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THE INFLUENCE OF PRICE AND SOCIAL MEDIA MARKETING ON THE DECISION TO USE GRABFOOD IN PONTIANAK CITY

Muhammad Gilang Pradana[1], Helman Fachri[2]
[1-2)] Faculty of Economics and Business, Universitas Muhammadiyah Pontianak
E-mail: [1)]gilangpradana302@gmail.com, [2)] helman.fachri@unmuhpnk.ac.id

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Abstract

This study aims to analyze the influence of Price and Social Media Marketing on the Decision to Use GrabFood in Pontianak City. This study employed an associative quantitative approach. The sample consisted of 100 respondents who were residents of Pontianak City, owned the Grab application, and had used GrabFood services. The main data were collected through questionnaires using a 5-point Likert scale, while observation, interviews, and secondary data were used as supporting data. The data were analyzed using multiple linear regression, supported by validity tests, reliability tests, classical assumption tests, correlation coefficient analysis, coefficient of determination, and hypothesis testing through t-tests and F-tests. The results show that all research instruments were valid and reliable. Partially, Price has a positive and significant effect on the Decision to Use, with a t-value of 4.069 and a significance value of 0.000. Social Media Marketing also has a positive and significant effect on the Decision to Use, with a t-value of 3.946 and a significance value of 0.000. Simultaneously, Price and Social Media Marketing have a significant effect on the Decision to Use, with an F-value of 28.950 and a significance value of 0.000. The coefficient of determination (R^2) of 0.374 indicates that 37.4% of the Decision to Use GrabFood can be explained by Price and Social Media Marketing, while the remaining 62.6% is influenced by other factors outside this study.

Keywords: ***Price, Social Media Marketing, Decision to Use, GrabFood.***

1. INTRODUCTION

The development of digital technology drives changes in public consumption patterns, including the use of application-based food delivery services. The development of food delivery service applications in Indonesia is progressing rapidly, primarily through competition among the platforms GoFood, GrabFood, and ShopeeFood (Putri et al., 2022). Iisnawati et al. (2019) explain that online food delivery services have become part of digital consumption activities, so consumer decisions in using these services can be examined through the factors of price, product, promotion, and distribution. In the context of GrabFood in Pontianak City, usage decisions are related to considerations of price and social media marketing. Entas et al. (2024) found that consumer purchasing decisions through the GoFood application are influenced by delivery reliability, menu variety, food quality, price, and service quality. Kotler and Keller in Nurkharisma et al. (2022) explain that price is the value paid by consumers to obtain a product or service, while Saragih et al. (2024) state that

marketing through social media influences consumer purchase intention because it can shape perceptions, trust, and engagement with the brand or service.

In GrabFood services, the price structure becomes a consumer consideration because the total cost paid is determined not only by the food price but also by additional fees and available promotions. Nugroho et al. (2024) found that discount vouchers and perceived benefits influence consumer decisions to use the GrabFood online food ordering application. Research by Supeni & Hafidzi, (2022) shows that price and promotion are dominant factors in the decision to use the GrabFood application, especially when consumers become increasingly sensitive to costs and discounts. In addition, Lestari et al. (2024) found that promotion through digital media can strengthen value perception and influence purchasing decisions in online food delivery services. The variety of food choices also influences consumer intensity in adopting GrabFood services Sandra et al. (2024). Therefore, price and social media marketing are two relevant factors to be analyzed in the context of the decision to use GrabFood in Pontianak City.

The empirical problem in this study is related to differences in the total cost paid by consumers across food delivery service platforms in Pontianak City. Based on observations of the Paket 3 Mixue menu, the base menu price on GoFood, ShopeeFood, and GrabFood is the same, namely Rp46,000. However, the final payment differs due to differences in delivery fees, discounts, and vouchers offered by each platform. The cost comparison is presented in Table 1.

Table 1. Price Comparison of Paket 3 Mixue on Food Delivery Platforms in Pontianak

Platform	Menu Price (Rp)	Delivery Fee (Rp) (Including Voucher)	Promo/Voucher	Total Paid (Rp)
Gofood	46,000	11, 747	30% Discount	43,947
Shopeefood	46,000	7,500	20% Discount	44,300
GrabFood	46,000	15,000	15% Discount	54,100

Source: Field Observation, Pontianak (2026)

Based on Table 1. although the base menu price on the three platforms is the same, the final cost paid by consumers differs. GoFood has a total payment of Rp43,947, ShopeeFood has Rp44,300, while GrabFood has Rp54,100. In this observation, GrabFood has the highest final cost compared to the other platforms.

The relevance of this research is based on the finding that the decision to use online food delivery services is influenced by a combination of price factors and marketing strategies implemented by the platform. Nurkharisma et al. (2022) found that price is a consideration for GrabFood consumers, while Aji, (2021) showed that digital marketing, including promotional content through social media, can drive the purchase intention of GrabFood users. Research by Saragih et al. (2024) also indicates that social media marketing and electronic word of mouth influence GrabFood purchase intention. These findings show that price and social media marketing are variables related to the consumer decision-making process in application-based services.

Based on previous studies, research on price and social media marketing in food delivery services has mostly been conducted in different regions and research contexts. examined GrabFood customers in Surakarta, Aji, (2021) studied GrabFood users in Kebon Jeruk District, while Saragih et al. (2024) analyzed GrabFood purchase intention in Medan. In addition, Alfizar & Nurhasanah, (2024) investigated social media marketing and price among GoFood Mie Gacoan consumers. These studies show that price and digital marketing are relevant variables in consumer decision-making. However, they have not specifically explained how price and social media marketing contribute to the decision to use GrabFood among consumers in Pontianak City. Therefore, this study offers a contextual contribution by examining GrabFood users in Pontianak, where differences in final payment, delivery fees, vouchers, and promotional exposure through social media may influence consumers' platform choices.

2. RESEARCH METHOD

This study uses a quantitative approach with an associative research type to analyze the influence of price and social media marketing on the decision to use GrabFood by consumers in Pontianak City. According to Sugiyono, (2023), associative research is used to determine the relationship between variables, while quantitative data are obtained through questionnaire instruments and analyzed using statistical techniques. The population in this study consists of people in Pontianak City who have used GrabFood services. Because the exact number of GrabFood users in Pontianak City is unknown, the sample size was determined using the Rao Purba formula as follows:

$$n = Z^2 / 4(Moe)^2$$
$$n = (1.96)^2 / 4(0.10)^2$$
$$n = 3.8416 / 0.04$$
$$n = 96.04$$

Based on this calculation, the minimum sample size was 96 respondents, which was rounded up to 100 respondents. The sampling technique used was purposive sampling, with the criteria that respondents must reside in Pontianak City, own the Grab application, and have used GrabFood services.

The price variable is measured using indicators of price affordability, price alignment with benefits, as well as cost clarity and transparency, which include menu prices, shipping fees, and price discounts or promotions Kusnanto et al. (2020). The social media marketing variable is measured using indicators, namely the attractiveness of promotional content, promotional intensity and consistency, consumer interaction and engagement, as well as electronic word of mouth in the form of consumer reviews, comments, and recommendations through social media Saragih et al. (2024). The usage decision variable is measured through dimensions, namely the interest in using the service, frequency of use, and preference for GrabFood compared to other food delivery service platforms (Lestari et al., 2024).

Data collection was conducted through observation, questionnaires, supporting interviews, and secondary data. Observation was used to observe the price structure, shipping fees, price discounts, and GrabFood promotions, while questionnaires were used as the primary instrument with a five-point Likert scale (Sugiyono, 2023). The research data were analyzed through validity and reliability tests to test the feasibility of the instrument Siregar, (2020), normality, linearity, and multicollinearity tests to test classical assumptions Sahir, (2021), as well as multiple linear regression to determine the influence of price and social media marketing on the decision to use GrabFood Ghozali, (2018). Furthermore, the correlation coefficient and coefficient of determination were used to measure the strength of the relationship and the contribution of the independent variables to the dependent variable Siregar, (2020), while the F-test and t-test were used to test the simultaneous and partial influence between variables (Sugiyono, 2023).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test was carried out by correlating the scores of each statement item with the total score of the variable. The calculated r value was then compared with the table r value of 0.196 (df = 98; α = 0.05). The results of the validity test for all items can be seen in Table 2.

Table 2. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Price (X1)	X1.1	0.842	0.196	Valid
	X1.2	0.836		
	X1.3	0.868		
	X1.4	0.887		
	X1.5	0.777		
	X1.6	0.801		
Social Media Marketing (X2)	X2.1	0.840	0.196	Valid
	X2.2	0.825		
	X2.3	0.814		
	X2.4	0.774		
	X2.5	0.814		
	X2.6	0.880		
	X2.7	0.850		
	X2.8	0.732		
Usage Decision (Y)	Y.1	0.791	0.196	Valid
	Y.2	0.890		
	Y.3	0.873		
	Y.4	0.904		
	Y.5	0.907		
	Y.6	0.874		

Source: Processed Data, 2026

Based on the results of the validity test in Table 1, all indicators on the variables Price (X1), Social Media Marketing (X2), and Usage Decision (Y), all statement items have an r count > r table (0.196). Therefore, all items are declared valid and suitable to be used as research instruments.

3.1.2 Reliability Test

Reliability testing was conducted using the Cronbach's Alpha method to assess the consistency of the research instrument. The instrument is declared reliable if the Cronbach's Alpha value > 0.60. The reliability test results for all research variables are presented in Table 3.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Price (X1)	0.913	**6**	0.60	Reliable
Social Media Marketing (X2)	0.928	**8**		
Usage Decision (Y)	0.937	**6**		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables have a Cronbach's Alpha value > 0.60. Therefore, all statement items are declared reliable and suitable to be used as research instruments

3.2 Classical Assumption Test

3.2.1 Normality Test

The normality test was conducted using the Kolmogorov-Smirnov method to determine whether the data is normally distributed. The data is declared normal if the significance value > 0.05. The normality test results can be seen in Table 4.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.041
Asymp.Sig.(2-tailed)	.200[c]

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value was obtained at 0.200 > 0.05, so the research data is declared normally distributed.

3.2.2 Linearity Test

The linearity test was conducted using the Test for Linearity to determine the linear relationship between the independent variable and the dependent variable. The relationship is declared linear if the significance value of Linearity < 0.05 and Deviation from Linearity > 0.05. The linearity test results are presented in Table 5.

Table 5. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Usage Decision * Price	.000	.695	Linear
Usage Decision * Social Media Marketing	.000	.400	

Source: Processed Data, 2026

Based on the linearity test results in Table 5, the variables Price (X1) and Social Media Marketing (X2) on Usage Decision (Y) have a Sig. Linearity value < 0.05 and Sig. Deviation from Linearity > 0.05. Therefore, the relationship between variables is declared linear.

3.2.3 Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a correlation among the independent variables in the regression model. The results of the multicollinearity test obtained through SPSS are presented in Table 6.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	.802	1.247
Social Media Marketing	.802	1.247
Dependent Variable: Usage Decision		

Source: Processed Data, 2026

Based on the results of the multicollinearity test in Table 5, the variables Price (X1) and Social Media Marketing (X2) have VIF values < 10.00 and Tolerance values > 0.10. Thus, the regression model in this study does not experience multicollinearity symptoms.

3.3 Hypothesis Test

3.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effect of independent variables on the dependent variable, both simultaneously and partially. The regression coefficient results based on SPSS analysis are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.620	.309		5.243	.000
	Price	.350	.086	.365	4.069	.000
	Social Media Marketing	.227	.057	.354	3.946	.000
a. Dependent Variable: Usage Decision						

Source: Processed Data, 2026

Based on the results of the multiple linear regression analysis in Table 6, the regression equation and explanations obtained are as follows:

$$Y = 1.620 + 0.350\ X_1 + 0.227\ X_2$$

1) The constant value of 1.620 indicates that the Usage Decision value is 1.620 when the variables Price and Social Media Marketing are statistically equal to zero.
2) The regression coefficient of the Price variable is 0.350 and positive, indicating that an increase in Price will increase Usage Decision by 0.350.
3) The regression coefficient of the Social Media Marketing variable is 0.227 and positive, indicating that an increase in Social Media Marketing will increase Usage Decision by 0.227.

3.3.2 Correlation Coefficient Analysis (R)

The correlation coefficient was used to measure the strength and direction of the relationship among research variables using the Product Moment method. The results of the correlation coefficient test are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.374	.361	.70247

Predictors: (Constant), Social Media Marketing, Price.

Source: Processed Data, 2026

Based on the results of the correlation coefficient test in Table 7, the correlation coefficient (R) value obtained is 0.611, indicating that the relationship between the variables Price and Social Media Marketing with Usage Decision falls into the strong category, as it is within the range of 0.60–0.799.

3.3.3 Determination Coefficient (R^2)

Based on the results of the determination coefficient test (R^2) in Table 7, the R-Square value obtained is 0.374. This indicates that the variables Price and Social Media Marketing are able to explain 37.4% of the variation in Usage Decision, while the remaining 62.6% is influenced by other factors outside this study.

3.3.4 Simultaneous Test (F Test)

The simultaneous test (F-test) was conducted to determine the effect of independent variables collectively on the dependent variable. The results of the simultaneous test using SPSS are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	28.572	14.286	28.950	.000[b]
Residual	47.867	.493		

Dependent Variable: Usage Decision.
Predictors: (Constant), Social Media Marketing, Price.

Source: Processed Data, 2026

Based on the results of the simultaneous test (F-test) in Table 8, the calculated F value is 28.950 > F table 3.09 with a significance value of 0.000 < 0.05. These results indicate that the variables Price and Social Media Marketing simultaneously have a positive and significant effect on Usage Decision.

3.3.5 Partial Test (t Test)

The partial test (t-test) was conducted to determine the effect of each independent variable on the dependent variable individually. The results of the partial test using SPSS are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.620	.309		5.243	.000
	Price	.350	.086	.365	4.069	.000
	Social Media Marketing	.227	.057	.354	3.946	.000
a. Dependent Variable: Usage Decision						

Source: Processed Data, 2026

Based on the results of the partial test (t-test) in Table 9, the results can be explained as follows:

1) The Price variable (X1) has a calculated t-value of 4.069 > t-table 1.660 with a significance value of 0.000 < 0.05, indicating that Price has a positive and significant effect on Usage Decision.
2) The Social Media Marketing variable (X2) has a calculated t-value of 3.946 > t-table 1.660 with a significance value of 0.000 < 0.05, indicating that Social Media Marketing has a positive and significant effect on Usage Decision.

3.4 DISCUSSION

3.4.1 The Effect of Price on Usage Decision

The partial test results show that price has a positive and significant effect on the decision to use GrabFood in Pontianak City, as indicated by a t-value of 4.069 > t-table 1.660, a significance value of 0.000 < 0.05, and a regression coefficient of 0.350. This finding indicates that price is an important consideration for consumers when deciding to use GrabFood. In food delivery services, price is not only reflected in the menu price, but also in delivery fees, discounts, vouchers, and the final cost paid by consumers. This result is consistent with the observation data, which show that GrabFood has a higher final payment than GoFood and ShopeeFood for the same menu. This condition indicates that consumers may compare the final cost across platforms before making a decision. The more affordable and transparent the costs displayed by the platform, the greater the possibility that consumers will use GrabFood. This finding is in line with Mahasani & Wahyuningsih, (2021) and Batu et al. (2020), who found that price has a positive and significant effect on purchasing decisions. Practically, GrabFood needs to present final cost details clearly before checkout,

including menu prices, delivery fees, additional charges, discounts, and vouchers. In addition, more competitive price promotions can be used to encourage usage decisions, particularly during certain ordering periods.

3.4.2 The Effect of Social Media Marketing on Usage Decision

The partial test results show that social media marketing has a positive and significant effect on the decision to use GrabFood in Pontianak City, with a t-value of 3.946 > t-table 1.660, a significance value of 0.000 < 0.05, and a regression coefficient of 0.227. This indicates that marketing activities through social media can encourage consumers to use GrabFood services. In the context of GrabFood, social media marketing may influence consumers through promotional content, discount information, food recommendations, user reviews, comments, and interaction with consumers. Consumers who are frequently exposed to promotions or positive reviews on social media tend to have a stronger interest in using the service. This finding supports Tegar, (2024) , who stated that social media marketing has a positive and significant effect on purchasing decisions. Practically, GrabFood needs to develop social media campaigns that are more relevant to the local context of Pontianak, such as highlighting local culinary partners, promoting popular food choices, and creating content that reflects the consumption habits of local consumers. This strategy can strengthen consumer interest and support their decision to use GrabFood.

3.4.3 The Effect of Price and Social Media Marketing on Usage Decision

The simultaneous test results show that price and social media marketing jointly have a positive and significant effect on the decision to use GrabFood in Pontianak City, as shown by an F-value of 28.950 > F-table 3.09 and a significance value of 0.000 < 0.05. The R Square value of 0.374 indicates that these two variables explain 37.4% of the variation in usage decisions, while the remaining 62.6% is influenced by other factors outside this study. This finding shows that consumers' decision to use GrabFood is influenced by a combination of price considerations and marketing communication through social media. Competitive pricing can attract consumer interest, while social media marketing can strengthen information exposure, trust, and consumer interest in the service. This result is consistent with Bilqis et al. (2023) and Sari et al., (2024), who found that price and social media marketing simultaneously have a significant effect on purchasing decisions. The practical implication is that GrabFood should combine clear and competitive pricing strategies with more targeted social media promotions. Final cost transparency, voucher use, and promotions based on Pontianak's local culinary preferences can be relevant strategies to increase consumers' decision to use GrabFood.

4. CONCLUSION

This study indicates that Price and Social Media Marketing have a positive and significant effect on the Decision to Use GrabFood in Pontianak City. Price has a positive and significant effect with a calculated t-value of 4.069 > t-table 1.660, significance 0.000 < 0.05, and a regression coefficient of 0.350. Social Media Marketing also has a positive and significant effect with a calculated t-value of 3.946 > t-table 1.660, significance 0.000 < 0.05, and a regression coefficient of 0.227. The simultaneous test results indicate that Price and Social Media Marketing simultaneously have a significant effect on the Decision to Use GrabFood in Pontianak City, with a calculated F-value of 28.950 > F-table 3.09 and significance 0.000 < 0.05. The coefficient of determination value of 0.611 indicates that the Decision to Use GrabFood in Pontianak is explained by Price and Social Media Marketing by 37.4%, while the remaining 62.6% is influenced by other factors outside this study.

Theoretically, this study enriches the literature regarding the influence of Price and Social Media Marketing on the Decision to Use GrabFood in Pontianak City. Practically, the findings of this study can serve as a consideration for GrabFood in establishing pricing strategies and managing marketing through social media. This study is limited to two independent variables; therefore, future research may include other variables because 62.6% of the Decision to Use GrabFood variables are influenced by factors outside this study, such as service quality, product quality, promotion, brand image, and consumer trust.

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