

ABSTRAK

Perkembangan teknologi digital telah mengubah pola konsumsi masyarakat, terutama dalam pemesanan makanan secara online melalui aplikasi seperti GrabFood yang menjadi platform utama di Kota Jember karena kemudahan dan kecepatan layanannya. Meskipun nilai penjualan GrabFood terus meningkat, persaingan di pasar layanan pesan antar makanan semakin ketat. Keputusan pembelian konsumen melalui GrabFood dipengaruhi oleh beberapa faktor penting, yaitu Brand Trust yang mencakup kepercayaan terhadap keamanan dan kualitas layanan, *Electronic Word of Mouth (E-WOM)* berupa rekomendasi dan ulasan dari pengguna lain, serta promosi seperti diskon dan gratis ongkir yang rutin ditawarkan, yang kesemuanya berperan dalam membentuk keputusan pembelian. Jenis penelitian ini menggunakan metode kuantitatif dengan jumlah sampel sebanyak 144 responden dan menggunakan teknik pengambilan sampel *Non probability* dengan teknik *Proportional Sampling*, menggunakan teknik pengumpulan data berupa kuesioner kepada responden. Adapun teknik analisis data penelitian ini dengan menggunakan pengujian instrument, asumsi klasik, *regresi linear berganda*, uji hipotesis dan *koefisien determinasi R^2* . Hasil analisis yang diperoleh menunjukkan bahwa Pengaruh *Brand Trust*, *E-Wom*, Dan Promosi berpengaruh positif dan signifikan Terhadap Keputusan Pembeliann melalui GrabFood, hasil pengujian *koefisien determinasi R^2* yakni Tingkat kontribusi pengaruh sebesar 97% dan 3% variabel diluar penelitian meliputi *desain* aplikasi, kemudahan penggunaan, *aksesibilitas* dan kepuasan pelanggan.

Kata Kunci : *Brand Trust*, *E-Wom*, *Promosi*, *Keputusan Pembelian*

ABSTRACT

The development of digital technology has changed people's consumption patterns, especially in ordering food online through applications such as GrabFood which is the main platform in Jember City because of its ease and speed of service. Although GrabFood's sales value continues to increase, competition in the food delivery service market is getting tighter. Consumer purchasing decisions through GrabFood are influenced by several important factors, namely Brand Trust which includes trust in the security and quality of service, Electronic Word of Mouth (E-WOM) in the form of recommendations and reviews from other users, and promotions such as discounts and free shipping that are routinely offered, all of which play a role in shaping purchasing decisions. This type of research uses a quantitative method with a sample size of 144 respondents and uses a Non-probability sampling technique with a Proportional Sampling technique, using a data collection technique in the form of a questionnaire to respondents. The data analysis technique for this study uses instrument testing, classical assumptions, multiple linear regression, hypothesis testing and the coefficient of determination R². The results of the analysis obtained show that the influence of Brand Trust, E-Wom, and Promotion has a positive and significant effect on purchasing decisions through GrabFood, the results of the R² determination coefficient test are that the level of influence contribution is 97% and 3% of variables outside the study include application design, ease of use, accessibility and customer satisfaction.

Keywords: Brand Trust, E-Wom, Promotion, Purchase Decision