ABSTRACT

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Study Program   : Hotel Business

Title   : *Analysis of Factors That Affect Purchasing Decisions of Zomato Users*

One of the basic needs of human is food and drink. Increases of restaurant in Indonesia every day, provide Indonesia people with a lot of choices of cuisine. Therefor there were a lot of application to help Indonesia people to choose the restaurant, one of it is Zomato. The purpose of this study is to analyze the factors that affect purchasing decisions of Zomato users. The method used is quantitative descriptive method. The population used is people who use Zomato by spreading questionnaire trough social media. This research showed that quality and reference are the most effective factor that influence purchasing decisions of Zomato users. In the other side, the least influential is product availability.

Keywords: Purchasing decisions, restaurant, Zomato, Food, References.