

ABSTRACT

The rapid development of the online retail or e-commerce industry in Indonesia, particularly in the online food delivery services sector, has greatly facilitated consumers in purchasing their favorite foods and having them delivered directly to their homes. Frozen food has become a popular instant choice for daily food needs. This study aims to assess the impact of online food delivery applications GoFood and GrabFood on sales increases, acquiring new customers, and positive effects such as enhancing customer loyalty towards Perintis Frozen Food.

The research method used is qualitative, with data collection techniques involving observation and documentation. The data analysis technique employed is descriptive, where the findings are explained in detail.

Based on the research findings, the use of online food delivery applications has proven to assist in the growth of Perintis Frozen Food's business by increasing sales revenue, attracting new customers, and boosting customer loyalty. This development is reflected in the financial reports of Perintis Frozen Food, where revenue from both offline and online sales through food delivery apps like GoFood and GrabFood shows a positive response and evaluation towards Perintis Frozen Food.

Keywords: *Online Food Delivery Applications, Sales Turnover, Food and Beverage Industry, Perintis Frozen Food.*

