

ABSTRACT

Technology and information systems continue to develop rapidly, facilitating various human activities in various fields. In Indonesia, internet usage continues to increase, especially during the COVID-19 pandemic which has led to the emergence of work from home and school from home systems. This phenomenon has also triggered the growth of delivery services through digital platforms, such as Mobile Food Ordering Apps (MFOA), which helps Micro, Small, and Medium Enterprises (MSMEs) in economic growth. However, there are some cases where consumers do not get the product that matches the product description. In addition, problems such as service provider applications that often experience repairs to system errors, are one of the factors that prevent consumers from using these services. This study aims to investigate the factors that influence food purchasing decisions through delivery services among students at Diponegoro University.

This study uses a quantitative analysis approach with multiple linear regression analysis methods. In collecting data, researchers used a research instrument in the form of a questionnaire distributed online using the google form platform. A total of 127 respondents' answers were used in testing the relationship between independent variables which include Halal Label, Service Quality, and Product Quality on food purchasing decisions through delivery services as the dependent variable. The Statistical Package for the Social Sciences (SPSS) version 26 analysis tool was used in the instrument testing and data analysis process in this study.

The results of this study reveal that two of the three independent variables, namely Service Quality and Product Quality, are statistically proven to have a positive and significant influence on food purchasing decisions through delivery services among Muslim students at Diponegoro University. Meanwhile, the Halal Label variable is not proven to have a positive and significant influence on food purchasing decisions through delivery services among Muslim students at Diponegoro University.

keywords: *Purchase Decision, Delivery Service, Halal Label, Product Quality, Service Quality*