

## ***ABSTRACT***

This research is motivated by the phenomenon of food delivery which is increasingly prevalent in Indonesia. Due to the COVID-19 pandemic which began to hit the whole world in early 2020, various business sectors, especially in the culinary field, declined rapidly and the daily order income could not be identified. Not a few people who have this culinary business have gone out of business, but some are collaborating with online motorcycle taxi platforms to make it easier to distribute their culinary sales. This study aims to determine what dominant factors influence consumers to use Gofood on Gojek.

Collecting data in this study through the distribution of questionnaires and using descriptive quantitative data analysis. Sampling was done by non-probability sampling method, namely by purposive sampling technique. The sample used in this study were consumers who had used the Gofood application on Gojek with a total of 229 respondents. The analytical method in this study is a factor analysis test and the analytical tool used with the help of SPSS version 28.

From the data and results of research analysis, it can be seen that the factors that influence consumers in making decisions to purchase Gofood are as follows:

There are 19 factors that influence consumers in purchasing Gofood, namely: Modern lifestyle, Practicality, Influence of people around, Advertising and mass media, Social class, Social status, Role and status, Work activity, Age level, Lifestyle demands, Lifestyle Practical, Services offered, Family conditions, Purchases from other consumers, Purchase experience, Convenience and convenience, Services, Application promos, Application advantages, Product selection according to benefits. Of the 19 factors, there are 4 main factors in a person's decision making, namely Personal and Family Influence, Culture, Psychological Attitudes and Social Class, the most dominant is Personal and Family Influence, which is 28.69%

***Keywords: Factor Analysis, Purchase Decision, Food Delivery Application***