

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) : **Josua Haripendi Panjaitan, Putri Cornelia Manik**
Afiliasi : Prima Indonesia University
Correspondence Author : rickyrafiiritonga@unprimdn.ac.id
Paper Title : **The Influence of Price, Promotion, and Service Quality
on Buying Interest at Bloum's Cafe & Resto 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



Raudhatul Jannah.

ABSTRAK

Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Minat Beli di Bloum's Cafe & Resto Medan

Josua Haripendi Panjaitan & Putri Cornelia Manik

Program Studi Manajemen
Fakultas Ekonomi Universitas Prima Indonesia

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari harga, promosi, dan kualitas pelayanan terhadap minat beli di Bloum's Cafe & Resto Medan. Penelitian ini menggunakan aplikasi SPSS. Dalam penelitian ini populasi yang digunakan pada perusahaan Bloum's Cafe & Resto Medan sebanyak 375 pelanggan. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Hasil penelitian ini variabel harga berpengaruh positif dan signifikan terhadap minat beli dengan signifikansi 0,000 dan t_{hitung} 4,261. variabel promosi berpengaruh positif dan signifikan terhadap minat beli dengan signifikansi 0,000 dan t_{hitung} 6,134. variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli dengan signifikansi 0,000 dan t_{hitung} 7,386. variabel harga, kompensasi, dan kualitas pelayanan secara simultan berpengaruh terhadap minat beli.

Kata Kunci : Harga, Promosi, Kualitas Pelayanan, Minat Beli.

ABSTRACT

The Influence of Price, Promotion, and Service Quality on Buying Interest at Bloum's Cafe & Resto Medan

Josua Haripendi Panjaitan & Putri Cornelia Manik

*Management Study Program
Faculty of Economics
University of Prima Indonesia*

This research aims to find out the influence of price, promotion, and quality of service on buying interest in Bloum's Cafe & Resto Medan. This study used the SPSS application. In this study, the population used in Bloum's Cafe & Resto Medan was 375 customers. The method used in this research is a quantitative approach. The results of this study show that variable price has a positive and significant effect on buying interest with a significance of 0.000 and a threshold of 4,000. Promotional variables have a positive and significant effect on buying interest with a significance of 0.000 and a thitung of 6.134. Variable service quality has a positive and significant effect on purchasing interest with a significance of 0.000 and a thitung of 7,386. Variable prices, complexes, and quality of service simultaneously affect buying interest.

Keywords: *Price, Promotion, Quality of Service, buying interest.*