

The Influence of Service Quality, Promotion, and Price on Gen Z Purchasing Decisions in Jakarta on the Gofood Application

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ABSTRACT

One food ordering application that is very popular with consumers is GoFood. The aims of this research are (1) to determine the influence of service quality on Gen Z purchasing decisions at GoFood, (2) to determine the influence of promotions on Gen Z purchasing decisions at GoFood, (3) to determine the influence of price on Gen Z purchasing decisions at GoFood, (4) To determine the influence of service quality, promotions and prices on Gen Z purchasing decisions at GoFood. This research uses a quantitative approach with descriptive percentage analysis methods and correlation analysis. This data analysis technique uses the SPSS 27 application. This data collection technique is carried out through questionnaires, with a sample size of 271 respondents. From the partial test results, it is clear that each variable influences Gen Z purchasing decisions on the GoFood application. Therefore, the simultaneous test results of Service Quality, Promotion and Price have a positive and significant effect on Gen Z Purchasing Decisions on the GoFood Application.



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INTRODUCTION

Digital developments have greatly influenced people's habits in Indonesia. Digital developments also have positive and negative impacts. Not only that, technological developments in Indonesia can also open up new job opportunities. People's habits in Indonesia have also changed. Online delivery platforms have developed rapidly. This can make it easier for Indonesian people to buy anything online. Starting from shopping online, buying food online, and so on.

There are many online food purchasing platforms in Indonesia. With these many things, it can make it easier for Indonesian people to choose the platform they want to use. There are things that Indonesian people consider when choosing this platform. GoFood is the most superior online food delivery platform based on the results of survey data that took place in April 2023. Based on Statista 2023 data, in the online food delivery service category from the Gojek application, namely GoFood, Indonesian consumers consider GoFood to be the most superior. The highest score obtained was GoFood, namely 75%. Each of GrabFood got 57% and ShopeeFood got 28% value. This shows that GoFood really provides services that consumers like.

The influence of service quality, price and promotions on GoFood are very important factors in the food delivery service industry. The combination of these three factors can have a significant impact on the success of GoFood and similar food delivery services. Understanding how service quality, pricing, and promotions interact with customer preferences and behavior is key to designing effective business strategies in this industry. The aim of this research is to determine the influence of service quality on Gen Z purchasing decisions at GoFood, to determine the influence of promotions on Gen Z purchasing decisions at GoFood, to determine the influence of price on Gen Z purchasing decisions at GoFood, and to determine the influence service quality, promotions, and prices on Gen Z purchasing decisions at GoFood.

LITERATURE REVIEW

Service quality

Zeithaml et al. (2017: 91) state that service quality means the quality of electronic services which identifies how well a website facilitates customer shopping, purchasing and navigation. Supranto (2006) is of the opinion that service quality is an outcome that must be achieved by a company and is achieved through its behavior towards customers. Even though this action is invisible, it can be felt and remembered by your customers.

Promotion

Kotler and Keller (2016: 47) also argue that advertising is an activity that conveys the advantages of a product and encourages target consumers to buy the product. Tjiptono (2015: 387) Opinion advertising is a marketing mix that focuses on efforts to inform, persuade and remind consumers about a company's brand and products.

Price

Kotler and Armstrong (2012) define price as the amount of money required to purchase a good (i.e. goods or services) to receive a profit from its use. Alma (2014), price is a comparison of one commodity with another commodity.

Buying decision

Kotler and Armstrong (2014) also argue that purchasing decisions are the activities of individuals who are directly involved in making decisions to purchase the products offered. The purchasing decision from (Tjiptono, 2018) is a process where consumers begin to recognize a problem, look for information related to using a particular product, then evaluate each alternative to be able to solve the problem, and lead to a purchasing decision.

Based on the theoretical study above, the research model used can be described as follows:

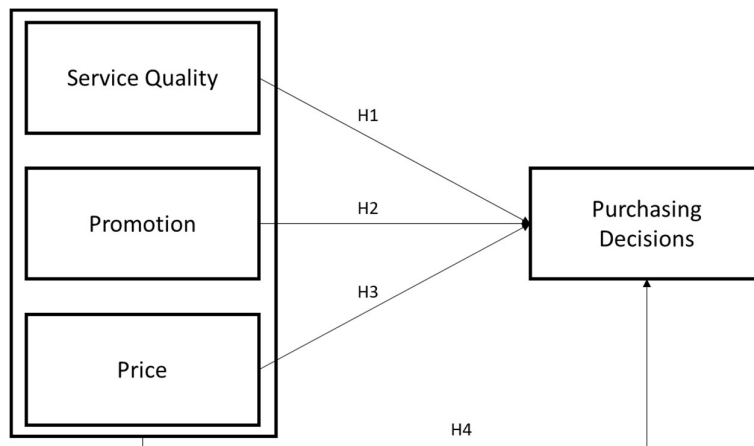


Figure 1. Research Model

Based on this framework, the hypothesis proposed in this research is:

- H1: Service Quality (X1) has a positive effect on Gen Z Purchasing Decisions (Y) on the GoFood Application.
- H2: Promotion (X2) has a positive effect on Gen Z Purchasing Decisions (Y) on the GoFood Application.
- H3: Price (X3) has a positive effect on Gen Z purchasing decisions (Y) on the GoFood application.
- H4: Service Quality (X1), Promotion (X2), and Price (X3) have a positive influence on Gen Z Purchasing Decisions (Y) on the GoFood Application.

RESEARCH METHODS

The research method that will be used in this research is a quantitative method. This quantitative method is used to explain the influence of service quality, promotions and prices on purchasing decisions. Based on this research for approximately 2 months by collecting data independently. The population based on statistical data of GoFood users with an age range of 8-24 years who live in Jakarta is 1,231,995. To determine the sample taken from the population using the formula proposed by Isaac and Michael (1981), the number is 271 with an error rate of 10%.

Both primary and secondary data were used in this study. The main source of data for this study was a questionnaire that Gen Z GoFood customers in Jakarta personally answered. In the meanwhile, statistical information, the company, and the rankings of the firm and its rivals make up the secondary data in this study. The methodology employed in this study was the administration of a questionnaire. The questionnaire used in this research is a closed questionnaire, where for closed questions respondents are given questions that are measured on a scale of 1-5, namely strongly disagree, disagree, neutral, agree, strongly agree.

An characteristic, trait, or value of a person, thing, or action that has specific variations chosen by the researcher to be investigated and conclusions made from are what is known as an operational definition of a variable. The independent and dependent variables are the variables employed in this study. The study instruments' validity and reliability tests, traditional assumption testing, multiple linear regression, F and t hypothesis tests, correlation and determination coefficient analysis, and more are the data analysis techniques employed. The analysis technique used by the author in this research is Descriptive Percentage Analysis. The Descriptive Percentage Analysis Method is used to analyze data that is used by describing data that has previously been collected in a study based on existing conditions. This technique will be analyzed using SPSS 27.

$$Dp = \frac{n}{N} \times 100 \%$$

- DP : Descriptive Percentage (%)
- n : Total value obtained
- N : Number of ideal scores (number of respondents x number of questions x highest score)

RESULTS AND DISCUSSION

Normality test

The results of the normality test can be seen in the image below:

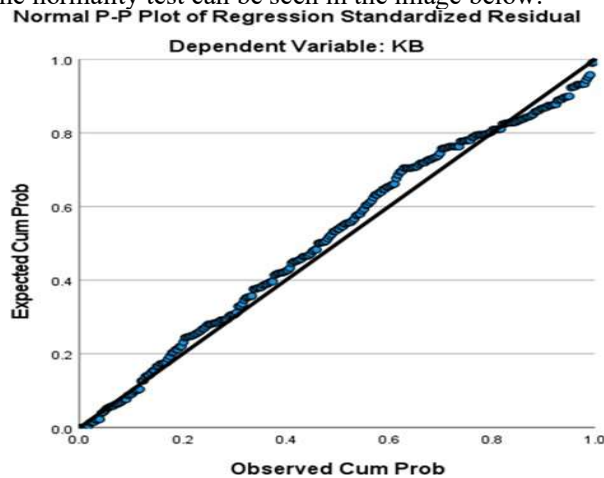


Figure 2. Normality test results

The study data is normally distributed since, according to the P Plot normalcy test findings, the data or points are dispersed around the diagonal line and follow its direction.

Multicollinearity Test

The picture below displays the normalcy test results:

Table 1. Multicollinearity test results

Variable	VIF	Information
KP	1,806	Multicollinearity does not occur
PR	2,506	Multicollinearity does not occur
HR	1,917	Multicollinearity does not occur

Source: SPSS 27 Processed Data (2024)

For the KP variable (X1), the tolerance value is 0,554 which is higher than 0.10. On the other hand, since the KP variable (X1) VIF value, which is 1,806 is less than 10.00, multicollinearity cannot exist. For the PR variable (X2), the tolerance value is 0,399 which is higher than 0.10. The PR variable (X2) VIF value, 2,506 on the other hand, is less than 10.00, indicating the absence of multicollinearity. For the HR variable (X3), the tolerance value is 0,522 which is higher than 0.10. However, since the inflation variable (X3) VIF value, or 1,917 is less than 10.00, it may be said that multicollinearity is not present.

Heteroscedasticity Test

The results of the heteroscedasticity test can be seen in the table below:

Table 2. Heteroscedasticity test results

Variable	Sig.	Information
KP	0.026	Heteroscedasticity occurs
PR	0,000	Heteroscedasticity occurs
HR	0,000	Heteroscedasticity occurs

Source: SPSS 27 Processed Data (2024)

Significance of the KP variable is more than 0.05, as can be shown from the results of the heteroscedasticity test using the Glejser test in Table 2. and this indicates that the regression model for this variable does not exhibit heteroscedasticity, it may be argued. and less than 0.05 for the PR and HR variable.

Multiple Linear Regression Test

The results of multiple regression testing can be seen in the table below:

Table 3. Multiple Regression Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,075	2,834		1,438	,152
	KP	-.250	,112	-.139	-2,235	,026
	PR	,776	,144	,394	5,379	,000
	HR	,707	,111	,408	6,372	,000

Source: SPSS 27 Processed Data (2024)

Based on the test output results above, the following regression equation can be created:

$$Y = a + bX1 + bX2 + bX3$$

$$Y = 4.075 - 0.250X1 + 0.776X2 + 0.707X3$$

Hypothesis testing

T Test (Partial)

The results of partial hypothesis testing can be seen as follows:

Table 4. Hypothesis Test Results with t Test

Connection	B	t	Sig.	Conclusion
KP > Y	-.250	-2,235	.026	H1 is accepted
PR > Y	,776	5,379	,000	H2 is accepted
HR > Y	,707	6,372	,000	H3 is accepted

Source: SPSS 27 Processed Data (2024)

Based on the results above, Service Quality (X1) Sig 0.026 < 0.05 influences purchasing decisions, Promotion (X2) Sig 0.000 < 0.05 influences purchasing decisions, Price (X3) 0.000 < 0.05 influences purchasing decisions.

F Test (Simultaneous)

The results of simultaneous hypothesis testing can be seen as follows:

Table 5. Hypothesis Test Results with F Test

F count	F table	Sig.	Conclusion
67,116	2.65	0,000	H3 is accepted

Source: SPSS 27 Processed Data (2024)

Because the likelihood of significance is significantly less than 0.05, the computed F value from the ANOVA test, also known as the F test, is 67,116 > the f table value of 2.65 with a significance level of 0.000. This demonstrates that H3, which asserts that pricing, promotions, and service quality all have an impact on consumers' decisions to buy, is accepted concurrently.

Determination Correlation Coefficient

The results of testing the coefficient of determination can be seen as follows:

Table 6. Coefficient of determination test results

F count	Adjusted R Square
The influence of service quality, promotion and price variables on purchasing decisions	0.424

Source: SPSS 27 Processed Data (2024)

Based on the table above, the coefficient of determination (*R Square*) is 0.424 or 42.4%. So, it can be concluded that the influence of the variables service quality (X1), promotion (X2) and price (x3) on purchasing decisions (Y) is 42.4% and the remaining 57.6% is influenced by other factors outside of this research.

Discussion

The findings of this research's hypothesis testing indicate that purchasing decisions are partially influenced by service quality. Because service quality and purchasing decisions are closely related, the findings of this study support the research of Idayati et al. (2020), Malik Ibrahim, and Sitti Marijam Thawil (2019), which demonstrates the positive and significant influence that service quality has on purchasing decisions. Gofood must figure out how to keep up and enhance the caliber of its offerings. Because poor service quality will make consumers dissatisfied and persuade others to go to companies that market similar services. Therefore, it can be concluded that product quality partially influences customer satisfaction with Sig = 0.026 < 0.05.

Based on hypothesis testing in this research, the results show that promotion has a partial effect on purchasing decisions. The results of this research strengthen research conducted by Muhammad Saifuddin (2020), Kiran & Arumugam (2020), and Didik Darmadi, Suharyono Suharyono, Wasis A. Latief (2013) which shows that promotions have an influence on purchasing decisions in a positive and significant way. , because if customers feel the promotion is in accordance with the quality they receive, and get convenience, it will certainly create high purchasing decisions. Therefore, it can be concluded that promotion partially influences customer satisfaction with a Sig value = $0.000 < 0.05$.

Based on hypothesis testing in this research, the results show that price has a partial effect on purchasing decisions. The results of this research strengthen research conducted by Arief Adi Saputra (2017), and Didik Iful Anwar and Budi Satrio (2021) which shows that price has an influence on purchasing decisions in a positive and significant way, because if customers feel the price is in accordance with the quality what you get, as well as getting convenience, will certainly create high purchasing decisions. Therefore, it can be concluded that price partially influences customer satisfaction with a Sig value = $0.000 < 0.05$.

Based on hypothesis testing in this research, the results show that simultaneously Service Quality, Promotion and Price have a significant positive effect on Purchasing Decisions. The results of this research strengthen research conducted by Nabila Alya Insani and Putu Nina Madiawati (2020) which shows that simultaneously Service Quality, Promotion and Price have a significant positive effect on Purchasing Decisions in a positive and significant way, the more the price and promotion offered are in accordance with The quality of service provided, the higher the purchasing decision ratio. Therefore, it can be concluded that simultaneously the variables Service Quality, Promotion and Price influence Purchasing Decisions with a Sig value = $0.000 < 0.05$.

CONCLUSION

From the results of research by researchers regarding the influence of service quality, price and promotion on Gen Z purchasing decisions on the GoFood application, it can be concluded as follows. From the research results above, it can be seen that the Service Quality variable influences purchasing decisions with a significant value of $0.026 < 0.005$. From the research results above, it can be seen that the Promotion variable influences Purchasing Decisions with a significant value of $0.000 < 0.05$. From the research results above, it can be seen that the price variable influences purchasing decisions with a significant value of $0.000 < 0.005$. From the research results above, it can be seen that Service Quality, Price and Promotion influence Purchasing Decisions with a significant value of $0.000 < 0.005$. It is recommended to the company to improve the quality of service so that customers continue to choose GoFood as an online food delivery service, add more attractive designs to promos on social media and billboards, and provide a wider variety of special GoFood vouchers.

Furthermore, it is recommended that future researchers who will carry out the same study can develop research objectives that they want to research and focus more on what is being researched. Then it is hoped that you will be better prepared in the process of taking and collecting data and everything related to research, namely carrying out regular observations and outreach before distributing the questionnaire to respondents, so that there will be no difficulties when distributing the questionnaire and it can be carried out well and more maturely. Furthermore, future researchers who will take on research that has a similar or similar theme are expected to be able to further increase their activeness, sense of initiative, self-confidence, and collaborate with research informants or research respondents to carry out better coordination so that it can help the research run smoothly.

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