

ABSTRACT

This study explores the influence of service quality, e-promotion, and electronic word of mouth on purchasing decisions for ShopeeFood services in Semarang City. The independent variables include service quality, e-promotion, and electronic word of mouth, while the dependent variable is purchasing decision. A quantitative survey method was employed with a questionnaire distributed to 151 respondents selected through simple random sampling.

Multiple linear regression analysis revealed that service quality with a coefficient of 0.194 and e-promotion with a coefficient of 0.502 have a positive and significant effect on purchasing decisions, while electronic word of mouth with a coefficient of 0.078 does not have a significant effect. The F-test confirmed that all three independent variables simultaneously have a significant effect on purchasing decisions with a significance level of less than 0.05.

The conclusion of this study emphasizes that service quality and e-promotion are key factors influencing purchasing decisions in ShopeeFood, while electronic word of mouth is not significant. These findings recommend enhancing service and promotional strategies by ShopeeFood management.

Keywords: Purchasing decision, Service quality, E-Promotion, E-WOM, ShopeeFood.