

Abstract

This study aims to determine the effect of discounts on interest, selection, and satisfaction in the ShopeeFood food and beverage ordering application service. In the current digital era, technological developments are very rapid, one of which is in the food sector. The food and beverage ordering application is very much used by the community, one of which is ShopeeFood. Sampling was done by filling out a questionnaire in the form of Google Form, as many as 100 respondents. The analysis was carried out using path analysis using the smartPLS version 3 application. The results of this study indicate that discounts have a significant and positive effect on the selection, interest and satisfaction of customers in the ShopeeFood application. The influence given is also quite significant and positive because it is the strength of ShopeeFood.