

**Pengaruh Online Customer Rating, Harga, dan Promosi Terhadap
Keputusan Pembelian Makanan Melalui GrabFood
(Studi pada Konsumen di Kabupaten Tulungagung)**

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Tujuan dari penelitian ini adalah untuk menganalisis pengaruh online customer rating, harga, dan promosi terhadap keputusan pembelian makanan melalui GrabFood pada konsumen di Kabupaten Tulungagung. Penelitian ini menggunakan *purposive sampling* dengan 96 responden masyarakat di Kabupaten Tulungagung. Penelitian ini menggunakan teknik analisis regresi linier berganda. Hasil analisis dari penelitian ini mengindikasikan online customer rating secara parsial tidak berpengaruh terhadap keputusan pembelian tetapi memberikan kontribusi, harga secara parsial berpengaruh signifikan terhadap keputusan pembelian, promosi secara parsial berpengaruh signifikan terhadap keputusan pembelian. Dan juga mengindikasikan online customer rating, harga, dan promosi secara simultan berpengaruh terhadap keputusan pembelian. Serta promosi berpengaruh paling dominan terhadap keputusan pembelian. Hal ini membuktikan bahwa online customer rating, harga, dan promosi dapat memberikan kontribusi untuk memutuskan pembelian melalui GrabFood pada konsumen di Kabupaten Tulungagung.

Kata kunci: online customer rating, harga, promosi, dan keputusan pembelian

**The effect of Online Customer Rating, Price, and Promotion Toward
Purchase Decision of Food Through GrabFood
(Study on Consumer Tulungagung District)**

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The purpose of this research is to analyze the effect of online customer rating, price, and promotion on purchase decision of food through GrabFood on consumers in Tulungagung District. This research use *purposive sampling* with 96 respondents of people in Tulungagung District. This research use multiple linear regression analysis techniques. The results of the analysis of this research indicate that online customer rating partially has no effect on purchase decision but give contribution, price partially has significant effect on purchase decision, promotion partially has significant effect on purchase decision. And also indicates that online customer rating, price, and promotion simultaneously affect on purchase decision. And promotion is the most dominant effect on purchase decision. It proves that online customer rating, price, and promotion can contribute to purchase decision through GrabFood for consumers in Tulungagung District.

Keywords: *online customer rating, price, promotion, and purchase decision*