

THE IMPACT OF DIGITAL PROMOTION AND THE QUALITY OF GO-FOOD APPLICATION SERVICES ON PURCHASE DECISIONS

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ABSTRACT

The purpose of this study is to find out and analyze the effect of Go-Food services as a media promotion on food purchasing decisions in the city of Bandung. To find out and analyze the effect of Go-Food Service Quality on food purchasing decisions in the city of Bandung. The data in this study were tested using validity and reliability tests, multiple regression analysis, coefficient of determination, f test, and t test to test the hypothesis proposed by the researcher. Based on the results of simultaneous research on digital promotion and go-food service quality, they have a positive and significant effect on purchasing decisions with a significant value of $0.015 < 0.05$, this test shows that the hypothesis is accepted. The digital promotion variable has a positive and significant effect on the purchase decision variable. Furthermore, the service quality variable has a positive and significant effect on the purchasing decision variable. Purchase decisions at food outlets are influenced by digital promotions and the quality of go-food services, this is evidenced by the R square value of 37.9% while the rest are influenced by other factors.

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1. INTRODUCTION

In the modern era like today, humans are able to carry out various activities at home or in the office without having to go directly with other vehicles and get hot on the road. With the existence of internet technology, humans can do many things such as socializing, greeting distant and close friends, reading books, obtaining various information, and even shopping online. Technological developments have changed the way of interaction in marketing communications from face to face (conventional) to screen to face (internet marketing). This has led to an increase in internet users and social media users in Indonesia which has an impact on increasing interest in shopping online.

The internet in today's digital era can be said to be so practical, easy and efficient in the midst of busy daily routines. In a product marketing both online (screen to face) and conventional marketing (face to face) it is necessary to have a marketing communication strategy. With the right marketing communication strategy, it can prevent the company from losing promotions that are not effective and efficient. Internet marketing is a tool as an intermediary for marketing communications which is currently widely used in social media introducing products or services in the modern world, one of which is by utilizing the media as a promotional tool [1].

Various small to large business activities take advantage of this development to run their business. The number of competitors is a consideration for entrepreneurs to enter in very tight competition. The right marketing and media strategies are used to reach the target market so that sales volume always increases and the profit generated by a company can increase. Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They are gradually starting to leave conventional or traditional marketing models and switch to modern marketing, namely digital marketing. With digital marketing, communication and transactions can be done at any time/real time and can be global or global.

Online shops the process by which consumers buy products or services via the internet, namely through online stores that exist on the internet. Shopping through online media is the use of services through internet media where buyers can see in advance the specifications and product descriptions of goods and services to be purchased through media that have been promoted by sellers. This buying and selling activity does not require direct face-to-face communication, but can be done through tools or

intermediaries in the form of laptops, notebooks, computers, or mobile phones connected to internet access services. With the help of modern and sophisticated communication media, it will make it easier for people to shop online[2].

With an online store, sellers and buyers can make transactions without having to meet face to face. This makes transactions faster and easier, whenever and wherever you just have to click, so people can shop and choose items that suit their individual interests. This online shop is considered fast, convenient and practical. This is what causes many entrepreneurs to decide to try the online shop business to be able to meet the many buyers' interests. The phenomenon of the internet and social networking in Indonesia is currently being exploited by the emergence of various business opportunities. One of them is the internet as an Advertising Tool which has the aim of promoting and selling products using advertisements via the internet with social media that has developed to carry out buying and selling activities and providing information on a brand which is commonly called E-Commerce. The reasons social networks are very appropriate to be used as a medium for running business are lower costs, market reach without distance and time limits, being able to establish good relationships with customers, active customers, providing feedback, and all forms of information can spread quickly. This internet penetration has also changed the shopping patterns of the Indonesian people as the prima donna market for e-commerce players.

On a national scale, online shop promotion using social media has become a phenomenon in digital marketing, many entrepreneurs use this facility as a support for product marketing and sales. The apparel market in Bandung itself is currently using Instagram as a media in conducting sales promotions, with the aim of introducing business products and efforts to attract consumer attention. For a company, promotion is very crucial

Introducing businesses and products to the public. With the continuous development of technology and interest in consumption from the public, it is necessary to take promotional steps that are right on target by every company in order to survive in the midst of market competition.

Go-food is a Gojek service that serves food delivery services in Indonesia. This service is organized as a promotional activity which is known as an activity to inform about a product presented by a particular distributor or manufacturer, in this case a culinary presenter. The activities carried out by Go-Food are providing information and introduction to culinary products. This is the achievement of targets in the use of public relations. This public relations is used in marketing planning to achieve the goal of helping the company and its product names to be better known and to help introduce new products or product improvements. Indonesia is a country that has and serves a variety of culinary products because of the variety of these food products,

The existence of Go-Food as part of GO-JEK is expected to be able to introduce and inform the public about this diversity. Go-Food seeks to promote Indonesia's unique culinary riches, with more than 300,000 recorded

500,000 restaurants partnering with Go-Food. Linear with GO-JEK which has an image of itself as a domestic subsidiary company, Go-Food as a service from GO-JEK tries to help promote and sell food products for domestic children. The development of this service is not only from buying food delivery services, namely also helping to promote small community businesses, such as street vendors which we know not all have food delivery services. On the other hand, Go-Food is trying to be present as a stimulant for consumer growth. It also functions as a solution to consumer problems found in market evaluations. One of the problems that arise related to food delivery service is the influence of community mobility as consumers. The tendency of urban communities to have high mobility, limited time, and the high need for food can now be overcome with Go-Food. High service standards and accuracy in delivery service are always upheld to satisfy customers. This is done by GO-JEK through its Go-Food service as part of marketing public relations activities.

This study discusses how the image of Go-Food is formed in the city of Bandung through Marketing Public Relations (MPR). Researchers are interested in researching this problem because according to Go-Food researchers is a very enlightening phenomenon for food businesses in the city of Bandung, the convenience provided by Go-Food is one of the attractions for consumers. By ordering online food purchasing and delivery services at relatively cheap rates, it makes it easier for consumers to find solutions to purchase food in the midst of the hustle and bustle of the city of Bandung. The restaurants listed on the Go-Food application are of course very diverse, but based on the click per bait rating, The 2 restaurants with the most dominant clicks per bait, especially in the city of Bandung, are junk food restaurants that sell snacks with packaging that attracts consumer interest so that they make purchasing decisions, namely Pisang Goreng Nugget and Bagoster, as the two best-selling outlets as evidenced by the awards given by Go-Food, and achieved the highest per bait clicks. From these two restaurants, researchers are interested

in seeing the effect of digital promotion and product quality from food services registered on the go-food application especially the two restaurants that got the highest clicks per bait to find out how much influence these two variables have on the purchasing decisions of students of the Faculty of Economics and Business, Indonesian Muslim University.

2. LITERATURE REVIEW

Gojek Digital Marketing

Gojek has indeed succeeded in stealing the hearts of public transportation users, especially in cities that are fast and in need of fast and practical transportation, such as in Jakarta. In fact, Gojek is also present in 10 major cities in Indonesia, such as Jakarta, Bandung, Bali, Surabaya, Bandung, Yogyakarta, Semarang, Medan, Palembang and Balikpapan. Many are already familiar with the Gojek application, but there are also quite a few people who don't know how to use the Gojek application. If at the beginning of its emergence, Gojek only provided transportation services by picking up and dropping off passengers, now Gojek also provides various other services, such as services for delivering goods, buying food, to beauty services that can come to places. Gojek Indonesia was founded by an Indonesian citizen named Nadiem Makarim who graduated from the Master of Business Administration program at Harvard Business School. He was inspired to set up the Gojek Indonesia company from his experience of having to navigate traffic jams in Jakarta every day by using ojek transportation. At that time Nadiem Makarim was still the Managing Editor of Zalora Indonesia as well as Kartuku's Chief Innovation Officer[3]

Based on his experience using ojek transportation every day, Nadiem Makarim concluded that the majority of the time was spent by ojek drivers instead of picking up passengers, but only waiting for passengers at the base. Even though ojek drivers might be able to get more income if they get a lot of passengers. In addition, the profession of a motorcycle taxi driver at that time was rare and very difficult to find. Digital Marketing is marketing that uses platforms on the internet to carry out activities to reach target consumers, besides that Digital marketing can also be referred to as "i-marketing, web marketing, online marketing, or e-marketing or e-commerce is product marketing services via the internet [4]. Meanwhile digital marketing according to [5]

So basically digital marketing is marketing that uses digital platforms that are on the internet which use tools such as web, social media, email, databases, mobile / wireless and digital tv in increasing target consumers and also knowing profile, behavior, product value, and loyalty of customers or target consumers[6]. Before carrying out digital marketing activities there are a number of things that must be known. The main basis of marketers in digital marketing according to Zaki and Smitdev (2008) is to use and utilize the Web, while remaining oriented towards conventional marketing principles which must apply 3 things, namely goals marketing, target markets, and products or services offered (Behera et al., 2020). Opportunities to connect motorcycle taxi drivers with passengers. As a result, on October 13, 2010, Gojek Indonesia was officially established, with only 20 drivers currently using the Call Center for its ordering system. Four years later, assisted by the skyrocketing growth of Uber, Nadiem Makarim started getting investment offers. At its peak on January 7 2015, Gojek Indonesia released an Android and iOS platform application to replace the ordering system with the Call Center[7].

Digital Promotion

In today's modern marketing activities, company policies related to planning and developing good products, determining attractive prices and establishing distribution channels that are easily accessible to target consumers, are marketing activities carried out within the company environment or between companies and their partners in marketing [8]. However, this is not yet complete, because companies must have the opportunity to communicate with those who might become customers, or have been customers before, so as to create an interaction between what the company will determine and what consumers need and want (Borisoglebskaya et al., 2019).

Digital promotion is also persuasive communication, inviting, urging, persuading, convincing. The characteristic of persuasive communication is that there are communicators who plan the news/information and the way it is delivered to get certain effects on the attitudes and behavior of the recipient (target audience) [9]. The advantage for producers is that promotion can avoid competition based on price, because consumers buy goods because they are attracted to the brand [10]. Promotion generates benefits to the brand. Promotion not only increases sales but can also stabilize production, therefore these products must be introduced to consumers. Efforts to introduce the product to consumers is the beginning of promotional activities.

Promotion is an activity carried out to inform buyers about the existence of a product on the market or certain marketing policies that have just been established by the company, for example giving purchase bonuses or price cuts. Some of the opinions above can be concluded that promotion is a way of communicating by companies to encourage or attract potential consumers to buy products or services being marketed or it can also be concluded that promotion is a communication tool that is persuasive, so that consumers want to buy products that are marketed. offered [11]. While the promotion itself is a tool used to inform, influence and remind consumers of the products offered by the company. [12] argues that promotion is one of the elements of the marketing communication mix that can be carried out by marketers, the other elements are personal selling, direct marketing, advertising and public relations. Because of its unique nature, promotion can fulfill certain communication goals that cannot be achieved by other techniques. Opinions above can It can be concluded that promotion is a way of communicating by companies to encourage or attract potential customers to buy products or services that are marketed. Or it can also be concluded, that digital promotion is a communication tool that is persuasive, so that consumers want to buy products offered with media that are more easily accessible to today's consumers, with the presence of advertisements on social media and other internet applications [13].

Service Quality

The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or demands, suitability for continuous improvement, free from damage or defects, meeting customer needs, doing everything that makes people happy . Quality is full customer satisfaction (full customer satisfaction). A quality product is when it can provide complete satisfaction to consumers, which is in accordance with what consumers expect for a product or service (Idayati et al., 2020). [14] stated that quality is a dynamic condition related to products, people or labor, processes and tasks and the environment that meets or exceeds customer or consumer expectations.

Services are a complex phenomenon. The word service has many meanings and scopes. From the simplest understanding, service can be interpreted [15] as a service from one person to another, it can also be interpreted as starting from services provided by humans, both visible (explicit service) and invisible, which can only be felt (implicit service) to the supporting facilities that must be available in the sale of services and other objects [16]. Services are any actions or actions that can be offered by one party to another, which are basically intangible (intangible) and do not result in the ownership of anything, the production of services may or may not be related to physical products [17].

Service is also defined as service. Service quality is a very complex discussion because the assessment of service quality is different from product quality, especially its intangible nature and production and consumption run simultaneously [18]. Thus, the quality of service is how the customer responds to the services consumed or felt. [19] put forward the meaning of service or service quality is the delivery of good or very good services, when compared to customer expectations. Wyckof revealed that the notion of service quality is the level of perfection expected and the control of that perfection to fulfill customer desires. Meanwhile, according to [20].

H1: Digital promotions influence purchasing decisions for Go-food services

H2: The quality of Go-food services influences purchasing decisions

3. METHOD

The population in this study were all Umi Faculty of Economics and Business students, especially the class of 2021, around 822 people. Various sampling methods are ways to minimize generalization errors for a sample to a population. Given the large enough population, 100 samples were taken which were determined based on the slovin method formula. The data collection method used in this study was distributing questionnaires. After all the data in this study were collected, then data analysis was carried out which consisted of the first data quality test. Both test the multiple linear regression equation. The three hypothesis tests consist of the coefficient of determination test, the T statistic test (Partial), the F statistic test (Simultaneous). Indicators for each variable can be seen in table 1.

Table 1. Operational definition and measurement of research variables

Variable	Code	Indicator	Main Reference
Digital Promotion (X1)	X1.1	Website engagement	(Borisoglebskaya et al., 2019; Bozhuk et al., 2019)
	X1.2	Click through rate (how often the ad is clicked)	
	X1.3	Social engagement	

Quality of Service (X2)	X2.1	product reliability	(Fatmaningrum et al., 2020; Husain & Sani, 2020)
	X2.2	Product diversity	
	X2.3	Compatibility of products with needs	
Purchase Decision (Y)	Y1.1	Brand choice	(Amilia, 2017[21]bori; Santoso, 2016[22]; Supriyadi et al., 2017)
	Y1.2	Dealer choice	
	Y1.3	Ease of transaction	

4. RESULT AND DISCUSSION

Research Result

Characteristics of respondents in this section the author will discuss the characteristics of respondents based on gender, major, age, and average monthly allowance from parents. The data was taken from each respondent, this respondent's data collection used the Simple Random Sampling technique, which is a way of taking samples by giving the same opportunity to be selected again for each individual or unit in the entire population. Before carrying out the data analysis stage, the writer will first provide an explanation of the respondents' statements in this study. The full results are presented in table 2.

Table 2. Characteristics of Respondents

Characteristics of Respondents		Number of people)
Gender	Man	45
	Woman	55
Major	Development studies	26
	Management	49
	Accountant	25
Age	<20 Years	17
	20-25 Years	83
	Rp.<500.000	26
Income Per Month from Parents	IDR 500,000-700,000	28
	Rp. 800,000-1,000,000	20
	IDR 1,200,000-1,500,000	13
	Rp.> 1,500,000	13
The intensity of opening the Internet	1-3 times	9
	4-6 times	17
	7-9 Times	16
	>10 times	48
The intensity of opening go-food pgn and bagoste	1-3 times	52
	4-6 times	26
	7-9 times	8
	>10 times	4

Based on table 2 it can be seen that the sex of the male respondents was 25 people or 27.8%, while the female respondents were 65 people or 72.2%. In this case, it can be seen that online shopping in the marketplace is in demand by both men and women, even more so for women. So, in this study there were 90 respondents who were all students of the Faculty of Economics and Business UMI Bandung 2015. Judging from the characteristics of the majors of the respondents who chose majors at the Faculty of Economics and Business UMI Bandung 2015, that is equal to 28.9% or 26 people were majors Management Economics, then 43.3% or 39 people are majoring in accounting, while 27.8% or 25 people are majoring in Development Studies. Judging from the age shows that the respondents are dominated by the age of 20-25 years which is equal to 81.1% or as many as 73 people,

Judging from the average pocket money from parents per month, it was found that each respondent was as many as 16 people or 17.8% received an allowance of Rp. <500,000 in a month, 28 people or 31.1% received an pocket money of Rp.500,000 - 700,000, 20 people or 22.2% get an allowance of IDR 800,000-1,000,000. 13 people or 14.4% get pocket money Rp.1,200,000-1,500,000, 13 people or 14.4% get pocket money Rp.> 1,500,000 in a month. Based on these data, it appears that the average respondent's pocket

money from parents in one month is IDR 500,000-700,000. Furthermore, the table shows how often respondents open or use the internet in one day. From these data it was found that respondents opened the internet more than 10 times in one day, namely 48 people or 53.3%. This shows that the internet has become a necessity for respondents to seek and obtain information, recommendations, and establish communication. Table 2 shows how often respondents open the Go-Food application, it can be seen that respondents open Go-Food 1-3 times a week with the largest percentage of 57.8% or as many as 52 people, this is because respondents opened a marketplace to view products and promotions offered.

Then a validity test is carried out to measure the accuracy of an item in the questionnaire or scale that you want to measure. In determining whether or not the items used are valid, the activity that must be carried out is to compare r-counts with r-tables where the significance level used is 0.05 with N = 100.

The reliability test is carried out to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. In this case the reliability test was carried out using the Cronbach's Alpha method with the criterion that the calculated alpha level is greater than the Cronbach's Alpha coefficient of 0.60, so the data tested has a good level of reliability. The results of the validity and reliability tests are presented in table 3.

Table 3. Validity and Reliability Test

Variable	Indicator Code	r Count	r Table	Cronbach Alpha	Information
PromotionDigital	X1.1	0.801	0.601	0.844	Valid and Reliable
	X1.2	0.875	0.601		Valid and Reliable
	X1.3	0.857	0.601		Valid and Reliable
Service Quality	X2.1	0.710	0.601	0.811	Valid and Reliable
	X2.2	0.849	0.601		Valid and Reliable
	X2.3	0.741	0.601		Valid and Reliable
Buying decision	Y1	0.711	0.601	0.800	Valid and Reliable
	Y2	0.725	0.601		Valid and Reliable
	Y3	0.794	0.601		Valid and Reliable
	Y4	0.786	0.601		Valid and Reliable

Table 3 shows that overall the question items on variable X1, variable X2, and variable Y can be declared valid because all question items have a greater calculated value than the table results, so it can be said that all research variable items can be used as instruments in research or questions -the questions asked can be used to measure research variables. It can be seen that based on the table, overall the question items on variable X1, variable X2, and variable Y can be declared valid because all question items have an rcount value that is greater than the rtable results. so that it can be said that all research variable items can be used as instruments in research or the questions asked can be used to measure research variables. The results of the reliability test from table 3 can be seen that all alpha coefficient values are greater than 0.60 so that it can be concluded that the instrument is reliable and can be used as a data collection tool.

Multiple linear regression analysis serves to analyze the relationship and influence between one dependent variable on two or more independent variables. In this study, multiple linear regression analysis was carried out between the following variables: Digital Promotion (X1), and Service Quality (X2), on purchasing decisions (Y) from the processing and research results as follows presented in table

Table 4. Multiple Regression Analysis

Variable	predictions	Regression Coefficient (b)	t count	Sig.	Conclusion
(Constant)		4,003	7,285	0.269	
Digital Promotion	Positive	0.152	1,064	0.112	Rejected
Service Quality	Positive	0.488	3,485	0.01	Accepted
R Square	= 0.932				
Adjusted R Square	= 0.869				
F count	= 212,450	Sig. = 0.000			

Based on table 4, it can be explained regarding the relationship between the independent variables (digital promotion and service quality) and the dependent variable (purchasing decision). Based on the results of the data obtained in the table, the following equation can be obtained $Y = b_0 + b_1 X_1 + b_2 X_2 + e$ or Purchase Decision = $4.003 + 0.152 X_1 + 0.488 X_2$.

The constant is 4.003, meaning that if digital promotion (X_1) and service quality (X_2), the value is zero, then the level of purchase decision (Y) is constant or the consumer remains. The regression coefficient of the Digital Promotion variable (X_1) is 0.152, meaning that if digital promotion (X_1) increases while the quality of service (X_2) remains the purchase decision increases. The regression coefficient of the Service Quality variable (X_2) is 0.488 meaning that if the quality of service (X_2) is improved while digital promotions are constant, the purchase decision increases.

Determination analysis is used to measure the percentage of independent variable influence on the dependent variable. Based on the results, it can be seen that the value of the coefficient of determination or the influence of digital promotions and the quality of go-food services on purchasing decisions is indicated by the R^2 (R Square) value, which is 0.869 or 86.9%. With an R Square value of 86.9%, it means that the independent variables (digital promotion X_1 and service quality X_2) affect the dependent variable by 86.9% while the rest are influenced by other variables not included in this study.

The F test was used to determine whether there was an influence between the independent variables (digital promotion and service quality) and the dependent variable (purchasing decisions) simultaneously at the 95% confidence level ($\alpha = 0.05$) and using degrees of freedom. Degrees of freedom f-table (0.05; k ; $n-k-1$). Obtained Ftable (0.05; 3; 96) = 2.71. The provisions are if $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted, conversely if $F_{count} < F_{table}$ then H_0 and H_a are rejected.

Based on the research results, it can be seen that the results of the F test in this study obtained $F_{count} > F_{table}$, namely $17.462 > 2.71$ with a significance number (P value) of $0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_1 is accepted. This can be interpreted to mean that the Digital Promotion sub-variables (X_1), Service Quality (X_2), have a jointly significant influence on the purchasing decision variable (Y) for FEB UMI Makassar students.

The t test is used to determine whether the multiple linear regression model on variables X_1 and X_2 has an individually significant effect on variable Y . This is intended to determine how far the influence of one independent variable explains the variation in the dependent variable. Before concluding the hypothesis that is accepted or rejected, first determine the ttable with a significance of 5%: $2 = 2.5\%$ (2-tailed test) and degrees of freedom (df) $n - k - 1 = 100 - 3 - 1 = 96$. If t_{count} greater than ttable and significant value < 0.05 , it can be concluded that the independent variables partially have a significant effect on variable Y . The explanation for each independent variable is as follows:

The variable X_1 has a positive regression coefficient of 0.152. The t_{count} value of the X_1 variable is 1.604 and a significance value of 0.015 because the $t_{count} > t_{table}$ ($1.604 < 1.991$) and the significance value is $0.1121 > 0.05$, this test shows that H_0 is rejected and H_1 is rejected, and it can be concluded that the digital promotion variable (X_1) has no significant effect on the Purchase .

Decision variable (Y).

Variable X_2 has a positive regression coefficient of 0.486. The t_{count} value of the X_2 variable is 3.485 and a significance value of 0.01 because the $t_{count} > t_{table}$ ($3.485 > 1.991$) and the significance value is $0.237 > 0.05$, this test shows that H_0 is accepted and H_1 is rejected, and it can be concluded that the service quality variable (X_2) has a positive and significant effect on the Purchase Decision variable (Y).

Discussion

Digital marketing is a marketing activity or promotion of a brand or product using digital media or the internet. The goal of digital marketing is to quickly attract consumers and potential customers. As we know, the acceptance of technology and the internet in society is very broad, so it's no wonder that digital marketing activities are the top choice for companies. As a result, companies compete with each other to create interesting content to be displayed in their marketing in cyberspace. Some examples of marketing techniques included in digital marketing are SEO (Search Engine Optimization), online advertising such as FB ads and Google Ads, print media promotions, television and radio advertisements, electronic billboards, email marketing, mobile marketing, and others.

The number of digital marketing used by companies, proves that this has many advantages and benefits that can be obtained. Marketing strategies using digital media can be done very quickly, even in seconds. In addition, digital marketing can also be measured in real time and precisely. By using online media, the results of marketing activities can be immediately known. Information such as how long your product was watched, how many people viewed the product, what percentage of sales conversions from

each ad and so on. After knowing this kind of information, you can then evaluate which advertisements are good and bad so that you can improve for the next period. The next advantage is the wide geographical reach of digital marketing. Companies can spread their brand or product throughout the world with just a few easy steps by utilizing the internet. Compared to traditional marketing, of course digital marketing is much cheaper and more effective. Budget costs can be saved by up to 40%, according to Gartner's Digital Marketing Spend Report. In addition, the survey also shows that 28% of small entrepreneurs will switch to digital because it is proven to be more effective. Digital marketing helps build a good brand name. The existence of cyberspace with the existence of a brand is very important because people will do an online search before buying a product Budget costs can be saved by up to 40%, according to Gartner's Digital Marketing Spend Report. In addition, the survey also shows that 28% of small entrepreneurs will switch to digital because it is proven to be more effective. Digital marketing helps build a good brand name. The existence of cyberspace with the existence of a brand is very important because people will do an online search before buying a product Budget costs can be saved by up to 40%, according to Gartner's Digital Marketing Spend Report. In addition, the survey also shows that 28% of small entrepreneurs will switch to digital because it is proven to be more effective. Digital marketing helps build a good brand name. The existence of cyberspace with the existence of a brand is very important because people will do an online search before buying a product

The experience of several consumers through the go-food application can influence consumers in online transactions. Positive perceptions about a product will stimulate the desire of consumers to buy which is ultimately determined by buying behavior. Satisfied consumers are an indirect guarantee for the company's survival, satisfied customers also provide opportunities for the creation of continuous income. Consumer satisfaction will have an impact on the psychological attitude of consumers to talk about positive things about the products they use to others either directly or indirectly. From positive electronic word of mouth, it can help companies improve their image and expand marketing.

5. CONCLUSION

Based on the results of the research, discussion and interpretation that have been described, with reference to several theories and the results of previous research, it can be drawn that simultaneously, digital promotion and the quality of go-food services have a positive and significant effect on purchasing decisions with a significant value of $0.015 < 0.05$, this test shows that the hypothesis is accepted. The digital promotion variable has a significant value of $0.237 > 0.05$, this test shows that H_0 is accepted, and it can be concluded that the digital promotion variable has a positive and significant effect on the purchase decision variable. Furthermore, the service quality variable has a significant value of $0.000 < 0.05$, this test shows that H_0 is rejected, and it can be concluded that the service quality variable has a positive and significant effect on the purchasing decision variable. Purchase decisions at food outlets are influenced by digital promotions and the quality of go-food services, this is evidenced by the R square value of 37.9% while the rest are influenced by other factors.

Currently, consumers can be more critical and easier to express their opinions about the products or services they consume. So to continue to increase the formation of purchases that continue to increase, online sellers in marketplaces must further improve the quality of products, prices and services provided to consumers and must be more active in establishing relationships with their consumers. For academics, with the research conducted, it is good to be used as a reference in teaching and learning activities as well as in conducting further research, especially in the field of marketing consumer behavior regarding digital promotions and services.

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