

ABSTRACT

The Covid-19 pandemic has forced everyone in the world to stay and restrain themselves in a room that aims to break the chain of the spread of Covid-19. However, everyone is required to carry out consumption activities during the pandemic, with conditions like this online food couriers such as GoFood, Shopeefood and Grabfood are needed to carry out consumption activities. This study aims to determine the effect of religiosity, product, promotion, and review and rating factors on purchasing decisions using online food ordering applications.

This study uses primary data with data collection methods in the form of a questionnaire. The population in this study were students of the Faculty of Economics and Business, Diponegoro University, especially the Islamic Economics department who used an online food ordering application. The number of samples as many as 100 students were taken in this study. This study uses multiple linear regression analysis using SPSS version 22.

The results of this study indicate that the variable that partially has a positive and significant effect on purchasing decisions using online food ordering applications is the product. Simultaneously, the results obtained from religiosity, product, promotion, as well as reviews and ratings have an effect on purchasing decisions using online food ordering applications..

Keywords: Religiosity, products, promotions, reviews and ratings, online food ordering.