ABSTRACT

Online Food Delivery (OFD) is an increasingly sought-after service that experiences continuous growth year after year, primarily driven by technological advancements. Within the Southeast Asian market, GrabFood stands out as one of the leading businesses in the realm of OFD services. GrabFood strategically targets major cities, including Bandung, as its initial market expansion. Informed consumer decision-making regarding the purchase of products is influenced by their access to relevant information. In this regard, electronic word of mouth and brand image play pivotal roles in shaping consumer choices. The aim of this research is to analyze the impact of electronic word of mouth and brand image on consumer purchasing decisions within the context of GrabFood in Bandung. By comprehending these influences, GrabFood can devise effective strategies to capture its target market. To explore this phenomenon, consumer reviews on social media platforms pertaining to GrabFood are examined. A quantitative research approach is adopted, focusing on GrabFood consumers in Bandung as the research population. The nonprobability sampling technique of purposive sampling is employed, and a total of 240 respondents are included in the study. Structural Equation Modeling (SEM) is the chosen methodology for data analysis, utilizing the SmartPLS 3.0 software. The findings of this research demonstrate a significant positive influence of both electronic word of mouth and brand image on consumer purchasing decisions regarding GrabFood in Bandung. These insights can inform GrabFood's strategic decision-making process as it seeks to effectively target its desired market segment.

Keyword: *Electronic word of mouth, brand image, purchase decision, SEM.*