

ABSTRACT

In modern times, public transportation modes are very important for the survival of many people, especially in big cities that have a high population density and high economic activity. In such a situation GoFood comes with an application service in collaboration with many merchant partners who are connected to GoFood's online food order service. This study aims to determine the effect of brand image, price, and product quality on purchasing decisions through the GoFood application in Bandung. The benefit of this research is to illustrate how the influence of brand image, price, and product quality on purchasing decisions through the GoFood application in Bandung City.

Purchasing decisions through the GoFood application are influenced by several factors, including product attributes such as price, product quality, and brand image. The purchase decision is the process by which a person actually decides to buy a product. This research is included in quantitative research that is descriptive and causal. The population in this study were GoFood users in Bandung, with a total sample of 150 respondents. The data analysis technique used is multiple linear regression analysis. The collected data were then processed using factor analysis methods with the help of SPSS.

The results showed that the brand image, price, product quality and purchase decisions on the GoFood application according to GoFood users in Bandung were quite good. Brand image has a significant effect on purchasing decisions through the GoFood application in Bandung City. Price has a significant effect on purchasing decisions through the GoFood application in Bandung City. Product quality has a significant effect on purchasing decisions through the GoFood application in Bandung City.

Keywords: Brand Image, GoFood, Price, Product Quality, Purchase Decision