



**THE INFLUENCE OF *ACTIVITY, INTEREST, AND
OPINION* ON FAST FOOD ONLINE PRODUCT
PURCHASE DECISIONS MEDIATED BY CUSTOMER
TRUST DURING THE PANDEMIC COVID-19**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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by:

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**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM**

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ABSTRACT

This study aims to determine the influence of Generation Z's Lifestyle which can be measured through Activities, Interests, and Opinions (AIO) on fast food online product purchasing decisions during the pandemic. The population in this study were online food consumers in Generation Z. The problem in this research is the decline in consumer purchasing decisions in 2020 during the Covid-19 pandemic. The sampling technique in this study was the data collection instrument in the form of an online questionnaire distributed using Google Form media. This research method is a quantitative descriptive analysis, there are 280 Generation Z respondents who have an age range of 13-28 years. Testing the research hypothesis was carried out using the Partial Least Square (PLS) approach based on the Structural Equation Model (SEM). The results of this study partially show that Activity influences Customer Trust, Interest and Opinion do not influences Customer Trust, Customer Trust influences Purchase Decisions, Activities influences Purchase Decisions, Interest, Opinion do not influences Purchase Decisions, Activity has no effect on Purchase Decision through Customer Trust, Interest has no effect on Purchase Decision through Customer Trust, and Opinion has no effect on Purchase Decision through Customer Trust.

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THE INFLUENCE OF *ACTIVITY, INTEREST, AND OPINION* ON FAST FOOD ONLINE PRODUCT PURCHASE DECISIONS MEDIATED BY CUSTOMER TRUST DURING THE PANDEMIC

This thesis is a requirement to complete the Bachelor (S1) program at the Undergraduate Program in the Faculty of Business, Management Department, President University.

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Cikarang, August 16th, 2023



(Lydia Carissa)

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