

ABSTRAK

Perkembangan teknologi yang sangat pesat memberikan peluang bagi kegiatan perdagangan makanan dengan berbasis online seperti pesan antar makanan melalui aplikasi ShopeeFood yang dapat memudahkan proses jual beli bagi penjual dan pembeli. Salah satu perusahaan makanan yang menawarkan produknya di ShopeeFood yaitu Mie Gacoan. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, *promotion*, dan *online customer review* terhadap keputusan pembelian produk Mie Gacoan cabang Manyar di platform ShopeeFood.

Jenis penelitian yang digunakan pada penelitian ini adalah penelitian kausal dengan menggunakan pendekatan kuantitatif. Populasi yang digunakan yaitu konsumen yang pernah melakukan pembelian produk Mie Gacoan cabang Manyar di platform ShopeeFood. Sumber data yang digunakan yaitu data primer yang dikumpulkan melalui penyebaran kuesioner dengan menggunakan teknik metode *probability sampling* dan penentuan sampel menggunakan *simple random sampling* dengan jumlah sampel sebanyak 98 responden. Metode analisis data dengan menggunakan analisis regresi linear berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solution*) versi 29.

Hasil penelitian ini menunjukkan bahwa *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian, *promotion* berpengaruh positif dan signifikan terhadap keputusan pembelian, *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : *Brand Image, Promotion, Online Customer Review*, Keputusan Pembelian.

ABSTRACT

A rapid technological development gives opportunities for food business activities online, such as delivery orders through the ShopeeFood application. This eased the trade between seller and buyer. One of the food business online activities offered the product namely ShopeeFood and one of the products was Mie Gacoan. This research aimed to find out the effect of brand image, promotion, and online customer reviews on the consumers' purchasing decisions of Mie Gacoan, a branch of Manyar in ShopeeFood.

The research was causal-quantitative. The population was consumers who purchased products of Mie Gacoan, a branch of Manyar in ShopeeFood. Moreover, the data were primary with questionnaires as the instrument in the data collection technique. The data collection technique used simple random sampling with 98 respondents. Furthermore, the data analysis technique used multiple linear regression with SPSS 29.

The result showed that brand image had a significantly positive effect on purchasing decisions. Likewise, promotion had a significantly positive effect on purchasing decisions. Similarly, online customer reviews had a significantly positive effect on purchasing decisions.

Keywords: *Brand Image, Promotion, Online Customer Review, Purchasing Decision*

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