ANALYSIS OF THE EFFECT OF DIGITAL MARKETING ON GRABFOOD PURCHASE DECISIONS IN KEBON JERUK DISTRICT

By Kelvin Bayu Aji

Abstract

Grab is a well-known service company from Singapore that has a food delivery service, namely Grabfood, which is growing rapidly. The rapid development of Grabfood still loses when it competes in Indonesia, especially with competitors of its kind. The purpose of the research is to analyze and prove the influence of *search engine marketing, social media marketing, online public relations* on the purchasing decisions of Grabfood consumers. The type of data used is quantitative data with a population of Grabfood consumers in Kebon Jeruk District. With a sample of 75 respondents who have used Grabfood services and *non-purposive sampling* as the method. analysis technique using *Partial Least Square* (PLS). The results obtained arevariables *search engine marketing, social media marketing, online public relations* have an effect and are significant on consumer purchasing decisions. Based on the coefficient of determination, it is explained that *search engine marketing, social media marketing* and *online public relations* affect the purchasing decisions of Grabfood consumers in the Kebon Jeruk sub-district by 0.446 or 44.6%.

Keywords: *Search Engine Marketing, Social Media Marketing, Online Public Relations,* **Purchase Decision**

ANALISIS PENGARUH DIGITAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN GRABFOOD DI KECAMATAN KEBON JERUK

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Abstrak

Grab perusahaan jasa terkenal yang berasal dari singapura yang memiliki layanan pesan antar makanan yakni Grabfood yang berkembang pesat. Pesatnya perkembangan dari Grabfood masih kalah jika bersaing di Indonesia terutama dengan pesaing sejenisnya. Tujuan dari penelitian yakni untuk menganalisis dan membuktikan pengaruh *search engine marketing, social media marketing, online public relation* terhadap keputusan pembelian konsumen Grabfood. Jenis data yang digunakan adalah jenis data kuantitatif dengan populasi yakni konsumen Grabfood di Kecamatan Kebon Jeruk. Dengan sampel 75 responden yang pernah menggunakan jasa layanan Grabfood dan *non purposive sampling* sebagai metodenya. teknik analisis menggunakan *Partial Least Square* (PLS). Hasil yang didapatkan yaitu variabel *search engine marketing, social media marketing, online public relation* berpengaruh dan signifikan terhadap keputusan pembelian konsumen. Berdasarkan nilai koefisien determinasi dijelaskan bahwa *search engine marketing, social media marketing* dan *online public relation* mempengaruhi keputusan pembelian pada konsumen Grabfood di wilayah Kecamatan Kebon Jeruk sebesar 0.446 atau 44.6%.

Kata Kunci: *Search Engine Marketing, Social Media Marketing, Online Public Relation,* **Keputusan Pembelian**