

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh promosi, rating produk dan kemudahan penggunaan terhadap minat beli melalui loyalitas pelanggan pada layanan pesan antar makanan Gofood (studi pada mahasiswa UPI YPTK Padang). Metode yang digunakan yaitu kuantitatif dengan metode penarikan sampel *accidental sampling* pada konsumen pengguna Gofood mahasiswa UPI YPTK Padang. Hasil penelitian didapatkan bahwa: terdapat pengaruh promosi terhadap loyalitas pelanggan, Rating produk berpengaruh positif terhadap Loyalitas Pelanggan, Kemudahan penggunaan tidak berpengaruh positif terhadap loyalitas pelanggan, Promosi berpengaruh positif terhadap minat beli, Rating produk tidak berpengaruh terhadap minat beli, Kemudahan penggunaan berpengaruh terhadap minat beli, Loyalitas pelanggan berpengaruh positif terhadap minat beli, Promosi berpengaruh positif signifikan terhadap minat beli melalui loyalitas pelanggan, Rating produk berpengaruh positif terhadap minat beli melalui loyalitas pelanggan, Kemudahan penggunaan tidak berpengaruh terhadap minat beli melalui loyalitas pelanggan Gofood pada mahasiswa UPI YPTK Padang.

Kata kunci: Promosi, Rating produk, Kemudahan Penggunaan, Loyalitas pelanggan, Minat beli

ABSTRACT

This research aims to find out how much influence promotions, product ratings and ease of use have on purchasing interest through customer loyalty to the Gofood food delivery service (study of UPI YPTK Padang students). The method used was accidental sampling, namely Gofood consumers among UPI YPTK Padang students. The research results showed that: there is an effect of promotion on customer loyalty, product ratings have a positive effect on customer loyalty, ease of use has no positive effect on customer loyalty, promotion has a positive effect on purchase interest, product ratings have no effect on purchase interest, ease of use has an effect on purchase interest, customer loyalty has a positive effect on purchase interest, promotion has a significant positive effect on purchase interest through customer loyalty, product ratings have a positive effect on purchase interest through customer loyalty, ease of use has no effect on purchase interest through Gofood customer loyalty among UPI YPTK Padang students.

Keywords: Promotion, Product Rating, Ease of Use, Customer Loyalty, Purchase