0.05$, $t_{count} > t_{table}$ or $2.968 > 1.979$ and the significance obtained is $0.036 < 0.05$, meaning that partially E-Commerce, Price and Service Quality have a positive and significant effect on Medanakarta Shipping Purchase Interest at PT Jalur Nugraha Ekakurir (JNE). The test results obtained that the value of F_{count} (13.063) $> F_{table}$ (2.68) and a significance probability of $0.000 < 0.05$, meaning that H_0 is rejected and H_a is accepted, namely simultaneously E-commerce, Price and Service Quality have a positive and significant effect on Interests. Purchase Delivery of Medan-Jakarta at PT Jalur Nugraha Ekakurir (JNE). The coefficient of determination test results obtained an Adjusted R Square value of 0.216, this means 21.6% of the Purchase Interest variable variation which can be explained by the variation of the independent variables, namely Ecommerce, Price and Service Quality, while the remaining 78.4% is explained by other variables. which were not examined in this study, such as innovation, level of trust, promotion and development and so on.

Keywords: E-Commerce, Price, Service Quality, Consumer Interest