

ABSTRACT

Current technological developments are in line with the development of application-based transportation, the presence of online motorcycle taxis or online taxis is becoming increasingly popular. Ordering transportation using an application that can be downloaded for free via a smartphone, every user can order this service from anywhere and anytime.

One of the online motorcycle taxis that is in demand by the public is Go-Jek because it can make transactions without having to meet directly between producers and consumers, for example, in situations where it is not possible to leave the house to buy food or force them to order food online by using digital applications such as the Go-Food feature that Go-Jek has.

This study aims to determine what are the effects of Attitude, Subjective Norms, and Behavioral Control on food purchasing decisions through the Go-Food feature Gojek application. This study uses a descriptive type of research with a quantitative approach involving 100 respondents who use the Go-jek Go-Food feature by taking samples through nonprobability sampling and purposive sampling techniques, the analysis method used in this research is path analysis, data analysis. using SmartPLS version 3.0 software.

The results of the analysis show that the attitude variable has a positive and significant effect on purchasing decisions. Subjective norms have a positive effect but there is no significant effect on purchasing decisions. Behavior control has a positive and significant effect on purchasing decisions. Then the intervening variable test shows that there is no significant effect of attitudes on purchasing decisions through subjective norms as intervening and there is no significant effect of behavioral control on purchasing decisions through subjective norms as intervening. Based on the results of the study, the results of the research on the mediating variable show that subjective norms do not act as mediation. This shows that in general, it is necessary to look for other variables for the mediating effect.

Keywords: Attitudes, Subjective Norms, Behavior Control, and Purchasing Decisions.