

ABSTRACT

After the repeal of PPKM, everyone in the world has gradually resumed their activities as before. Previously, they were required to stay and restrain themselves indoors to break the chain of transmission of Covid-19. However, everyone is required to carry out consumption activities during a pandemic, with conditions like this. Online food couriers such as GoFood are needed to carry out consumption activities. Then compared to after the repeal of PPKM did the use of GooFood decrease or increase. This study aims to determine the influence of spiritual intelligence factors, products, promotions, psychology, and the use of technology on purchasing decisions using the GoFood application. This study uses primary data with data collection methods in the form of questionnaires. The population in this study were Muslim students at the Faculty of Economics and Business, Diponegoro University who used the GoFood application. The number of samples is 100 students taken in this study. This study uses multiple linear regression analysis using SPSS version 23. The results of this study indicate that the variables that partially have a positive and significant effect on purchasing decisions using the GoFood application are promotion, psychology, and technology. The most dominant variable is the technology variable because the use of technology which has become a necessity in this era and is used to search for information and communication in the online system can increase the use of the GoFood application for consumers. Variables that have no effect and are partially significant are product and religiosity on purchasing decisions using the GoFood application. Simultaneously, the results obtained from spiritual intelligence, products, promotions, psychology, and the use of technology influence purchasing decisions using the GoFood application.

Keywords: spiritual intelligence, product, promotion, psychology, and use of technology