

ABSTRACT

This study aims to analyze the effect of service quality, price, and promotion on food purchasing decisions through food delivery platforms, such as ShopeeFood and GoFood. The increasing use of online food delivery services in recent years, online food delivery services such as ShopeeFood and GoFood have experienced significant growth in Indonesia. This is driven by the ease and convenience offered by these services. Students are one of the main users of online food delivery services. This is due to the busyness of studying and lack of time to cook. The factors of service quality, price, and promotion are supporting factors in purchasing decisions in choosing online food delivery services so that students consider various factors, such as service quality, price, and promotions offered.

The research method used was descriptive quantitative research using nonprobability sampling techniques, involving the participation of 250 respondents as potential users of ShopeeFood and GoFood. Data collection was carried out through distributing questionnaires and the collected data was analyzed using multiple regression analysis techniques with the help of SPSS version 27 software for Windows.

The results showed that service quality, price, and promotion partially and simultaneously had a positive and significant effect on purchasing decisions for ShopeeFood and GoFood for students in Bandung.

Keywords: *Service Quality, Price, Promotion, Purchase Decision, ShopeeFood, GoFood*