ABSTRACT

Name : Theophilus Hans
Study Program : Hotel Business
Title : DOMINANT FACTORS EFFECTING FOOD BUYING DECISION VIA ONLINE BY STUDENTS OF AGUNG PODOMORO UNIVERSITY

This study is to analyze the most dominant factors of Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) in influencing online food purchasing decision. The method used is quantitative method. The population used was Agung Podomoro University student who were taken using the simple random sampling technique through questionnaires. Using simple sum calculation and composition percentage analysis, the result shows that Product (good product quality meeting the expectation) and Price (relatively cheaper price and/or discount) are the dominant factors influencing online food purchasing decision. This study will be useful information for public, food store sellers/owners, researchers, students who have an interest in online food ordering.

Keywords: pembelian makanan online, pesan makanan online, faktor keputusan pembelian makanan