



Acceptance Letter

Dear Author(S): Khomeiny Yunior, Calvin Chang, Kangga Ega Williyandi, Ivan Leonardo Salim, Lisa Anwar

Paper ID:	J-Mantik-51202134
Paper Title:	Effect of Promotion, Price and Product Quality Toward Buying Decision

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.





Review Report

This journal uses double-blind review process, which means that both the reviewer (s) and author (s) identities concealed from the reviewers, and vice versa, throughout the review process. All submitted manuscripts are reviewed by two reviewer one from Indonesia and rest two from overseas. The average marks of three reviewers of review report are given below.

Registration:

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Evaluation: Plagiarism = %

1 = Very Poor | 2 = Poor | 3 = Good | 4 = Very Good | 5 = Outstanding | NA = Not Applicable

S. No	Please rate the following	5	4	3	2	1	NA
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03	Technical strength: explanation of used methodology	✓					
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Tick the appropriate option	Yes	No
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Recommendation: Accepted

Assessment	Strongly Accepted, no revision needed	Accepted, no revision needed	Accepted, but needs minor revision	Accepted, but needs major revision	Rejected, poor quality/out of scope	Rejected, ethical issues
Overall Status of Paper		✓				
The submitted manuscript is accepted with minor changes/no changes as per experts comments:						
Reviewer-1	A conclusion is the last part of something, its end or result. When you write a paper, you always end by summing up your arguments and drawing a conclusion about what you've been writing about. Overall, your paper may conclude more better way.					
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Hengki Tamando
Editor-In-Chief

ABSTRAK

PENGARUH PROMOSI, HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN MEMBELI PADA PT. BINTANG AGUNG SUKSES

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Tujuan utama penelitian ini adalah untuk menguji pengaruh promosi, harga dan kualitas produk terhadap keputusan membeli pada PT. Bintang Agung Sukses. Populasi dalam penelitian ini berjumlah 167 pelanggan dan sampel dalam penelitian ini berjumlah 118 pelanggan. Metode pengambilan sampel yaitu metode *simple random sampling*. Metode penelitian yang digunakan yaitu menggunakan metode penelitian kuantitatif, jenis penelitian adalah deskriptif, jenis data adalah jawaban kuesioner. Penelitian ini dilakukan dengan uji validitas dan reliabilitas serta uji asumsi klasik yang terdiri atas uji normalitas, uji multikolinieritas dan uji heteroskedastisitas. Hasil penelitian ini menunjukkan bahwa secara parsial variabel promosi diperoleh nilai thitung > ttabel atau $3,218 > 1,98099$ dan signifikan $0,002 < 0,05$, variabel harga diperoleh nilai thitung > ttabel atau $2,610 > 1,98099$ dan signifikan $0,010 < 0,05$, variabel kualitas produk diperoleh nilai thitung > ttabel atau $2,266 > 1,98099$ dan signifikan $0,025 < 0,05$, hasil uji koefisien determinasi menunjukkan 36,1% dari variabel yang dijelaskan, sedangkan sisanya sebesar 63,9% dijelaskan oleh variabel lain yang tidak digunakan pada penelitian ini. Kesimpulan penelitian ini adalah promosi berpengaruh negatif dan signifikan terhadap keputusan pembeli, harga berpengaruh positif dan signifikan terhadap keputusan pembeli, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembeli. Promosi, harga dan kualitas produk berpengaruh secara silmutan terhadap keputusan membeli pada PT. Bintang Agung Utama.

Kata Kunci : Promosi, Harga, Kualitas Produk, Keputusan Membeli