



Acceptance Letter

Dear Author(s) Andri, Ferry Rizka Simanung, Willem Poesia, Sidi Agung Ica, Gerardinus Perkasa, Rendi Winda

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This is to enlighten you that above manuscript approved by the professor and it is accepted by the Board of Referees (BoR) of Institute Of Compute Science (ICS) for publication in the 'Jurnal Mantik' that will publish at Volume 9, Issue 1, May (2021) in Regular Issue on 01 May 2021. It will be available live on <https://www.uin-suka.ac.id/jurnal/index.php/mantik/issue/view/53>

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



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The Effect Of Product Quality, Price And Coca Cola Promotion On Student Satisfaction Of the Faculty Of Law, Prima Indonesia University

👤 Andre, Fenny Krisna Marpaung, William Paulus, Bella Agustri Leo, Grassella Hutasoit, Hendro Wijaya

[363-368](#)[PDF](#)

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Determining Customer Satisfaction on Telkomsel Card User in Belopa City, Luwu Regency

👤 Ansri Jayanti, Tasrim, Nina Fapari Arif

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI COCA COLA TERHADAP KEPUASAN MAHASISWA FAKULTAS HUKUM UNIVERSITAS PRIMA INDONESIA

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Penelitian ini dilakukan di Universitas Prima Indonesia. Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh Kualitas Produk, Harga dan Promosi Coca Cola terhadap Kepuasan Mahasiswa Fakultas Hukum Universitas Prima Indonesia. Kepuasan mengalami penurunan disebabkan penurunan kualitas produk, harga dan promosi yang belum optimal. Metode penelitian menggunakan kuantitatif. Populasi adalah berjumlah 250 mahasiswa dan sampel berjumlah 150 mahasiswa Teknik sampling yang digunakan adalah *sampling random sampling*. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $5,664 > 1,976$ dan signifikan yang diperoleh $0,000 < 0,05$, berarti secara parsial Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Mahasiswa Fakultas Hukum Universitas Prima Indonesia. Nilai $t_{hitung} > t_{tabel}$ atau $2,391 > 1,976$ dan signifikan yang diperoleh $0,018 < 0,05$, berarti secara parsial Harga berpengaruh positif dan signifikan terhadap Kepuasan Mahasiswa Fakultas Hukum Universitas Prima Indonesia. Nilai $t_{hitung} > t_{tabel}$ atau $2,578 > 1,976$ dan signifikan yang diperoleh $0,011 < 0,05$, berarti secara parsial Promosi Coca Cola berpengaruh positif dan signifikan terhadap Kepuasan Mahasiswa Fakultas Hukum Universitas Prima Indonesia. Hasil pengujian diperoleh nilai F hitung ($21,811$) $>$ F tabel ($2,67$) dan probabilitas signifikansi $0,000 < 0,05$, berarti secara simultan Kualitas Produk, Harga dan Promosi Coca Cola berpengaruh positif dan signifikan terhadap Kepuasan Mahasiswa Fakultas Hukum Universitas Prima Indonesia. Hasil uji koefisien determinasi sebesar 29,5% dari variasi variabel kepuasan konsumen yang dapat dijelaskan oleh variasi variabel kualitas produk, harga dan promosi sedangkan sisanya sebesar 70,5% dijelaskan oleh variabel lain yang tidak diteliti pada penelitian.

Kata Kunci: Kualitas Produk, Harga, Promosi, Kepuasan