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## The Influence of Promotion, Price Perception, Convenience and Trust on Food and Beverage Purchasing Decisions Using Gofood Features (Gojek Application Study in West Jakarta)

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**Abstract:** The development of technology is currently experiencing very tight competition, especially in the world of transportation and one of them is in Indonesia which experiences quite significant transportation developments every year. This study aims to determine "The Effect of Promotion, Price Perception, Convenience and Trust on Food and Beverage Purchasing Decisions for Go Food Features (Gojek Application Study in West Jakarta)". The population in this study were Go-Food users in the West Jakarta area. The sample used in this study was 170 respondents with 17-30 and was calculated using the Rambut formula. The data collection method used a survey method, with a gform questionnaire research instrument. The sampling technique used purposive sampling and the approach used was the Structural Equation Model (SEM) with the SmartPLS analysis tool which stated that the Promotion variable had a positive and significant effect on Purchasing Decisions, the Price Perception variable had a positive and significant effect on Purchasing Decisions, the Convenience variable had a positive and significant effect on Purchasing Decisions, and the Trust variable had a positive and significant effect on Purchasing Decisions.

**Keyword:** Promotion, Price Perception, Convenience, Trust, Purchasing Decisions, & Gofood

### INTRODUCTION

The development of technology is currently experiencing very tight competition, especially in the world of transportation and one of them is in Indonesia, which has quite significant transportation developments every year. Transportation that has a function to move people from one place to another, and over time the development of transportation has grown to make it easier for humans to carry out their daily activities. Until now, people feel that the development of transportation in Indonesia has developed much more every year when compared to the past when many people used power such as bicycles or pedicabs to carry out activities that have now changed to using motorbikes and cars in carrying out their activities (Kompas.com, 2020).

The phenomenon that occurred at Gojek, Since 2020, Gojek has experienced fluctuations in customer purchasing decisions. At the beginning of the COVID-19 pandemic, there was a

decline in people's purchasing power which had an impact on the decline in online motorcycle taxi service transactions, including Gojek (Katadata.co.id, 2024). However, in 2022, Gojek recorded growth in the total gross transaction value (GTV) of IDR 61.6 trillion, growing 22% compared to the previous year. However, until the third quarter of 2023, Gojek experienced a decline in GTV of 8.47% (year-on-year) to IDR 40.38 trillion. This decline was due to a reduction in incentives and product marketing, which resulted in a reduction in the number of consumers (Databoks.co.id, 2023). In addition, changes in the company's strategy, such as reducing incentives and promotions, also influenced customer purchasing decisions. This reduction in incentives led to a decrease in the number of non-profitable consumers, who were previously attracted by promotions and discounts. (Databoks.co.id, 2023).

Because of this, the Company can optimize variables such as Promotion, Price Perception, Convenience, and Trust. In terms of Promotion, Gojek can implement a strategy that is more based on customer loyalty, such as a reward program or awards for loyal customers who use the service consistently. This can reduce reliance on incentives or large discounts, while still attracting customers with offers that provide more value, such as exclusive discounts or priority access to certain services. This strategy is in line with findings that show that reducing incentives can reduce the number of non-profitable consumers who are only interested in promotions (Putra et al., 2023).

**Table 1. Active Users of Gojek Indonesia**

Years	Active Users (Million)
2019	29,2
2020	38
2021	30
2022	64
2023	38

Data Source: CBN Indonesia.com, (2023)

Based on the table above, we can see that active Gojek users increased in 2019 to 2020, by approximately 8.8%, while in 2020 to 2021 Gojek experienced a decrease of 8%, in 2021 to 2022 experienced a very high increase of 34%, in 2023 Gojek itself experienced a very significant decrease of 26% from the previous year.

**Table 2. Grab Indonesia Active Users**

Years	Active Users (Million)
2019	18
2020	22
2021	17
2022	33,6
2023	20

Data Source: katadata.co.id (2023)

Meanwhile, for the table above, active Grab users in Indonesia in 2019 to 2020, experienced an increase of 4%, in 2020 to 2021 Grab experienced a decrease of 5%, in 2021 to 2022 experienced a fairly high increase of 16.6%, data for 2023 Grab experienced a decrease of 13% which can be said to be not too big like Gojek in the same year.

**Table 3. GoFood Active Users**

Years	Active Users (Million)
2019	20
2020	29
2021	22
2022	31

Years	Active Users (Million)
2023	19

Data Source: Gotocompany.com (2023)

Based on the table above, we can see that Gofood is an active user. experienced an increase in 2019 to 2020, by approximately 9%, while in 2020 to 2021 Gojek experienced a decrease of 7%, in 2021 to 2022 it experienced an increase of 9%. The dependence of the Indonesian people on food delivery services is inevitable. 2022 to 2023 According to the latest report from the research firm 'We Are Social', as many as 19.85 million Indonesian citizens used online food ordering services such as GrabFood, Gofood, et al throughout 2022- early 2023.

**Table 4. Grabfood Active Users**

Years	Active Users (Million)
2019	13
2020	16
2021	12
2022	24
2023	12

Data Source: Grab.com (2023)

Meanwhile, for the table above, active Grabfood users in 2019 to 2020, experienced an increase of 3%, in 2020 to 2021 grab experienced a decrease of 5%, in 2021 to 2022 experienced a fairly high increase of 12%, while in 2022 to 2023 experienced a decrease of 12% different from 2021 to 2022 experienced a fairly large increase. Currently, Indonesian consumers order food 1.5 times more often on GrabFood and GrabMart compared to the last 3 years. This shows that the trend of delivery services is not a seasonal trend. The survey results also revealed an increase in consumer dependence on delivery service applications with a tendency to rely on these platforms as a search tool to find and try merchants that they have never visited before directly.

## METHOD

This research begins by identifying the problems at the research location, formulating problem statements, and collecting theoretical bases to strengthen the foundation of each variable. Furthermore, the preparation of data collection methods, preparation of instruments, data processing, and writing of the results report, to the presentation of the results as a whole. This research process takes time from May 2023 to August 2024.

In this study, the location used as the research location was GoFood users in West Jakarta and the research subjects, the selection of West Jakarta (Jakbar) as the study location was based on strong considerations related to the researcher's proximity to the area. West Jakarta was chosen not only as a residential area, but also as a center of daily activities, including campus locations and social activities. To obtain data for the preparation of this study, researchers distributed online questionnaires (Google Form) to various social media such as Whatsapp and Instagram using Google forms. This study focuses on the scope of marketing management on the influence of Promotion, Price Perception, Convenience, Trust and Purchasing Decisions on Go-Food West Jakarta.

The determination of the number of samples used in this study refers to the statement According to Hair (2019), the ideal and representative respondent size depends on the number of all indicators in the variable multiplied by 5 - 10 the number of estimated parameters. The study used purposive sampling to provide questionnaires intentionally according to the

requirements for consumers to know and have used the Gofood feature so the form of the questionnaire is an open questionnaire.

In this study, the number of indicators is 34 question items used to measure 5 variables so that the number of respondents used is  $34 \times 5 = 170$ , so the number that will be used for this study is 170 samples.

## RESULTS AND DISCUSSION

This study aims to analyze the impact of four main factors - Promotion, Price Perception, Convenience, Trust - on GoFood users' Purchasing Decisions in the West Jakarta area. The data collection method relies on a survey in the form of a questionnaire distributed online. The target respondents were set at 170 people, and the entire data collection process was carried out through an online platform. The number of questionnaires successfully distributed was in accordance with the initial target, which was 170 respondents who participated in this study.

**Table 5. Results of Discriminant Validity Test (Cross Loading)**

Discriminant Validity Results (Cross Loading)					
Item	Promotion	Price Perception	Convenience	Trust	Purchase Decision
P1	0,742	0,238	0,122	0,436	0,348
P2	0,842	0,106	0,131	0,422	0,454
P3	0,824	0,261	0,189	0,371	0,431
P4	0,765	0,323	0,111	0,300	0,416
P5	0,794	0,206	0,091	0,274	0,393
PH1	0,247	0,835	0,101	0,294	0,329
PH2	0,175	0,868	0,097	0,210	0,305
PH3	0,265	0,833	0,138	0,295	0,363
PH4	0,270	0,893	0,122	0,280	0,374
KM1	0,101	0,087	0,738	0,041	0,308
KM2	0,152	0,118	0,837	0,064	0,404
KM3	0,127	0,086	0,813	0,095	0,420
KM4	0,143	0,144	0,843	0,123	0,385
KPE1	0,378	0,242	-0,052	0,741	0,305
KPE2	0,306	0,256	0,136	0,824	0,350
KPE3	0,329	0,318	0,048	0,829	0,370
KPE5	0,359	0,217	0,132	0,839	0,378
KPE6	0,437	0,273	0,123	0,812	0,453
KPE7	0,361	0,217	0,074	0,774	0,351
KP1	0,492	0,388	0,398	0,272	0,744
KP2	0,427	0,303	0,243	0,505	0,726
KP3	0,485	0,329	0,418	0,390	0,784
KP4	0,405	0,287	0,409	0,370	0,786
KP5	0,386	0,282	0,338	0,358	0,816
KP6	0,401	0,330	0,317	0,366	0,822
KP7	0,388	0,287	0,435	0,360	0,801
KP8	0,386	0,367	0,337	0,338	0,778
KP9	0,431	0,299	0,422	0,401	0,820
KP10	0,425	0,345	0,360	0,393	0,831
KP11	0,398	0,263	0,373	0,386	0,853
KP12	0,363	0,324	0,364	0,343	0,827
KP13	0,378	0,309	0,424	0,341	0,801
KP14	0,393	0,371	0,426	0,359	0,793

Source: Processing output with Smart PLS 4.0

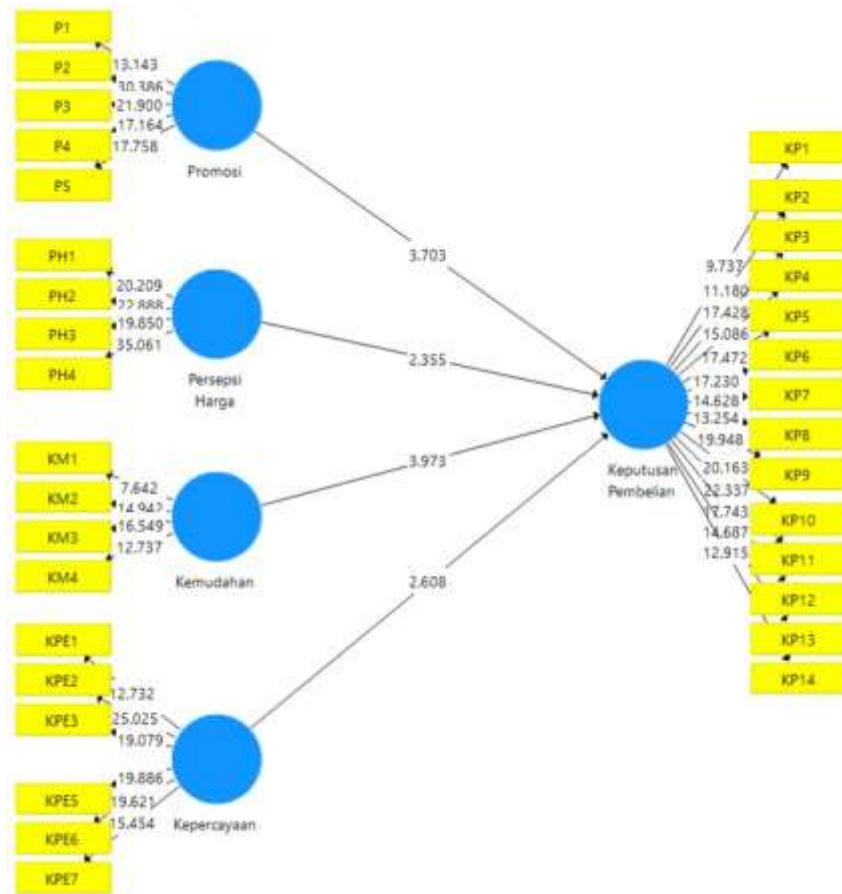
The results of the modification of the convergent validity test can be seen in Table 5, that all indicators have met convergent validity (the data is valid) because they have a loading factor value of more than 0.7.

**Table 6. Reliability Test Results**

Variable	Cronbach's Alpha	Composite Reliability	Information
Promotion	0,939	0,948	Reliable
Price Perception	0,951	0,963	Reliable
Convenience	0,911	0,929	Reliable
Purchase Decision	0,949	0,958	Reliable

Source: Processing output with Smart PLS 4.0

Based on Table 6, the results of composite reliability and Cronbach's alpha tests show satisfactory values. All latent variables are considered reliable because the composite reliability and Cronbach's alpha values are each more than 0.7. Thus, it can be concluded that the questionnaire used as a measuring instrument has proven to be reliable and consistent



**Figure 1. Bootstrapping Test Results**

Source: Processing output with Smart PLS 4.0

**Table 7. Hypothesis Test Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Promotion → Purchase Decision	0,297	0,304	0,080	3,703	0,000	Positive and Significant

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Price Perception → Purchase Decision	0,195	0,185	0,083	2,355	0,019	Positive and Significant
Convenience → Purchase Decision	0,375	0,358	0,094	3,973	0,000	Positive and Significant
Trust → Purchase Decision	0,229	0,228	0,088	2,608	0,009	Positive and Significant

Source: Processing output with Smart PLS 4.0

### 1. Effect of Promotion on Purchasing Decisions

Based on the hypothesis test in this study, it shows that Promotion has a positive and significant effect on Purchasing Decisions on Go - Food. This is indicated by the original sample value of 0.297 so that it is stated to have a positive effect and has a t statistic of  $3.703 > 1.95$  and p values.  $0.000 < 0.05$ , then the average respondent agrees that the promotion offered by Go - Food has a good influence on its users. It can be interpreted from the lowest mean that promotion plays a role in increasing consumer purchasing decisions on Gofood. Valid indicators in this study are Advertising, Sales promotion, Personal selling, Public relations, Direct marketing.

### 2. The Influence of Price Perceptions on Purchasing Decisions

Based on the hypothesis test in this study, the results show that price perception has a positive and significant effect on purchasing decisions on Go-Food. This is indicated by the original sample value of 0.195 so that it is stated to have a positive effect and has a t statistic of  $32.355 > 1.96$  and p values.  $0.019 < 0.05$ , So the average respondent agrees that the price perception offered by Go - Food has a good influence on its users. It can be interpreted from the lowest mean that price perception has a big impact on consumers making Gofood purchasing decisions. Valid indicators in this study are Price affordability, Price competitiveness, Price suitability with product quality, Price suitability with product benefits.

### 3. The Effect of Convenience on Purchasing Decisions

Based on the hypothesis test in this study, it shows that Convenience has a positive and significant effect on Purchasing Decisions on Go - Food. This is indicated by the original sample value of 0.375 so that it is stated to have a positive effect and has a t statistic of  $3.973 > 1.96$  and p values.  $0.000 < 0.05$ , then the average respondent agrees that the promotion offered by Go - Food has a good influence on its users. It can be interpreted from the lowest mean that Convenience determines purchasing decisions because the ease of using the application also determines the purchasing decisions of Gofood consumers. Valid indicators in this study are Easy to learn, Easy to understand, Simple, Easy to operate.

### 4. The Influence of Trust on Purchasing Decisions

Based on the hypothesis test in this study, it shows that Trust has a positive and significant effect on Purchasing Decisions on Go - Food. This is indicated by the original sample value of 0.229 so that it is stated to have a positive effect and has a t statistic of  $2.608 > 1.96$  and p values.  $0.009 < 0.005$ , then the average respondent agrees that the promotion offered by Go - Food has a good influence on its users. It can be interpreted from the lowest mean that trust plays a positive role in purchasing decisions because consumers feel confident that Gofood provides the appropriate product quality. Valid indicators in this study are Ethics, Service quality, Cumulative process.



## CONCLUSION

Based on the results of the previous discussion, the following conclusions can be drawn from this study: (1) Promotion has a positive and significant effect on Purchasing Decisions. This means that the promotion carried out by Gofood can increase consumer purchasing decisions, because it can provide attractive offers. 2) Price perception has a positive and significant effect on purchasing decisions. This means that attractive price perceptions that are considered reasonable by consumers can increase consumer purchasing decisions, because Gofood offers prices that are in accordance with the quality of the products provided. (3) Convenience has a positive and significant effect on Purchasing Decisions. This means that Convenience really helps consumers to use the Gofood application which can increase purchasing decisions, because the application offered by Gofood is very easy to understand and simple for new consumers. (4) Trust has a positive and significant effect on Purchasing Decisions. This means that the Trust offered by Gofood is in accordance with expectations and makes consumers more likely to buy products on Gofood itself, because aspects such as the speed of service provided and the suitability of the goods expected by consumers are no different from those in the application.

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