

Letter of Acceptance (LoA)

Dear Authors,

Congratulations on receiving your paper! And thank you for your interest in the International Journal of Comparative Accounting and Management Science. Based on the results of a review conducted by the Editorial Team, it is hereby stated:

Author(s) : **Edward Daniel Saputra, Noveria Purba, Ricky Rafii Ritonga**
Afiliasi : Prima Indonesia University
Correspondence Author : rickyrafiiritonga@unprimdn.ac.id
Paper Title : **The Influence of Product Quality, Service Quality, and Price on Consumer Decisions in Making Purchases at PT. Indomarco Pristama Medan**

On behalf of the Editor, I would like to officially notify you that your paper has been accepted in the International Journal of Comparative Accounting and Management Science. This article will be published in Vol: 1/2, 2022, June. Thank you for your attention.

Medan, 30 Mei 2022

Editorial Board



Roudhatul Jannah.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh kualitas produk, kualitas pelayanan dan harga terhadap keputusan konsumen dalam melakukan pembelian pada PT. Indomarco Pristama Medan. Pengumpulan data dengan *simple random sampling* sebanyak 100 orang responden atau sampel di dalam penelitian ini. Metode penelitian ini menggunakan regresi linier berganda dibantu dengan aplikasi pengolahan data SPSS 23. Hasil penelitian menunjukkan bahwa kualitas produk mempengaruhi secara positif dan signifikan terhadap keputusan pembelian konsumen pada PT Indomarco Pristama Medan. Kualitas layanan mempengaruhi secara negatif dan signifikan terhadap keputusan pembelian konsumen pada PT Indomarco Pristama Medan. Harga mempengaruhi secara positif dan signifikan terhadap keputusan pembelian konsumen pada PT Indomarco Pristama Medan. Secara simultan menunjukkan kualitas produk, kualitas layanan dan harga mempengaruhi secara positif dan signifikan terhadap keputusan pembelian konsumen pada PT Indomarco Pristama Medan. koefisien *Adjusted R Square* senilai 92,9% yang memperlihatkan bahwa variasi variabel keputusan pembelian dapat dijelaskan oleh variabel kualitas produk, kualitas layanan dan harga. Sedangkan sisanya 7,1% mendapat pengaruh dari variabel bebas lainnya yang tidak bisa diterangkan pada penelitian ini

Kata Kunci : kualitas produk, kualitas layanan, harga dan keputusan pembelian

ABSTRACT

This study aims to analyze and determine the effect of job satisfaction, motivation and communication on employee performance at PT Horti Jaya Lestari Dokan. Collecting data using a saturated sample method of 70 respondents or samples in this study. This research method uses multiple linear regression assisted by SPSS 23 for data processing. The results showed that job satisfaction had a positive and significant impact on employee performance at PT Horti Jaya Lestari Dokan. motivation negatively and significantly affects employee performance at PT Horti Jaya Lestari Dokan. communication has a positive and significant impact on employee performance at PT Horti Jaya Lestari Dokan. Simultaneously shows that job satisfaction, motivation and communication have a positive and significant impact on employee performance at PT Horti Jaya Lestari Dokan. The results of the coefficient of determination show that 95.2% which shows that the variation of employee performance variables can be explained by the variables of job satisfaction, motivation and communication. While the remaining 4.8% are influenced by other independent variables that cannot be explained in this study.

Keywords: job satisfaction, motivation, communication and employee performance