

ABSTRACT

The important role of technology in supporting the economy in Indonesia is in fact affecting buying and selling activities, especially online. In the category of consumer expenditure contribution in Indonesia, food gets the highest percentage. This makes the Indonesian people's interest in ordering food online high. There is one online food purchase service provider, namely the GoFood service on the Gojek application. This study aims to analyze and see the effect of online customer ratings and discounts on purchase decisions on GoFood services.

This research uses a quantitative method with a descriptive research type. The sampling technique used is probability sampling with 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis with IBM SPSS 24.

The results showed that partially each variable, namely online customer rating and discount, had a significant positive effect on purchase decision. The simultaneous influence of the online customer rating variable and the discount variable has a significant positive effect on the purchase decision variable on GoFood services in Bandung Raya.

Key words : Online Customer Rating, Discount, Purchase Decision