

ABSTRACT

Developments in the online food delivery industry in this period continued to experience rapid development, this was marked by the rise of consumers using online food ordering services to facilitate their activities. This industry is developing relatively quickly, which is marked by the Covid-19 pandemic until now. The presence of Shopee Food as a newcomer raises different features and services that attract the attention of consumers compared to its competitors.

This study aims to examine and analyze the influence of social media marketing, sales promotion, and electronic word of mouth to encourage consumer buying interest mediated by brand image to confirm online food delivery services at shopee food in Semarang City. Methods of data collection using purposive sampling. Data collection was carried out through a survey of 136 respondents via an online questionnaire (g-form) as the main data source which was distributed to social media users in the city of Semarang who had used the Shopee Food service. The data obtained was processed using SEM analysis from the AMOS 24 program.

The results of the findings in this study indicate that social media marketing, sales promotion, and electronic word of mouth have a positive and significant effect on brand image. In addition, this study also shows that brand image has a positive influence on purchase intention.

Keywords: Sales Promotion, Social Media Marketing, Electronic Word of Mouth, Brand Image, Purchase Intention.