

## ABSTRAK

### **PENGARUH *PRICE DISCOUNT* DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK MAKANAN PADA LAYANAN *ONLINE FOOD DELIVERY*: STUDI PADA PENGGUNA *GOFOOD* DI BANDAR LAMPUNG**

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Perkembangan teknologi digital dan meningkatnya gaya hidup praktis mendorong pertumbuhan layanan *Online Food Delivery* di Indonesia. *GoFood* menjadi salah satu platform yang paling banyak digunakan, terutama di wilayah perkotaan seperti Bandar Lampung. Kondisi ini menciptakan persaingan yang ketat sehingga penyedia layanan perlu memanfaatkan strategi pemasaran yang efektif, seperti *Price Discount* dan *Online Customer Review*, guna memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *Price Discount* dan *Online Customer Review* terhadap keputusan pembelian produk makanan melalui layanan *GoFood* di Bandar Lampung. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan purposive sampling. Analisis regresi linear berganda digunakan untuk menguji pengaruh kedua variabel independen. Hasil penelitian menunjukkan bahwa *Price Discount* berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, *Online Customer Review* berpengaruh positif dan signifikan. Hal ini membuktikan bahwa diskon harga dan ulasan pelanggan menjadi faktor penting yang mendorong konsumen dalam menentukan keputusan pembelian melalui layanan *GoFood* di Bandar Lampung.

**Kata Kunci:** *Price Discount*, *Online Customer Review*, Keputusan Pembelian, *Online Food Delivery*, *GoFood*

## ABSTRACT

### **THE EFFECT OF *PRICE DISCOUNT* AND *ONLINE CUSTOMER REVIEW* ON FOOD PRODUCT PURCHASE DECISIONS THROUGH *ONLINE FOOD DELIVERY SERVICES*: A STUDY ON *GOFOOD* USERS IN BANDAR LAMPUNG**

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*The advancement of digital technology and the increasingly practical lifestyle have driven the rapid growth of Online Food Delivery services in Indonesia. GoFood is one of the most widely used platforms, especially in urban areas such as Bandar Lampung. This competitive environment requires service providers to implement effective marketing strategies, such as Price Discounts and Online Customer Reviews, to influence consumers' purchasing decisions. This study aims to determine the effect of Price Discount and Online Customer Review on purchasing decisions for food products through the GoFood service. The research employed a quantitative approach using a survey method involving 100 respondents selected through purposive sampling. Multiple linear regression was used to analyze the influence of the independent variables. The results show that Price Discount has a positive and significant effect on purchasing decisions. Similarly, Online Customer Review also has a positive and significant effect. These findings indicate that discounts and customer reviews play an important role in shaping consumer purchasing decisions through the GoFood platform in Bandar Lampung.*

**Keywords:** *Price Discount, Online Customer Review, Purchase Decision, Online Food Delivery, GoFood*