

ABSTRACT

Indonesia's economic growth is currently experiencing an increase from the previous year. The growth of online food delivery (OFD) messaging services in Indonesia has also developed in recent years. Among them is the emergence of new food delivery service competitors and making the competition for food delivery services in Indonesia even stricter than before. This makes food delivery services compete to improve their purchasing decisions. Therefore, this study aims to analyze the influence of Brand Ambassador, Social Media Marketing, and Service Quality on Purchase Decision with Purchase Intention as an intervening variable for GoFood users in Semarang City.

The populations in this study are GoFood users in Semarang City and have made purchases at GoFood at least once. The sample used in this study was 121 respondents that were collected using the purposive sampling method. Then, the data was processed using the SEM (Structural Equation Model) technique using the AMOS 22.

The results of this study indicate that Brand Ambassador, Social Media Marketing, and Service Quality have a positive and significant effect on Purchase Intention and Purchase Intention has a positive and significant effect on Purchase Decision.

Keywords : Brand Ambassador, Social Media Marketing, Service Quality, Purchase Intention, and Purchase Decision.