



Acceptance Letter

Dear Author(S): Kamelia Tania, Calvin Fernando, Cerly Wyke Ferontica, Andre Fitriano

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Paper Title:	STRATEGY ANALYSIS OF THE MARKETING MIX IN THE DIGITAL ERA AND THE INFLUENCE ON PRODUCT SALES AT PT. WORLD INNOVATIVE TELECOMMUNICATION MEDAN BRANCH

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 Scienice (IOCS)' for publication in the '**Jurnal Mantik**' that will publish at **Volume 6 No. 2 (2022)** in Regular Issue on **30 Augustus 2022**. It will be available live at <https://iocscience.org/ejournal/index.php/mantik/issue/view/72>

1. Final Paper | Ms Word doc. | docx. file

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


IOCS
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ANALISIS STRATEGI BAURAN PEMASARAN DI ERA DIGITAL DAN PENGARUHNYA TERHADAP PENJUALAN PRODUK PADA PT. WORLD INNOVATIVE TELECOMMUNICATION CABANG MEDAN

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Abstrak

Produk, harga dan promosi merupakan unsur-unsur yang dapat mempengaruhi penjualan. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh produk, harga dan promosi terhadap penjualan PT. World Innovative Telecommunication cabang Medan. Jenis penelitian ini adalah *explanatory research*. Populasi penelitian yang akan digunakan dalam penelitian adalah seluruh pelanggan yang melakukan pembelian pada perusahaan dengan jumlah populasinya yaitu 1.941 pelanggan. Dikarenakan seluruh jumlah populasi yang hanya berjumlah 1.941 pelanggan, maka teknik pengambilan sampel yang akan digunakan adalah rumus Slovin dan didapatkan sebanyak 95 orang. Dalam penelitian yang akan dilakukan pembagian kuesioner yang diukur dengan dengan skala *likert*. Analisis data menggunakan analisis regresi linier berganda dan koefisien determinasi serta uji simultan dan uji parsial. Hasil penelitian menunjukkan bahwa baik secara parsial maupun simultan, produk, harga dan promosi berpengaruh positif dan signifikan penjualan PT. World Innovative Telecommunication cabang Medan. Berdasarkan hasil penelitian ini, implikasi bagi manajemen yaitu lebih melakukan peningkatan produk, harga dan promosi.

Kata Kunci: Produk, Harga, Promosi, Penjualan