

INFLUENCE OF PRODUCT, PRICE, PROMOTION, AND PARTNER FACTOR ON PURCHASE DECISION IN CLOUD KITCHEN

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Abstract

During this Covid-19 pandemic, so many business sectors were affected. One of the most affected sectors is café and restaurant business. After the government set the local lockdown, people thought of other ways of how to sell the food and beverage with online delivery. Therefore, cloud kitchens are the solution to this business. Cloud kitchen is a restaurant that doesn't serve dine-in, but only serves through online application. Many millennials opening this cloud kitchen business. This article is using a questionnaire method to gather the data from millennials or generation Y around JaBoDeTaBek (Jakarta, Bogor, Depok, Tangerang, Bekasi) in Indonesia and process the data using SPSS with validity and reliability test, normality test, linear regression test, determinant coefficient test, T test and F test. With this article, millennials who are going to open now cloud kitchen business would know what is the influence of product, price, promotion and partners factor on purchase decision in cloud kitchen.

Keywords: Cloud Kitchen ; Marketing Strategy ; Gen Y ; Millennial