

ABSTRACT

Indonesia is one of the countries with the largest internet population in the world with 204.7 million. This affects the activities of fulfilling daily needs, especially ordering food online, in the proportion of digital platform users there are 74.4% of users doing online food delivery services. The highest frequency of users of online food delivery services is among students at 94.5%.ShopeeFood as a newcomer to food delivery in Indonesia is a favorite service for young people in ordering food. As for discounts with various amounts and the order rating system owned by ShopeeFood, whether it is able to support the purchasing process by consumers, therefore this study aims to determine how the effect of discounts and online customer ratings on purchasing decisions on ShopeeFood services.

This research uses quantitative methods with a descriptive approach. The sampling technique used was nonprobability sampling with 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis which is processed using IBM SPSS 22 software.

The results showed that partially each variable, namely discounts and online customer ratings, had a significant positive effect on purchasing decisions. Simultaneously, the discount variable and the online customer rating variable have a significant positive effect on the purchasing decision variable on the ShopeeFood service in Bandung City. The application of discounts and online customer ratings is able to boost purchasing activity for ShopeeFood services, the regular provision of discounts is able to attract purchases and the existence of ratings is able to make the ShopeeFood platform a platform that makes it easier for consumers to consider purchasing food / drinks on ShopeeFood services.

Keywords: *Discount, Online Customer Rating, Purchase Decision*