

INFLUENCEE-QUALITY SERVICE, PERCEIVED VALUE, PROMOTIONS AND PRICES ON GOFOOD CONSUMER PURCHASING DECISIONS (CASE STUDY AT BUKIT UNION 2 HOUSING COMPLEX BENGKONG KARTINI, BATAM)

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Abstract

This study aims to determine the effect of e-quality service, perceived value, promotion and price on purchase decisions of GoFood consumers at Perumahan Bukit Union 2 Bengkong Kartini Batam. The type of research used in this research is quantitative research. The population of this research is GoFood users at Perumahan Bukit Union 2 Bengkong Kartini Batam. The sampling technique in this study used total sampling with the same number of samples as the population amounted to 62 respondents. The data were obtained by using interview instruments and questionnaire instruments which had been tested for validity and reliability. Data analysis using multiple regression and hypothesis testing using SPSS version 25 test tool. The results of this study concluded that partially and simultaneously e-quality service, perceived value, promotion and price have a positive and significant impact on purchasing decisions of GoFood consumers at Perumahan Bukit Union 2 Bengkong Kartini , Batam.

Keywords: *E-Quality Service, Perceived Value, Promotion, Price, Customer Purchase Decision..*

INTRODUCTION

Marketing management is a science that studies analysis, planning, implementation and control of an organization or company to create and develop marketing strategies to promote goods or products to target markets effectively so that company goals are achieved. According to Henri Sudarsono (2020) marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating activities) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively. Marketing management has developed into one forme-business. The most well-known to the public is electronic or electronic trading activities known by the termelectronic commerce or e-commerce.

E-commerce in Indonesia, the online food business is growing rapidly, one of which is the GoFood feature on the GoJek application. PT GoJek Indonesia as the pioneer company that initiated the online GoJek transportation service was able to capture market share, it is proven that the GoJek application was downloaded more than 125 million times by users in December 2018 (Iqbal & Kadir, 2019). The platform most widely used in the GoJek application is Go-Food and Go-Pay (Suryaningsih, 2019). Research results from the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI), Go-food is the most popular service on the Go-jek application after Go-Ride and Go-Car (Adi et al., 2021).

Go-Food, nowadays is no longer a lifestyle for young people, however, it has become a necessity for families to meet the need for various food menus that can be delivered directly to the ordering address. This is what happened customer value for Go-Food services, consumers can thus measure service quality based on specific incidents and in general (Suryaningsih, 2019). The many advantages and benefits when buying food in the Go Food feature attract consumers' attention in making decisions to buy food in this feature.

Purchasing decision making is a consumer's decision about what to buy, how much to buy, where to make it, when to make it and how to make the purchase (Salsabila et al., 2022). One of the factors driving purchasing decisions is *E-Quality Service*. *E-Service Quality* is an overall assessment and evaluation of the superiority of an electronic service in the virtual market as stated by Zeithaml et al in (Tjiptono & Chandra, 2022). So it can be defined that *e-quality service* is the level of digital service capabilities that are easy to understand, know what is needed, provide solutions and create comfort for online customers. Good service is an important factor for customers in making decisions to purchase a product. This is supported by research conducted by Salsabila, et al (2022) which states that *e-service quality* has a positive and significant impact on purchasing decisions among students.

Apart from that, other factors supporting purchasing decisions are is perceived value. Perceived value is the basis of consumer perception in their evaluation which compares the benefits they receive from a service provider with the sacrifices they incur to obtain that service. Value or value which is felt inside perceived value is the result or benefit received by the customer in connection with total costs, including the price paid plus other costs related to the purchase.

Another factor supporting purchasing decisions is promotion. Promotion is an activity implemented by an agency to promote the function of its product and to ensure consumers have it (Yolanda & Nuryati, 2021). Promotions carried out by GoJek, apart from advertising, also include promotional codes on the GoJek application which are usually in the form of discounts or promotional codes to get free trips (free shipping) on GoFood services so that they can make consumers interested in using the GoJek application repeatedly. The phenomenon of GoFood promotions in Batam is not evenly distributed, some free delivery promotions are given to GoFood customers who often use the GoFood feature so not all customers can get free delivery promotions. So, when a buyer wants to buy food at their favorite restaurant, but there is no promotion given, this is believed to influence the

purchasing decision (Yolanda & Nuryati, 2021).

Based on the description above, the research objectives to be achieved are to: (1) determine the influence *quality service* on the purchasing decisions of GoFood consumers at Bukit Union 2 Bengkong Kartini Batam Housing, (2) to determine the influence *perceived value* on the purchasing decisions of GoFood consumers at Bukit Union 2 Bengkong Kartini Batam Housing, (3) to find out the influence of promotions on GoFood consumers' purchasing decisions at Bukit Union 2 Bengkong Kartini Housing Batam, (4) to find out the effect of price on GoFood consumers' purchasing decisions at Bukit Union 2 Housing Complex Bengkong Kartini Batam and (5) to determine the influence *quality service*, *perceived value*, promotions and prices on GoFood consumer purchasing decisions at Bukit Union 2 Bengkong Kartini Batam Housing.

RESEARCH METHODS

This research is quantitative research, where the aim is to analyze the influence of the variables e-quality service, perceived value, promotion and price on consumer purchasing decisions. The nature of this research is associative. Where, according to Sugiyono (2019) associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences and causal relationships, namely between the independent variable and the dependent variable. The population in this study were all people living in the Bukit Union 2 Bengkong Housing Complex Kartini Batam and there were +62 GoFood service users, so the sampling technique used in this research was the Total Sampling technique. The measurement scale used to measure indicators on the dependent variable and independent variables uses a Likert Scale.

RESULT AND DISCUSSION

1. Validity Test

The results of the tests that have been carried out are tests to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The results of validity testing processed using the SPSS 25 application program for five variables are displayed in the following table:

Table 1. E-Quality Service Validity Test Results (X^1)

Variable	Statement	r count	r table	Information
E-Quality Service (X^1)	X1.1	0,603	0,2500	Valid
	X1.2	0,729	0,2500	Valid
	X1.3	0,627	0,2500	Valid
	X1.4	0,622	0,2500	Valid
	X1.5	0,464	0,2500	Valid
	X1.6	0,557	0,2500	Valid

Source: Data processing results (2023)

Table 2. Perceived Value Validity Test (X^2)

Variable	Statement	r count	r table	Information
Perceived Value (X^2)	X2.1	0,441	0,2500	Valid
	X2.2	0,607	0,2500	Valid
	X2.3	0,583	0,2500	Valid
	X2.4	0,685	0,2500	Valid
	X2.5	0,606	0,2500	Valid
	X2.6	0,507	0,2500	Valid
	X2.7	0,487	0,2500	Valid

Source: Data processing results (2023)

Table 3. Promotion Validity Test (X^3)

Variable	Statement	r count	r table	Information
Promotions (X^3)	X3.1	0,701	0,2500	Valid
	X3.2	0,768	0,2500	Valid
	X3.3	0,792	0,2500	Valid
	X3.4	0,733	0,2500	Valid

Source: Data processing results (2023)

Table 4. Price Validity Test (X⁴)

Variable	Statement	r count	r table	Information
Price(X4)	X4.1	0,550	0,2500	Valid
	X4.2	0,786	0,2500	Valid
	X4.3	0,722	0,2500	Valid
	X4.4	0,787	0,2500	Valid

Source: Data processing results (2023)

Table 5. Validity Test of Purchasing Decisions (Y)

Variable	Statement	r count	r table	Information
Decision Purchase (Y)	Y.1	0,674	0,2500	Valid
	Y.2	0,435	0,2500	Valid
	Y.3	0,551	0,2500	Valid
	Y.4	0,670	0,2500	Valid
	Y.5	0,736	0,2500	Valid
	Y.6	0,504	0,2500	Valid

Source: Data processing results (2023)

The results of the validity test show that all statement items have a calculated r value > r table, with a significance level of 0.2500 (sig.2-tailed $\leq \alpha$ 0.05). It can be concluded that all statements are valid.

2. Reliability Test

Reliability testing is carried out to measure the consistency of the questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if the respondent's answers to questions are consistent or stable over time. The results of reliability testing processed using the SPSS 25 application program for five variables are displayed in the following table:

Table 6. Reliability Test

Variable	Cronbach's Alpha	a	Information
E-Quality Service (X1)	0.651	> 0,60	Reliable
Perceived Value (X2)	0.625	> 0,60	Reliable
Promotions (X3)	0.735	> 0,60	Reliable
Price (X4)	0.677	> 0,60	Reliable
Purchase Decision (Y)	0.641	> 0,60	Reliable

Source: Data processing results (2023)

The level of reliability of all statement items for each variable is reliable. So that overall the data is valid (valid) and reliable (consistent). Thus, this research can be continued to the next testing stage.

3. Classic Assumption Test

When carrying out multiple regression analysis, several assumptions need to be met, for example the classic assumptions consisting of the normality test, multicollinearity test, heteroscedasticity test and autocorrelation test. The discussion of the classical assumption test in this research which was processed using the SPSS 25 application program is shown in the following figure and table:

a. Test Analysis *Normality*

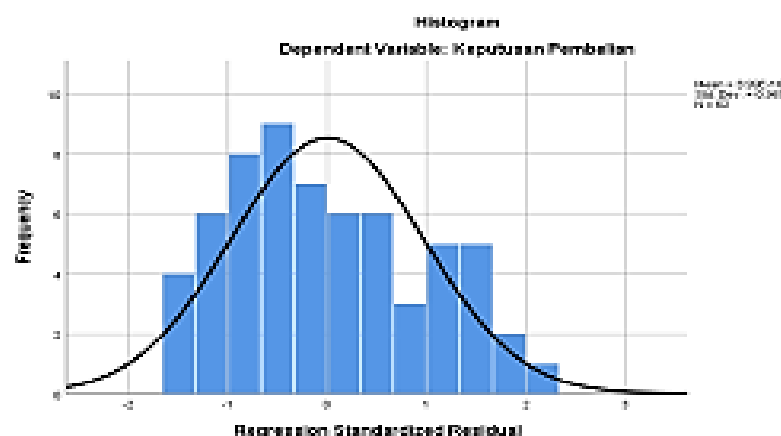


Figure 1. Histogram Normality Test Results

The results of data processing in Figure 1, the histogram graph, can be seen that the data is spread symmetrically and forms a bell. So the data is declared to meet the normality assumption.

From Figure 2 Normal P-P Plot of Regression it can be seen that the points are spread around the diagonal line and follow the diagonal line, thus it can be interpreted that the regression model meets the normality assumption.



Figure 2. P-Plot Normality Test Results

Table 7. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		62
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1.31161263
Most Extreme Differences	Absolute	0.079
	Positive	0.079
	Negative	-0.064
Test Statistic		0.079
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a Test distribution is Normal.		
b Calculated from data.		
c Lilliefors Significance Correction.		
d This is a lower bound of the true significance.		

Source: Data processing results (2023)

Based on test results *Kolmogorov-Smirnov* It can be stated that the data in this study is

normally distributed because it has a significant value greater than the error tolerance limit value, namely $0.200 > 0.05$ which can be seen in the Asymp column. Sig. (2-tailed) in the table above. Thus it can be concluded that the data is normally distributed in this research model.

b. Test Analysis *Multicollinearity*

Multicollinearity testing aims to determine whether the regression model found any correlation between independent variables or independent variables. Test test results *Multicollinearity* can be seen in the following table:

Table 8. Multicollinearity Test

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.099	1.213		2.555	0.013		
	E-Quality Service	0.221	0.086	0.233	2.581	0.012	0.264	3.790
	Perceived Value	0.202	0.079	0.219	2.572	0.013	0.296	3.377
	Promotion	0.315	0.145	0.277	2.179	0.033	0.132	7.555
	Price	0.330	0.160	0.273	2.059	0.044	0.122	8.211

a Dependent Variable: Purchase Decision

Source: Data processing results (2023)

Based on table 8, the *multicollinearity* test shows that the variable quality service, perceived value, promotions, and price on purchasing decisions show the value of Tolerance > 0.10 and VIF value < 10.00 so it can be interpreted that the regression model is free from *multicollinearity*.

c. Test Analysis *Heteroscedasticity*

This *Heteroscedasticity* Test aims to test whether in a regression model there is a variation in variance from the residuals from one observation to another. One way to find out whether there is heteroscedasticity in a multiple linear regression model is by looking at the scatterplot graph or from the predicted value of the dependent variable,

namely SRESID, with the residual error, namely ZPRED. The results of the Heteroscedasticity test can be seen in the following image:

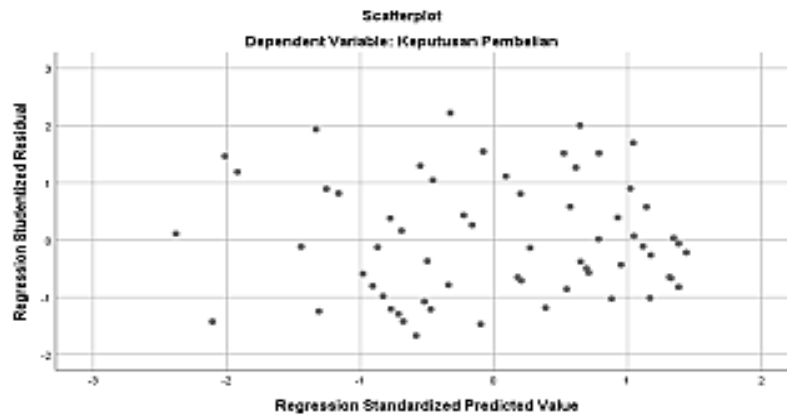


Figure 3. Scatterplot Heteroscedasticity Test

From the picture it can be seen that the resulting points are spread randomly and do not form a particular pattern or trend line. The results of this test show that this research is free from *heteroscedasticity* problems.

d. Multiple Regression Test

Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable. The results of the multiple regression test can be seen in the following table:

Table 9. Multiple Regression Test Results

Table 3. Multiple Regression Test Results						
		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.099	1.213		2.555	0.013
	E-Quality Service	0.221	0.086	0.233	2.581	0.012
	Perceived Value	0.202	0.079	0.219	2.572	0.013
	Promotion	0.315	0.145	0.277	2.179	0.033
	Price	0.330	0.160	0.273	2.059	0.044

a Dependent Variable: Purchase Decision

Source: Data processing results (2023)

Based on the results of data processing in table 18 above, the following multiple linear regression equation can be obtained.

$$Y = 3.099 + 0.221 X_1 + 0.202 X_2 + 0.315 X_3 + 0.330 X_4 + e$$

The regression coefficient values for the four independent variables have positive values. This shows that if the four independent variables experience an increase of 1%, then the dependent variable (purchasing decision) will increase by the resulting coefficient value, assuming the other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

4. T Test (Partial)

The T test was carried out to test the research hypothesis regarding the influence of each independent variable partially on the dependent variable. The T Test results can be seen in the following table:

Table 10. T Test Results		
Coefficients ^a		
Model	T	Sig.
1 (Constant)	2,555	0,013
E-Quality Service	2,581	0,012
Perceived Value	2,572	0,013
Promotion	2,179	0,033
Price	2,059	0,044

Source: Data processing results (2023)

The partial test results in this study are explained as follows:

- E-Quality Service. It is known that the calculated t value is $2.581 > 2.003$ t table value with a significance value of $0.013 < 0.05$. So it can be stated that the first hypothesis is accepted. This means that partially the E-Quality Service variable has a positive and significant effect to the purchase decision.
- Perceived Value. It is known that the calculated t value is $2.572 > 2.003$ t table value with a significance value of $0.012 < 0.05$. So it can be stated that the second

hypothesis is accepted. This means that partially the Perceived Value variable has a positive and significant effect on purchasing decisions.

- c. Promotion. It is known that the calculated t value is $2.179 > 2.003$ t table value with a significance value of $0.033 < 0.05$. So it can be stated that the third hypothesis is accepted. This means that partially the Promotion variable has a positive and significant effect on purchasing decisions.
- d. Price. It is known that the calculated t value is $2.059 > 2.003$ t table value with a significance value of $0.044 < 0.05$. So it can be stated that the fourth hypothesis is accepted. This means that partially the price variable has a positive and significant effect on purchasing decisions.

5. F Test (Simultaneous)

The F test is carried out to test the research hypothesis regarding the influence of all independent variables simultaneously on the dependent variable. The F Test results can be seen in the following table:

Table 11. F Test Results						
ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	753.899	4	188.475	102.373	.000 ^b
	Residual	104.94	57	1.841		
	Total	858.839	61			

a Dependent Variable: Purchase Decision

b Predictors: (Constant), Harga, Perceived Value, E-Quality Service, Promosi

Source: Data processing results (2023)

Based on the results of the f test, it is known that f count is $102.373 > f$ table 2.53 with a significant value of $0.00 > 0.05$. This means that the variable *e-quality service, perceived value*, promotion and price together have a positive and significant effect on the dependent variable of purchasing decisions.

6. Coefficient of Determination Test (R^2)

This coefficient of determination test was carried out with the aim of measuring the model's ability to explain how the influence of independent variables together

(simultaneously) influences the dependent variable which can be indicated by the adjusted R value. The results of the coefficient of determination test can be seen in the following table:

Table 12. Coefficient of Determination Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	0.878	0.869	1.357
a. Predictors: (Constant), Harga, Perceived Value, E-Quality Service, Promosi				
b. Dependent Variable: Purchase Decision				

Source: Data processing results (2023)

Based on table 12 which shows the values *Adjusted R Square* of 0.869 this shows *E-Quality Service, Perceived Value, Promotion and Price* have an influence of 86.9% on purchasing decisions. Meanwhile, the remaining 13.1% is influenced by other variables not examined in this research.

CONCLUSIONS AND SUGGESTION

Conclusions

Based on the results of data analysis and discussions that have been carried out, the following conclusions can be drawn:

- E-quality service* influence the purchasing decisions of GoFood consumers in the Bukit Union 2 Bengkong Kartini Batam housing complex.
- Perceived value* influence the purchasing decisions of GoFood consumers in the Bukit Union 2 Bengkong Kartini Batam housing complex.
- Promotions influence the purchasing decisions of GoFood consumers in the Bukit Union 2 Bengkong Kartini Batam housing complex.
- Price influences the purchasing decisions of GoFood consumers in the Bukit Union 2 Bengkong Kartini Batam housing complex.
- There is a positive and significant influence between *e-quality service, perceived value, promotion and price* simultaneously on GoFood consumer purchasing decisions in the Bukit Union 2 Bengkong Kartini Batam housing complex.

Suggestion

Based on the research results, discussions and conclusions obtained, the following suggestions can be given:

- a. Based on research results related to variable *se-quality service*, it is hoped that the GoFood feature on the GoJek application will maintain the quality of electronic services and increase the reach of places or food businesses so that buyers get more food choices according to their tastes and desires.
- b. Based on research results related to the perceived value variable, it is hoped that the GoFood feature in the GoJek application will maintain and pay attention to product value, service value, personnel value, monetary value, energy costs, time costs and psychological costs provided. Especially to maintain communication and information from sellers on GoFood on the GoJek application which seems good and easy to understand.
- c. Based on research results related to promotional variables, it is hoped that the GoFood feature in the GoJek application will increase the offer of various vouchers in promoting its products and carry out sales promotions via Instagram, Facebook and direct promotions.
- d. Based on research results related to price variables, it is hoped that the GoFood feature on the GoJek application will maintain and maintain product prices on GoFood on the Gojek application that are affordable for buyers.
- e. For this research, it is hoped that it can be a support for further research and can analyze other variables that influence purchasing decisions with different samples and larger numbers and using different analysis techniques.

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