

**PENGARUH HARGA DAN ULASAN KONSUMEN TERHADAP
KEPUTUSAN PEMBELIAN MAKANAN MELALUI
FITUR GOFOOD DI APLIKASI GOJEK**

ABSTRAK

Meskipun layanan GoFood banyak digunakan, keputusan pembelian konsumen belum tentu tinggi karena adanya perbedaan harga akibat biaya tambahan serta ulasan konsumen yang beragam dan dapat menimbulkan keraguan. Penelitian ini bertujuan untuk menganalisis pengaruh harga dan ulasan konsumen terhadap keputusan pembelian makanan melalui fitur GoFood pada aplikasi Gojek di Kecamatan Medan Tuntungan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden. Data dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial harga dan ulasan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, kedua variabel tersebut juga berpengaruh signifikan terhadap keputusan pembelian. Nilai koefisien determinasi menunjukkan bahwa harga dan ulasan konsumen mampu menjelaskan keputusan pembelian sebesar 38,4%.

Kata kunci: Harga, Ulasan Konsumen, Keputusan Pembelian, GoFood

***THE INFLUENCE OF PRICE AND CONSUMER REVIEWS ON FOOD
PURCHASE DECISIONS THROUGH THE GOFOOD
FEATURE ON THE GOJEK APPLICATION***

ABSTRACT

Although GoFood services are widely used, consumer purchase decisions are not necessarily high due to price differences from additional fees as well as varied consumer reviews, which can create uncertainty. This study aims to analyze the influence of price and consumer reviews on food purchase decisions through the GoFood feature on the Gojek application in the Medan Tuntungan District. This study uses a quantitative approach with a survey method involving 100 respondents. The data were analyzed using multiple linear regression. The results indicate that individually, both price and consumer reviews have a positive and significant effect on purchase decisions. Simultaneously, these two variables also have a significant impact on purchase decisions. The coefficient of determination value shows that price and consumer reviews are able to explain 38.4% of the purchase decisions.

Keywords: Price, Consumer Reviews, Purchasing Decision, GoFood