

ABSTRACT

Lately, food order-delivery services are increasingly demanding. One of the main factor is people don't have to go to the location and queue up. So they only have to wait at home or at their delivery destination. One of company that is currently active in the food order-delivery services is Grab Food. Grab Food applies the right marketing strategy with the aim of increasing the volume of purchases that is to carry out the promotion mix.

This research is aimed to find out the Promotion Mix works on Grab Food in Jabodetabek, the consumer buying decision process of Grab Food in Jabodetabek, and also to calculate the Promotion Mix has influenced the consumer buying decision process of Grab Food in Jabodetabek. This research is descriptive and causality with 100 respondents as the object of research. The research method used in this study is a quantitative method. Respondents who were taken were consumers who had used the online food order-delivery application.

It can be concluded that the Promotion Mix of Grab Food included in the good category, the consumer buying decision process of Grab Food included in the good category, Promotion Mix simultaneously has a positive and significant effect on the consumer buying decision process of Grab Food in Jabodetabek by 36.3% and the remaining 63.7% is influenced by other factors that is not examined in this research.

Keywords: Promotion Mix, Grab Food, Consumer Buying Decision Process.