

ABSTRACT

Online food delivery services have become a rapidly growing industry, providing convenience for customers to order food from their favorite restaurants and have it delivered to their homes. Nasi Padang, a signature dish from Minangkabau, West Sumatra, has long been a favorite among Indonesian communities.

This research aims to determine the influence of Go-Food, Shopeefood, and Grabfood applications on increasing sales, acquiring new customers, and generating repeat orders at Rumah Makan Padang Cinto Minang. The research method used in this study is qualitative, while the data collection techniques employed are observation and documentation. The data analysis technique used is descriptive approach, where the researcher will describe the data descriptively.

The results of the research indicate that online food delivery applications such as Go-Food, Shopeefood, and Grabfood can assist the food business of Rumah Makan Padang Cinto Minang in increasing sales turnover, acquiring new customers, and generating repeat orders. This can be seen from the developments in the financial reports of Rumah Makan Padang Cinto Minang, both from offline and online revenue through online food delivery applications such as Go-Food, Shopeefood, and Grabfood, as well as from the Go-Food, Shopeefood, and Grabfood applications that provide positive ratings and responses to Rumah Makan Padang Cinto Minang.

Keywords: *Online Food Delivery Applications, Sales Turnover, Food and Beverage Industry, Padang Cinto Minang Restaurant.*