

ABTRACT

Nowadays, the development of technology is getting higher and higher. With the development of technology, the human lifestyle has also changed. The internet has become a necessity for the Indonesian people in their activities. Currently, Indonesians choose to use ojek services and online food delivery compared to conventional because they are considered more effective and efficient.

In this study, Grab was chosen compared to other competitors because Grab online ojek application has 160 million downloads and has 18 million monthly active account users in Indonesia. In order to compete with competitors, Grab needs to improve its marketing strategy, especially promotion, so that customers do not switch to using the services of other competitors.

The research methods used are quantitative and Likert scale as a measure. This study used a non-probability sampling technique with 100 respondents of Grabbike users. The data analysis techniques used in this study are descriptive analysis and simple linear regression analysis.

Based on the results of the descriptive analysis price is included in the good category with a percentage of 83.70%, and the purchase decision is included in the good category with a percentage of 84.20%. The results showed the price had a positive and significant effect on purchasing decisions with an influence of 60,6% and the rest was influenced by other factors that were not discussed in this study.

Keywords: *Price, Purchase Decision, Grabbike*