

*THE INFLUENCE OF MARKETING PARTNERSHIP AND SALES PROMOTION
ON PURCHASE INTENTION OF SEI SAPI MANCUY BRAND ON THE
GRABFOOD SUPER APP IN DISTRICT LENGKONG, CICENDO,
CIBEUNYING KALER, SUKASARI, AND CICENDO*

ABSTRACT

This study aims to analyze the effect of marketing partnership and sales promotion on the purchase intention of the Sei Sapi Mancuy brand on the GrabFood super app service in several districts in Bandung City. The research background is based on the rapid development of information and communication technology, which has driven the growth of the online food delivery service industry, particularly after the COVID-19 pandemic. GrabFood, as one of the dominant players, utilizes marketing partnership and sales promotion strategies to increase consumer purchase intention. This research employed a quantitative method by distributing questionnaires to respondents who had used GrabFood to purchase Sei Sapi Mancuy products. Data analysis was conducted using multiple linear regression to examine the influence of the independent variables on purchase intention. The results indicate that Marketing Partnership and Sales Promotion simultaneously explain 71.7% of the variation in Purchase Intention, with partial contributions of 13.7% for Marketing Partnership and 58.0% for Sales Promotion. Hypothesis testing confirms that both variables have a significant influence, both partially and simultaneously, with a very strong relationship level

Keywords: *Marketing Partnership, Sales Promotion, Purchase Intention.*

PENGARUH MARKETING PARTNERSHIP DAN SALES PROMOTION
TERHADAP PURCHASE INTENTION BRAND SEI SAPI MANCUY PADA
SUPER APPS GRABFOOD DI KECAMATAN LENGKONG, CICENDO,
CIBEUNYING KALER, SUKASARI, DAN CINAMBO

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *marketing partnership* dan *sales promotion* terhadap *purchase intention* merek Sei Sapi Mancuy pada layanan *super apps* GrabFood di beberapa kecamatan di Kota Bandung. Latar belakang penelitian didasarkan pada pesatnya perkembangan teknologi informasi dan komunikasi yang mendorong pertumbuhan industri *online food delivery service*, khususnya setelah pandemi COVID-19. GrabFood, sebagai salah satu pemain dominan, memanfaatkan strategi kemitraan pemasaran dan promosi penjualan untuk meningkatkan minat beli konsumen. Penelitian ini menggunakan metode kuantitatif dengan penyebaran kuesioner kepada responden yang pernah menggunakan GrabFood untuk membeli produk Sei Sapi Mancuy. Analisis data dilakukan menggunakan regresi linear berganda untuk menguji pengaruh variabel independen terhadap *purchase intention*. Hasil penelitian menunjukkan bahwa *Marketing Partnership* dan *Sales Promotion* secara simultan mampu menjelaskan 71,7% variasi *Purchase Intention*, dengan kontribusi parsial sebesar 13,7% untuk *Marketing Partnership* dan 58,0% untuk *Sales Promotion*. Hasil uji hipotesis membuktikan bahwa kedua variabel berpengaruh signifikan baik secara parsial maupun simultan, dengan tingkat hubungan yang sangat kuat.

Kata kunci: *Marketing Partnership, Sales Promotion, Purchase Intention.*