

ABSTRACT

Currently, online-based food delivery services are emerging in Indonesia, even ordering food through online applications is common for Indonesian people. Gojek through Gofood services as one of the online motorcycle taxi applications, and is the largest online-based service provider with unique tricks to attract. The purpose of this study was to determine how much influence Gofood's advertisements had during the pandemic on television and social media on consumer purchasing decisions in Cirebon.

The research method used in this study is a quantitative method. This type of research is causal research. In this study the researcher did not interfere with the components involved, and the researcher only carried out on-site research on the analysis process. The study was conducted using multiple linear regression analysis using SPSS version 23.0.

Based on the results of the study, it was found that there was an influence of television media advertisements on the decision to buy services at Gofood, there was an influence of social media advertisements on the decision to buy services at Gofood, and there was an influence of television and social media advertisements on the decision to buy services at Gofood. The influence of television and social media advertisements on the decision to buy services at Gofood is 64.4%. - The researcher suggests to the GoJek company, to be able to continue to maintain effective Gofood television and social media advertisements to encourage decisions to buy the service.

Keywords: television advertisements, social media advertisements, decision to buy services