

## **The Influence of Service Quality, Price, and Promotion On GO-FOOD User Loyalty**

**Lyvia Cahya<sup>1</sup>, Hendratmoko Afiliasi<sup>2</sup>**

<sup>1,2</sup>Kwik Kian Gie School of Business and Information Technology

*0882201004@student.kwikkiangie.ac.id<sup>1</sup>, hendratmoko@kwikkiangie.ac.id<sup>2</sup>*

### **ABSTRACT**

This research aims to analyze the impact of service quality, price, and promotion on Go-Food users in Jakarta, Indonesia. A total of 150 respondents from Jakarta participated in this study, providing data through a distributed questionnaire. Utilizing IBM SPSS Ver. 25, the author conducted statistical tests on the collected data. Results revealed that service quality (X1) and price (X2) had no significant impact on customer loyalty. However, the promotion variable was found to significantly influence customer loyalty among Go-Food users in Jakarta. This suggests the need for Go-Food to reassess its service quality and pricing strategies. Additionally, this research provides valuable insights for GoTo investors in their decision-making processes. Future studies could explore other variables affecting Go-Food user loyalty in Jakarta, thereby contributing to the theoretical foundation of online food delivery services.

**Keywords:** service quality, price, promotion, customer loyalty, go-food.

### **INTRODUCTION**

The rapid pace of globalization in today's era has instilled in human behavior a desire for instant and rapid gratification. The evolution of the internet age has significantly transformed the way humans interact, work, learn, and communicate. Indonesia stands as a prime contender to become one of the largest online markets globally, with a staggering 143.26 million internet users recorded in 2017, expected to continuously rise annually. Alongside the surge in internet users, smartphone adoption in Indonesia has also seen a proportional increase, (Kominfo, 2023a). Predictions indicate Indonesia as the fourth-largest country by active smartphone users, following China, India, and the United States. The internet has emerged as a transformative force across various aspects of human life, playing a pivotal role in shaping both technological advancements and societal structures, (Kominfo, 2023).

The escalation in internet usage in Indonesia has manifested in various ways, notably in the realm of online commerce. With approximately 215.63 million internet users surveyed between 2022-2023, representing 78.18% of the total Indonesian population, online purchasing behaviors have been significantly influenced. (Kominfo, 2023). Particularly in the online food delivery sector, platforms like Go-Food, operated by PT Gojek Indonesia, have experienced substantial growth since its inception in 2015. The loyalty of Go-Food users is influenced by multiple factors, including service quality, pricing, and promotional activities. Quality service, encompassing factors like delivery speed and driver friendliness, plays a vital role in attracting and retaining Go-Food customers. Pricing,

coupled with service quality, influences user preferences and loyalty. Moreover, promotional strategies can further enhance customer loyalty, with discounts and special offers serving as effective incentives, (Gojek, 2023).

Despite the Ministry of Transportation's base price adjustments for online motorcycle taxi services in September 2022, the demand for online food delivery services like Go-Food remains robust among Indonesian consumers. Go-Food's evolution from a mere food delivery service to a comprehensive on-demand platform reflects its adaptability to consumer needs. The platform's success is evident not only in its increased gross merchandise volume but also in the positive reception of its subscription-based membership program, GoFood PLUS. Through a combination of quality service provision, competitive pricing, and strategic promotions, Go-Food has cemented its position as an indispensable component of contemporary Indonesian lifestyles, (Gojek, 2023).

This research was conducted due to the rapid growth of internet usage and smartphone adoption in Indonesia, which has significantly influenced various aspects of daily life, including online business opportunities. Indonesia's large and increasing number of internet users presents a significant market potential for online services and mobile applications. The study aims to understand how factors like service quality, price, and promotions impact user loyalty in the context of online food delivery services, specifically focusing on Go-Food, to help businesses capitalize on this growing market.

## **METODE PENELITIAN**

This study uses non-probability sampling with judgmental sampling per region from Jakarta and quota sampling to determine the proportion of an equal number of samples for each Go-Food service user. In non-probability sampling, elements in the population do not have inherent probabilities of being selected as sample subjects, meaning findings from the sample study cannot be generalized to the population as a whole. Judgmental sampling aims to find and gain access to individuals who have the necessary information according to what is being investigated. This method could be the best choice for sampling design, especially if the population that can provide the required information is limited. Meanwhile, quota sampling is used considering cost, time, and the need to adequately represent minority elements in the population. In this study, the criteria for respondents are Go-Food service users residing in Jakarta aged between 17-65 years old.

The determination of the sample size is done for the questionnaire sampling, which is the data used for analysis, determined by the theory by (Hair et al., 2014), which states that the required sample size to achieve an acceptable level is 100 or more for alpha levels of 0.05 and 0.01. In this study, the sample size is set at 150 respondents who have used the Gojek application, especially Go-Food, prioritizing those residing in Jakarta and aged between 17-65 years old.

The questionnaire or research survey is designed using a structured format or question format, which is a scaled response questionnaire. The first format is used to measure each variable to be studied. Each variable will be measured using a 5 point likert scale ranging from strongly disagree, disagree, neutral, agree, and strongly agree. The study

found that service quality, price, and promotion significantly influence customer loyalty among Go-Food users in Jakarta. This research contributes to the understanding of factors affecting customer loyalty in the food delivery service industry, particularly within the context of Go-Food in Jakarta.

## 1. Validity & Reliability Test (SPSS 25.0)

(Ghozali, 2021), significance testing is done by comparing the calculated  $r$  value with the  $r$  table, with degrees of freedom ( $df$ ) =  $n-2$ , where  $n$  is the sample size. If the calculated  $r$  value is greater than the  $r$  table and is positive, then the item or indicator question is considered valid.

The reliability test of the measuring instrument can be done externally or internally. The author conducted reliability tests to measure the consistency and reliability of question indicator questions to their variables. A variable is considered reliable, consistent, and relevant to the variable or factor in the study if the Cronbach Alpha value is greater than 0.6 or close to 1 (Duli, 2019).

## 2. Classical Assumption Test

### - Normality Test: Kolmogorov-Smirnov Test

$H_0$  is accepted if the  $p$ -value of the Kolmogorov-Smirnov test is greater than the significance level (5%).

According to (Bowerman et al., 2017), the central limit theorem states that the larger the sample size, the closer the sample means of all possible samples to the normal distribution of the population, where if the sample size is at least 30, then most of the population taken will be approximately normally distributed.

### - Multicollinearity Test: VIF and Tolerance

The goal of the multicollinearity test, according to (Ghozali, 2021), is to determine whether the independent variables in the regression model are correlated. It is possible to determine whether multicollinearity occurs in the regression model by looking at the variance inflation factor (VIF), tolerance, and its inverse. A Tolerance value of less than 0.10 or a VIF value more than 10 is commonly used as the cutoff value to indicate multicollinearity. It is up to each researcher to decide how much collinearity is still acceptable.

### - Autocorrelation Test: Run Test

Decision-making is done by looking at the Asymp value. Sig (2-tailed) of the Run Test. If the Asymp value. Sig (2-tailed) is greater than the significance level of 0.05, it can be concluded that there is no autocorrelation. The Run test will provide a more certain conclusion if there is a problem with the Durbin Watson Test, where the  $d$  value is between  $d_L$  and  $d_U$  or between  $(4-d_U)$  and  $(4-d_L)$ , which will cause no definite conclusion or unconvincing testing when using the DW test.

## - Heteroskedasticity Test: White Test

White proposes to regress the squared residual values ( $U^2_t$ ) with independent variables. Squared independent variables and multiplication (interaction) of independent variables. From this regression equation,  $R^2$  is obtained to calculate  $c^2$ , where  $c^2 = n \times R^2$ . If the calculated  $c^2 < c^2$  table, then there is an indication of Heteroskedasticity.

$$U^2_t = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_1^2 + b_5X_2^2 + b_6X_3^2 + b_7X_1X_2X_3$$

## 3. Multiple Linear Regression Analysis

### - Anova Significance Test or F-statistic

The F-statistic test according to (Ghozali, 2021). Decision-making can be seen from the Anova table by looking at the Sig value. as follows:

If the significance value (p-value)  $< 0.05$  ( $\alpha$ ), then the regression model is significant. This means that all independent variables simultaneously or together significantly affect the dependent variable.

If the significance value (p-value)  $> 0.05$  ( $\alpha$ ), then the regression model is not significant. This means that all independent variables simultaneously or together do not affect the dependent variable.

### - t-Statistic Test

Decision-making for this test is done by looking at the significance value (p-value) of each variable in the coefficients table. If the significance value (p-value)  $< 0.05$ , it means that the independent variable has been proven to influence the dependent variable. Conversely, if the significance value (p-value)  $\geq 0.05$ , it means that the independent variable does not have enough evidence to influence the dependent variable.

### - Coefficient of Determination Test ( $R^2$ )

A low  $R^2$  value suggests that the independent variables have very little capacity to explain the variance in the dependent variable. When the independent variables yield nearly all of the information required to predict the dependent variable, the  $R^2$  value is approaching 1. The model summary table displays the  $R^2$  value. The value of the coefficient of determination falls between 0 and  $R^2$  and 1 where:

A decreasing  $R^2$  (nearing 0) means that the independent factors have very little power to explain the variation in the dependent variable.

When  $R^2$  is close to 1, it means that nearly all of the information required to predict the dependent variable can be found in the independent variables.

## HASIL DAN PEMBAHASAN

### 1. Results

#### a) F-Test

The F-test derived from the calculated F-value of 177.201 with a significance value (Sig.) of 0.000. Since the Sig. value is less than 0.05, and the calculated F-value is greater than the critical F-value of 2.67, it can be concluded that this regression model can be used

to predict customer loyalty. It implies that service quality, price, and promotion variables collectively (simultaneously) influence customer loyalty.

Table 1 F-Test result

F-test	Criteria	Result	Remarks
	Sig. < 0,05	0,000	Significant

b) t-Test

The t-test statistic is used to assess the individual impact of each independent variable on the dependent variable. If the significance value (1-tailed) < 0.05 ( $\alpha = 5\%$ ), then the variable significantly affects the dependent variable. The significance (1-tailed) is obtained from the significance result in the t-statistic table.

Table 2 t-Test Result

t-Test	Coefficient	Criteria	Result	Remarks
Service Quality (X1)	0.151	Sig. < 0,05	0.133	H0 accepted
Price (X2)	0.153	Sig. < 0,05	0.137	H0 accepted
Promotion (X3)	0.728	Sig. < 0,05	0.000	H0 rejected

Results of the t-test in Table 2 indicate the significance level of each independent variable used in this study. Here's the breakdown of the t-test results:

Hypothesis Test 1:

Service Quality (X1) has a significance (1-tailed) of 0.133 > 0.05 with a coefficient value of 0.151. This implies that Service Quality (X1) does not affect Customer Loyalty (Y1), meaning the first hypothesis is rejected.

Hypothesis Test 2:

Price (X2) has a significance (1-tailed) of 0.137 > 0.05 with a coefficient value of 0.153. This indicates that Price (X2) does not affect Customer Loyalty (Y1), accepting the second hypothesis.

### Hypothesis Test 3:

Promotion (X3) has a significance (1-tailed) of  $0.000 < 0.05$  with a coefficient value of 0.728. This suggests that Promotion (X3) significantly influences Customer Loyalty (Y1), rejecting the third hypothesis.

### c) Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) indicates that 78% of the variation in customer loyalty is explained by the three independent variables: service quality, price, and promotion. The remaining 22% is explained by other factors not included in this study's regression model, whether internal or external to Go-Food.

Table 3  
Coefficient of Determination Result

Coefficient of Determination Test	Criteria	Result	Remarks
	$0 \leq R^2 \leq 1$	0,780	78% of the customer loyalty variable is explained by the research variables

The influence of service quality on customer loyalty was examined in this study. Respondents generally agreed that service quality could affect the loyalty of Go-Food users in Jakarta, as indicated by the average score of 4.18 for Quality of Service (X1) and its five indicators falling within the agree range. However, the statistical test results showed that service quality did not significantly influence customer loyalty, contrary to the initial hypothesis. Despite the perceived importance of service quality, it was found that it did not have a significant impact on customer loyalty, consistent with previous research findings.

Similarly, the impact of price on customer loyalty was investigated. Respondents agreed that price could influence customer loyalty, with an average score of 4.12 for Price (X2) and its indicators falling within the agree range. However, like service quality, statistical analysis revealed that price did not significantly affect customer loyalty, contradicting the initial hypothesis. Although price is a crucial determinant of market share and profitability, this study found that it did not significantly influence customer loyalty, consistent with previous research findings.

Lastly, the influence of promotions on customer loyalty was explored. Respondents agreed that promotions could affect customer loyalty, with an average score of 4.08 for Promotions (X3) and its indicators falling within the agree range. Statistical analysis confirmed that promotions had a significant positive impact on customer loyalty, supporting the initial hypothesis. This finding aligns with previous research indicating that promotions have a positive and significant effect on customer loyalty. Thus, it can be concluded that promotions play a crucial role in fostering customer loyalty, contrasting with the lack of significant effects observed for service quality and price.

## KESIMPULAN DAN SARAN

Service quality does not have a significant effect on customer loyalty, price does not have a significant effect on customer loyalty, and promotion has a significant effect on customer loyalty. These findings indicate that promotion is a crucial factor in enhancing customer loyalty for Go-Food in Jakarta. Go-Food needs to enhance its promotional efforts to attract new customers and retain existing ones.

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