

ABSTRACT

The Covid-19 pandemic requires everyone in the world to stay and stay indoors, which aims to break the chain of spreading Covid-19. However, everyone is required to carry out consumption activities during a pandemic, under these circumstances, the existence of online food couriers such as GoFood is needed to carry out consumption activities. This study aims to determine the effect of factors of religiosity, product, promotion, psychology, and technology on purchasing decisions using the GoFood application.

This study uses primary data with data collection methods in the form of a questionnaire. The population in this study were Muslim students of the Faculty of Economics and Business, Diponegoro University who used the GoFood application. The number of samples of 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 that has become a necessity in this era and is used to search for information and communication in online systems can increase the use of the GoFood application for consumers. The variables that have no effect and are partially significant are product and religiosity towards purchasing decisions using the GoFood application. Simultaneously, the results obtained from religiosity, products, promotion, psychology, and technology have an effect on purchasing decisions using the GoFood application.

Keywords: Religiosity, product, promotion, psychology, technology, and the use of GoFood applications.