

## ABSTRAK

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2024

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**Pengaruh Harga, Promosi, *Word of Mouth*, dan Kemudahan Aplikasi terhadap Keputusan Pembelian *Online Food Delivery* Melalui Grabfood Menurut Sudut Pandang Islam (Studi Kasus Pada Konsumen GrabFood di DKI Jakarta)**

### Uraian Abstrak

Tujuan penelitian ini yaitu untuk mengetahui bagaimana pengaruh Harga, Promosi, *Word of Mouth*, dan Kemudahan Aplikasi terhadap Keputusan Pembelian dan untuk mengetahui Harga, Promosi, *Word of Mouth*, dan Kemudahan Aplikasi terhadap Keputusan Pembelian menurut tinjauan dari sudut pandang islam. Penelitian ini berjenis penelitian kuantitatif, sampel dalam penelitian ini berjumlah 120 responden konsumen yang pernah membeli dan mengonsumsi makanan dan minuman di grabfood, teknik pengumpulan data pada penelitian ini menggunakan kuesioner sedangkan pengambilan sampel menggunakan teknik *purposive sampling* didasarkan pada pertimbangan atau kriteria tertentu. Teknik analisis data menggunakan yaitu uji validitas, uji reliabilitas, uji deskriptif, regresi linear berganda, uji asumsi klasik uji t dan uji f, dan koefisien determinasi, pengujian hipotesis secara parsial dan simultan. Hasil penelitian menunjukkan bahwa : (1) Harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian (2) Promosi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian (3) *Word of Mouth* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian (4) Kemudahan Aplikasi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian (5) Secara simultan seluruh variabel independen memiliki pengaruh positif dan signifikan terhadap variabel dependen. Keempat variabel independen yaitu Harga, Promosi, *Word of Mouth*, dan Kemudahan Aplikasi *online food delivery* melalui grabfood (Studi Kasus pada konsumen grabfood di DKI Jakarta) sesuai dengan prinsip-prinsip dalam islam sedangkan variabel independen yaitu keputusan pembelian telah sesuai dengan prinsip-prinsip dalam islam.

**Kata Kunci:** Harga, Promosi, *Word of Mouth*, Kemudahan Aplikasi dan Keputusan Pembelian

## ABSTRACT

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***The Influence of Price, Promotion, Word of Mouth, and Application Ease on Online Food Delivery Purchase Decisions through GrabFood from an Islamic Perspective (Case Study on GrabFood Consumer in DKI Jakarta)***

### **Abstract Description**

*The purpose of this study was to determine how the effect of Price, Promotion, Word of Mouth, and Ease of Application on Purchasing Decisions and to find out the Price, Promotion, Word of Mouth, and Ease of Application on Purchasing Decisions according to a review from an Islamic point of view. This research is a quantitative research type, the sample in this study was 120 consumer respondents who had bought and consumed food and drinks at grabfood, the data collection technique in this study used a questionnaire while sampling using purposive sampling technique based on certain considerations or criteria. The data analysis technique uses, namely validity test, reliability test, descriptive test, multiple linear regression, classical assumption test t and f test, and coefficient of determination, partial and simultaneous hypothesis testing. The results showed that: (1) Price partially has a positive and significant effect on purchasing decisions (2) Promotion partially has a positive and significant effect on purchasing decisions (3) Word of Mouth partially has a positive and significant effect on purchasing decisions (4) Ease of Application partially has a positive and significant effect on purchasing decisions (5) Simultaneously all independent variables have a positive and significant effect on the dependent variable. The four independent variables, namely Price, Promotion, Word of Mouth, and Ease of Application of online food delivery through grabfood (Case Study on grabfood consumer in DKI Jakarta) are in accordance with Islamic principles while the independent variable, namely purchasing decisions, is in accordance with islamic principles.*

**Keywords:** *Price, Promotion, Word of Mouth, Application Ease, Purchase Decision*