

## ABSTRAK

Khamidah Eka Ariani. 2024. Pengaruh Promosi, Harga, *Brand Image* Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Aplikasi *Gofood* Di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Dr. Apriyanti, S.E., M.M.

### **Abstrak :**

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, harga, brand image, dan kualitas pelayanan terhadap keputusan pembelian pada aplikasi GoFood di Kota Madiun. Metode yang digunakan dalam penelitian ini adalah survei dengan pendekatan kuantitatif, di mana data dikumpulkan melalui kuesioner menggunakan *google form* dengan jumlah sampel sebesar 384 responden, Teknik pengambilan sampel purposive sampling. Teknik analisis data menggunakan software Smart PLS 4.1. Hasil analisis data menunjukkan bahwa promosi dan harga tidak berpengaruh secara signifikan terhadap keputusan pembelian, sedangkan brand image dan kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada aplikasi GoFood di Kota Madiun.

Kata Kunci: Promosi, Harga, Brand Image, Kualitas Pelayanan, Keputusan Pembelian, GoFood, Kota Madiun.

## **ABSTRACT**

Khamidah Eka Ariani. 2024. The Influence of Promotion, Price, Brand Image, and Service Quality on Purchasing Decisions on the GoFood Application in Madiun City. Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Dr. Apriyanti, S.E., M.M.

### **Abstract :**

This study aimed to analyze the influence of promotion, price, brand image, and service quality towards purchasing decisions on the Go-Food application in Madiun City. The method used in this study was a survey with a quantitative approach, where data was collected through a questionnaire using a google form with a sample size of 384 respondents through a purposive sampling technique. The data analysis technique used Smart PLS 4.1 software. The results of the data analysis show: promotion and price do not have a significant effect towards purchasing decisions, while brand image and service quality have a positive and significant effect towards purchasing decisions on the Go-Food application in Madiun City.

Keywords: Promotion, Price, Brand Image, Service Quality, Purchasing Decisions, Go-Food.