

ABSTRACT

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Judul: Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Ulang Produk Makanan dan Minuman Mahasiswa Generasi Z Melalui Aplikasi Ojek *Online* Di Jakarta

Consumer behaviour is dynamic because customers and society are never the same and change continuously causing business competition to become very tough both on the national and international levels. Therefore, online motorcycle application companies that provide food delivery services must become more skilled so that they can compete with similar industries and survive in uncertain conditions. This study aims to contribute to the literature vacuum regarding the factors that influence repurchasing decisions, especially in repurchasing food and beverages for generation z students through the online motorcycle application in Jakarta. Data collection in this study used a positivistic approach, the descriptive quantitative method through a survey in the google form with a structural equation modeling (SEM) approach.

Tests on observed variables, such as discounts, lifestyle, consumer experience, and service quality to determine the control of each variable. Through this study, it hoped that the research results can help online motorcycle applications that have food delivery services in increasing the variables that influence the repurchasing decisions of student customers from generation z. Further research can explore marketing strategies for food and beverage products for generation z students through online motorcycle applications in Jakarta.

Keywords: Repurchase Decision, Generation Z, Online Motorcycle Application, Quantitative Survey Method