

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh minat beli pada layanan pesan-antar makanan Shopee Food. Objek penelitian adalah layanan pesan-antar makanan Shopee Food. Variabel independen yang didapatkan dari hasil survei pendahuluan adalah promosi penjualan, sikap, dan norma subjektif. Penelitian ini menggunakan teknik analisis data deskriptif, uji instrument, dan SEM dengan pengolahan data menggunakan PLS. Populasinya adalah penduduk berwilayah tinggal di DKI Jakarta, dengan sampel 130 responden. Hasil pengujian data dengan menggunakan menggunakan software Smart-PLS v3.2.9. Secara umum, hasil penelitian ini menunjukan bahwa Diskon berpengaruh positif dan signifikan secara langsung kepada Minat Beli Shopee Food, Sikap berpengaruh positif dan signifikan secara langsung kepada Minat Beli Shopee Food, dan Norma Subjektif berpengaruh positif dan signifikan secara langsung kepada Minat Beli Shopee Food.

Kata kunci: Minat Beli, Layanan Pesan-antar Makanan Online, Promosi Penjualan, Sikap, Norma Subjektif, Shopee Food



ABSTRACT

This study aims to examine the effect of buying interest on Shopee Food's food delivery service. The object of the research is Shopee Food's food delivery service. The independent variables obtained from the results of the preliminary survey are sales promotion, attitudes, and subjective norms of promotion. This study uses descriptive data analysis techniques, instrument testing, and SEM with data processing using PLS. The population is residents who live in DKI Jakarta, with a sample of 130 respondents. The results of data testing using the Smart-PLS 3.2.9 software. In general, the results of this study indicate that Discounts have a positive and significant direct effect on Shopee Food Purchase Intentions, Attitudes have a positive and significant direct effect on Shopee Food Purchase Intentions, and Subjective Norms have a positive and significant direct effect on Shopee Food Purchase Intentions

Keywords: Buy Interest, Online Food Delivery Service, Sales Promotion, Attitudes, Subjective Norms, Shopee Food

