

## ANALYSIS OF FOOD PURCHASE DECISION MODELS USING MEDIA APPLICATIONS IN PRIVATE UNIVERSITIES DURING THE COVID-19 PANDEMIC

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### ABSTRACT

The purpose of the study aims to analyze several things, namely: The Influence of Country Of Origin on Purchase Decisions, Brand Image on Purchase Decisions and Service Quality on Purchase Decisions, Effect of Country Of Origin, Brand Image and Service Quality on Purchase Decisions. In this study using 91 respondents who are students of the Faculty of Economics and Business management who use the grab application at the Universitas Muhammadiyah Sumatera Utara. Data collection techniques using a list of statements such as online questionnaires and data analysis techniques using the Statistical Package For The Social Sciences (SPSS) to test the four hypotheses proposed in this study. Based on the results of the study, the following conclusions were obtained: Country Of Origin partially positive and significant effect on food purchase decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid 19 Pandemic. Brand Image partially negative but not significant effect on food purchase decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid 19 Pandemic. Service quality partially has a positive and significant effect on food purchasing decisions on the Grab application at the University of Muhammadiyah North Sumatra during the Covid 19 Pandemic. Country Of Origin, Brand Image and Service Quality have a positive and significant impact on food purchasing decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid 19 Pandemic.

**Keywords:** *Country Of Origin, Brand Image, Quality of Service and Purchase Decision.*

### INTRODUCTION

Today's global competition really makes companies compete to find strategies to be able to compete in the global market. The global market which is much more complicated than the domestic market requires a more complex strategy to be accepted and successful in the market.

Grab is an online transportation that uses smartphone electronics. Grab is an application originating from Singapore which is currently very developed in Southeast Asian countries, especially in Indonesia, grab entered and was known in Indonesia in 2016, grab provides many transportation services in the field of delivering shuttle services, delivery of goods services, delivery of food services and etc.

The needs of today's students to get the speed of information and communication are increasing so that it requires companies to prepare sophisticated and easy-to-use systems. Change creates a need for fast information. The need for transportation for food delivery services is also very important for students today, namely to facilitate the purchase of food.

The main difference from the segment in question lies in the reasons and specific criteria in choosing services and service providers, the quantity of services required, and the complexity of the services required (Tjiptono & Chandra, 2016).

In an editorial written on January 31, 2019, it was stated that for online food delivery services GoJek vs. Grab, Go-Food is still in the lead. As many as 35% of respondents said that Go-Food is the service they use the most. While 27% of respondents said they chose GrabFood, it can be concluded that gofood as a Gojek application service is still more in demand than gofood as a

service on the Grab application.

There are many factors that influence decision making for students, namely the country of origin which is the country where a product originates, the concept of country of origin is related to the image of the country and consumer perceptions of a product or service. Buyers have different perceptions from one country to another and have different beliefs about brands from different countries.

Brand image is the perception given by consumers to an item or service from a particular brand including identity, product quality and performance of the product. Brand image also has a big influence on purchasing decisions that will be made, the strength of the brand is able to change the perception of a brand already known as a good brand, so it is easy for brands to dominate a country's market share.

The quality of services provided by the company has a very large influence on the use in the service sector, therefore the company is very concerned about the services that will be provided to consumers. Service quality is also one of the main keys to success in efforts to fulfill customer needs and desires in making purchasing decisions.

Giving an understanding that purchasing decisions are decisions made to satisfy the needs and wants of consumers by evaluating more than one alternative which is influenced by the main reason for making a purchase which includes the purchase of products and situations which state that the purchase decision is a decision-making process carried out before buying a product the purchase of a product is a process of all stages of consumer buying.

Likewise, students as parties who are very dependent on the type of transportation Grab as a food delivery service are often called grabfood because it can make it easier to order food without having to queue or come to the intended restaurant, especially students at the Universitas Muhammadiyah Sumatera Utara.

The Grab and Gojek applications are applications that are engaged in similar fields that are developing simultaneously in Indonesia, but the quality of service provided is different, the quality of service provided by each company has a major influence on purchasing decisions by consumers, especially students of the Universitas Muhammadiyah Sumatera Utara.

Service quality does not always have a positive effect because if the service provided by the driver and company is not good, the brand image on the grab becomes negative and can result in a decrease in usage. In this case, the Grab application has not provided effective security specifically for food that is not as ordered, such as the wrong variant taste, damaged packaging during delivery and others that are detrimental or dissatisfied students as food buyers.

## **THEORITICAL REVIEW**

### **Buying decision**

When consumers decide to buy or use a product, consumers have certain reasons for using the product or service, the reasons consumers choose a product or service vary depending on the needs and desires of consumers, there are also consumers who use services because of the need for spontaneity of consumers using services. the service without any plans to use the service beforehand or without any special considerations for using the service.

Purchasing decisions made by consumers look from the side of the needs and desires of consumers, according to (Abdullah & Tantri, 2014) states that "purchase decisions are the stage where consumers form references between brands in the choice group and may also form purchase interest to buy brands. most liked." The decision-making process often involves several decisions, a decision involves a choice involving one or two alternative actions (Muis & Fahmi, 2017)

According to (Kotler & Armstrong, 2012) suggests that the purchase decision is a decision process where consumers actually decide to use one product or service among various choices. (Sangadji & Sopiah, 2013) said that "consumer decision-making is a problem-solving process that is directed at the target".

Purchasing decisions affect a company's profits. As stated (Lee & Johnson, 2011) states that

"purchase decision is the stage of the buying decision process where consumers determine whether or not to buy, and if so, what to buy, where to buy and when to buy".

## Country Of Origin

*Country of origin* that makes the mentality of a country and the trust of that country to a product or service that is produced. Marketing is one of the main activities carried out by the company to maintain its survival, to develop and make a profit. This means that the purpose of the message is to involve two parties, namely producers and consumers who both want to earn profits (Suria et al., 2016).

Country of origin or commonly called Country of origin (COO) is the country where a product originates. According to (Kotler & Armstrong, 2012) country of origin is mental associations and beliefs that are triggered by a country. Meanwhile, according to (Putra et al., 2016) "country of origin are the mental pictures of brands and countries, resvastively" which means country of origin means a mental picture of a country from product brands. The concept of country of origin is related to the image of the country.

*Country of origin* (Country of origin) does not have a big influence on market share in Indonesian society, especially students because usually Indonesian people, especially students, prioritize the needs and desires that are expected regardless of the origin of a product/service, but according to (Kotler & Armstrong, 2012) marketers want to use positive home country perceptions to sell their products and services.

If a company's products are produced in a country that has an unfavorable image for the product, the company will have difficulty marketing its products (Setyawan, 2017).

*Country of origin* explained in the journal (Kanitra & Kusumawati, 2018) revealing that US products are prestigious products, Japanese products are innovative products and Chinese products are cheap products. This means that the country of origin gives various kinds of affect to the various thoughts of a prospective consumer. However, from the need for consumer information, it is not only by looking at the country of origin for a product, but searching for information either online or offline is one of the activities that consumers do to get information.

Country of origin (Country Of Origin) is an important marketing element to know to influence consumer behavior and perceptions, when consumers only have information on where the location of the product must be produced, consumer perceptions will affect where the country of origin of the product or service comes from. by consumers' perceptions of the country of origin (Sutanto & Winata, 2012).

The image of the country can function as a place where consumers conclude a product, which can indirectly affect consumer confidence to use a product or service originating from that country.

The image of a country of origin that is prepared positively can lead to consumer buying interest which ends in purchasing the product, on the contrary, a negative country of origin by consumers greatly affects the power of consumer interest in buying a product, the possibility of the product or service to be purchased has decreased. Therefore, the country of origin is considered to have an important role and influence buying interest in consumers.

## Brand Image

*Brand Image* Brand image as the introduction of a service product that will introduce a company to be remembered and can make purchases and even purchases in terms of repeat. Brand image according to (Kotler & Armstrong, 2012) is a number of beliefs, ideas, and impressions that a person holds about an object are perceptions and beliefs made by consumers and are a requirement of a strong brand.

*Brand image* has various components proposed by (Li et al., 2011) has three components, namely corporate image (company image), user image (user image) and product image (product image) stating that "The user image refers to whether the brand personality is congruent with the consumers." Brand or brand is important in increasing buying interest in society (Fahmi et al, 2019).

In conclusion, Brand Image is a picture or impression caused by a brand in the minds of

customers. Establishing a brand image in the minds of consumers must be carried out continuously so that the brand image created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers to buy the brand in question is very large for consumers.

Brand image is seen from the association people have with a brand (Farsi, 2018), so if the brand recognition on the grab application is good, the quality of sales will increase. Meanwhile, according to (Sumarwan, 2013) defines a brand as a symbol and indicator of the quality of a product. A similar income is also stated by (Mangkunegara, 2010) which states that "a brand is a distinguishing name or symbol (such as a logo, stamp, packaging) with the intention of identifying the goods and services of a particular seller or seller who are able to distinguish them from goods that are generated by the competitors". Sales volume is calculated based on the target (Mangkunegara, 2010) which is assumed to be based on the realization achieved (Farisi, 2018).

Brand image is a unique set of associations that marketers want to create and maintain, these associations express what the brand really is and what it promises to consumers. Brand Image can be considered as an association that will appear on consumers who will influence consumers to buy a product, the association will simply appear in a person's mind which is associated with a form of thought that will appear in a person's mind (Sangadji & Sopiah, 2013).

Based on his opinions above, it can be concluded that the brand image (Brand Image) has positive and negative impacts depending on one's perception of the brand. In the Trademark Law No. 15 of 2001 Article 1 paragraph 1 "a mark is a sign in the form of a picture, name, word, letters, numbers, color arrangement or a combination of these elements which has distinguishing power and is used in the trade of goods and services. service"

This reason encourages consumers to remember a brand as their next purchase of goods or use food delivery services on the Grab application.

### **Service quality**

The definition of service quality focuses on efforts to fulfill the needs and desires of consumers, each consumer has their own desires and needs that are tailored to the needs of consumers. According to Nasution in (Zulkarnaim, 2015) "service quality is the level of excellence expected by controlling the expected level of excellence and controlling the level of excellence to meet customer desires".

According to (Putri, 2019) "service quality is something that cannot be taken lightly by a company, because if the service quality of a company is good then consumers will get what is worth the cost incurred".

User-based definition that service quality lies where consumers perceive it. This definition equates service quality with maximum satisfaction. This perspective and subjective and needs-oriented recognizes that different customers have different wants and needs (Christopher & Jacky, 2010).

The quality of service provided by the company has a major influence on purchasing decisions that will be made by consumers, the company as a measure of quality provided if the quality of service provided by the company is not good then the quality of the company is considered negative. According to (Tjiptono & Chandra, 2016) "if the service received and suggested (perceived service) is as expected, then the quality of services that are carried out and prepared properly will be satisfactory. If the services and services received are lower than expected, the perceived quality is poor.

As a factor in the performance of a company engaged in services, service is an important strategy in the success of a company, the word service has deep meaning and scope (Gultom et al., 2014).

According to (Arianty, 2015) it is explained that several companies have succeeded in making consumers comfortable by providing the services and needs needed by comfortable consumers, the company must improve performance in service so that consumers are more satisfied with the services



they get.

## RESEARCH METHOD

The method type This research is a survey research, because it takes a sample from one population. This study uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the test hypothesis (MI Nasution et al., 2020). The type of research used by the author is using quantitative research, quantitative data analysis is data analysis that contains numbers or numbers using various statistics. This study also uses an associative approach, the associative approach aims to analyze problems or the relationship between one variable and another variable (Juliandi et al., 2014).

This study was conducted to explain the influence of Country Of Origin, Brand Image and Service Quality on food purchasing decisions on the Grab application at Universitas Muhammadiyah Sumatera Utara.

## RESULTS AND DISCUSSION

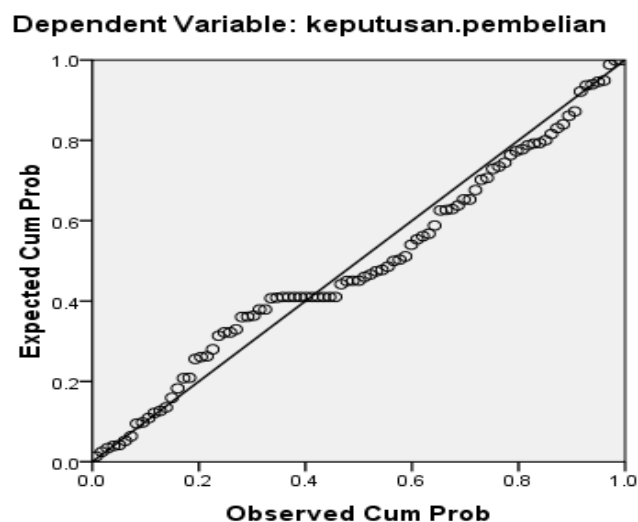
### Classic assumption test

The classical assumption test with multiple regression aims to analyze whether the regression model used in the study is the best model. So if the model has the best value, the regression results can be used as recommendations for practical problem solving.

### Normality test

For testing the normality of the data, in this study it will only be detected through Graph Analysis generated through regression calculations with SPSS. Normal data is indicated by the distribution of data points around a diagonal line. The results of the data normality test can be seen in Figure 4.1 as follows:

**Normal P-P Plot of Regression Standardized Residual**



**Figure 1  
Research Using P-Plot**

Based on Figure 4.1, it can be concluded that the data used shows normal indications. The analysis of the graph above shows that the dots spread around the diagonal line, and their distribution follows the direction of the diagonal line. "If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model fulfills the assumption of normality, and

vice versa if the data spreads away from the diagonal line and/or does not follow the diagonal line, then the regression model does not meet the assumptions of normality". So the regression model is feasible to use to predict purchasing decisions.

**Multicollinearity Test**

The multicollinearity test measures the level of closeness of the association level (closeness) of the relationship or influence between independent variables through the magnitude of the correlation coefficient. Multicollinearity can be known by looking at the tolerance value (a) and *Variance Inflation Factor* (VIF). The cutoff value commonly used to indicate the presence of multicollinearity is the tolerance value  $<0.10$  or the same as the VIF value  $>10$ .

**Table 1**  
**Multicollinearity Test**  
**Coefficientsa**

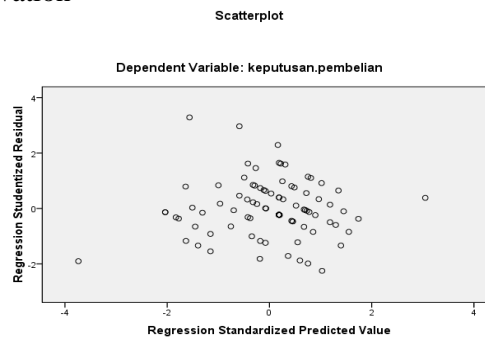
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
country.of.origin	.677	1,477
brand.image	.651	1,537
service quality	.660	1.515

a. Dependent Variable: decision.purchase

From Table 4.1 above, it can be shown that all independent variables have a tolerance value of more than 0.10, meaning that there is no correlation between the independent variables. Likewise, the results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing that all independent variables have a VIF value of less than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model in this study.

**Heteroscedasticity Test**

Heteroscedasticity test is a test carried out to test the variance of the residuals from one observation to another observation



**Figure 2. Heteroscedasticity Test**

In the picture above the scatterplot graph can be seen that the results of the scatterplot graph show that the data is randomly distributed and does not form a certain pattern. The data is spread both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.

## Multiple Linear Regression Analysis

Based on the calculation of multiple linear regression analysis carried out through statistics, the following results are obtained:

**Table 2**  
**Multiple linear regression**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.077	2.450		2,073	.041
country.of.origin	.346	.100	.337	3,474	.001
brand.image	.079	.111	.070	.712	.478
service quality	.379	.097	.385	3.915	.000

a. Dependent Variable: Employee Performance

Thus, the results of statistical calculations can be written simultaneous multiple linear regression equations as follows:

$$Y = 5.007 + 0.346X_1 + 0.079X_2 + 0.379X_3$$

From the results of the regression equation above, it is known that the results of the study are as follows:

1. The constant value of 5,007 with a positive value states that the purchase decision will be worth 5,007 if the Country Of Origin and Brand Image and Service Quality variables are zero.
2. The Country Of Origin variable has a regression coefficient of 0.346 with a positive value stating that every one unit increase in Country Of Origin will increase food purchasing decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid19 Pandemic by 0.346, meaning that there is a positive effect of the Country Of Origin variable on buying decision.
3. The Brand Image variable has a regression coefficient of 0.079 with a positive value stating that every one unit increase in Brand Image will increase food purchasing decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid19 Pandemic by 0.077, meaning that there is a positive influence of the Brand Image variable on purchasing decisions.
4. The Service Quality variable has a regression coefficient of 0.379 with a positive value stating that every one unit increase in Service Quality will increase food purchasing decisions on the Grab application at the University of Muhammadiyah North Sumatra during the Covid19 Pandemic by 0.379, meaning that there is a positive influence of the Service Quality variable on purchasing decisions.

## HYPOTHESIS

### Partial Test (t test)

The greater the quality of service owned, the greater the company's ability to meet consumer needs, especially in food delivery services on the Grab application, which is very important to maintain the company's service quality which ultimately affects purchasing decisions.

Based on the results of the SPSS output, the results of the t-test can be seen in table 4.3. below this:

**Table 3**  
**t test**

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.077	2.450		2,073	.041
country.of.origin	.346	.100	.337	3,474	.001
brand.image	.079	.111	.070	.712	.478
service quality	.379	.097	.385	3.915	.000

a. Dependent Variable: decision.purchase

Based on table 4.3. above can be implemented as follows:

1. The Country Of Origin variable has a significant level of  $0.001 < 0.05$  and the value of  $t_{hitung}$  of  $3.474 > 1.66196$ . Thus, a significant level that is smaller than 0.05 indicates that Country Of Origin has a positive and significant effect on Purchase Decisions, so hypothesis H1 is accepted.  $t_{hitung} > t_{tabel}$
2. Brand Image variable has a significant level of  $0.478 > 0.05$  and a value of  $0.712 t_{hitung} < t_{tabel}$  amounted to 1.66196 . Thus, a significant level that is smaller than 0.05 indicates that Brand Image has a negative and insignificant effect on purchasing decisions, so hypothesis H2 is rejected.

Service Quality variable has a significant level of  $0.000 < 0.05$  and a value of  $3.915 > 1.66196$ . Thus, a significant level that is smaller than 0.05 indicates that Service Quality has a positive and significant effect on Purchase Decisions, so hypothesis H3 is accepted.  $t_{hitung} > t_{tabel}$ .

The greater the quality of service they have, the greater the company's ability to meet consumer needs, especially in food delivery services on the Grab application, which is very important to maintain the company's service quality, which in turn affects purchasing decisions.

**Smultan test (F test)**

Simultaneous test is used to determine the effect of the independent variables on the dependent variable together.

**Table 4**  
**F Uji test**

ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	181,812	3	60604	23,299	.000a
Residual	226,297	87	2,601		
Total	408110	90			

a. Predictors: (Constant), quality.service, country.of.origin, brand.image

b. Dependent Variable: decision.purchase



Based on the results of table 4.4. above it can be seen that the results of the F test show the value of  $F_{hitung}$  of 23,299 > 2.70 with a significant 0.000 < 0.05. So it can be concluded that the significant level which is smaller than 0.05 indicates that the variables Country Of Origin, Brand Image and Service Quality simultaneously have a significant effect on purchasing decisions so that hypothesis H4 is accepted.  $F_{tabel}$

From this research, it can be concluded that Country Of Origin influences consumers in making a decision that will be made by looking at the Brand Image of the company and with the quality of service provided as a person's support in making decisions. Likewise, the quality of service owned by the company has a big influence on the purchasing decisions that consumers will make to service companies and shows the size of the company's ability to meet operational needs, especially the quality of company services.

Thus, the results of this study suggest that Country Of Origin, Brand Image and Service Quality have a positive and significant effect on Purchase Decisions.

### Coefficient of Determination

The coefficient of determination aims to measure how far the model's ability to explain variations in the dependent variable is. Score  $R^2$  lies between 0 to 1 (a value close to 1 means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. While a value close to 0 means that the ability of the independent variables to explain the variation of the dependent variable is very limited.  $0 \leq R^2 \leq 1$ )  $R^2 R^2$

Based on the results of the SPSS output, the results of the coefficient of determination test can be seen in table 4.5. below this.

**Table 5**  
**Coefficient of Determination**

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.667a	.445	.426	1,613	1,584

a. Predictors: (Constant), quality.service, country.of.origin, brand.image

b. Dependent Variable: decision.purchase

Based on table 4.5. above it can be seen that the coefficient of determination is 0.426 indicating that the ability of the independent variables namely Country Of Origin, Brand Image and Service Quality in explaining the dependent variable, namely Stock Price, is 42.6%. So it can be concluded that the Purchase Decision is influenced by Country Of Origin, Brand Image and Service Quality by 42.6%, while the remaining (100% - 42.6% = 57.4%) is influenced by other factors that have not been able to be explained by independent variable in this research model ( $R^2$ ).

## DISCUSSION

### Influence of Country of Origin on Purchase Decision

*Country of origin* explain in the journal(Kanitra & Kusumawati, 2018)revealing that US products are competitive, Japanese products are innovative and Chinese products are cheap. This means that the country of origin gives various kinds of affect to the various thoughts of a prospective consumer. However, from the need for consumer information, not only by looking at the country of origin for a product, but searching for information either online or offline is one of the activities that consumers do to get information.

In this study, where the Country of origin variable has a significant level of significance of 0.001 < 0.05 and the value of  $t_{hitung}$  of 3.474 > 1.66196. Thus, a significant level that is smaller than 0.05 indicates that Country of Origin has a positive and significant effect on Purchase Decision  $t_{tabel}$ .

### **Effect of Brand Image on Purchase Decision**

Brand image is seen from the association that people have with a brand (Salman, 2018), then if the brand recognition on the Grab application is good then the quality of sales will increase (Samarwan, 2013) defines a brand as a symbol and indicator of the quality of a product.

In this study, Brand Image has a significant level of  $0.478 > 0.05$  and a value of  $0.712 t_{hitung} < t_{tabel}$  amounted to 1.66196. Thus, a significant level that is smaller than 0.05 indicates that Brand Image has a negative and insignificant effect on Purchase Decisions.

### **The Influence of Service Quality on Purchase Decisions**

According to (Fandy & Gregory, 2010) If the service received and suggested (perceived service) is as expected, then the quality of the service that is carried out and prepared properly will be satisfactory. If the services and services received are lower than expected, the perceived quality is poor. Service quality is also a benchmark for the superiority of a service that will be enjoyed by consumers directly.

In this research Country Of Origin has a significant level of  $0.001 < 0.05$  and the value of  $t_{hitung}$  of 3.474  $> 1.66196$ . Thus, a significant level that is smaller than 0.05 indicates that Country Of Origin has a positive and significant effect on Purchase Decisions.  $t_{tabel}$ .

### **The Influence of Country of Origin, Brand Image and Quality of Service on Purchase Decisions**

From this research, it can be concluded that Country Of Origin influences consumers in making a decision that will be made by looking at the Brand Image of the company and with the quality of service provided as a person's support in making decisions. Likewise, the quality of service owned by the company has a big influence on the purchasing decisions that consumers will make to service companies and shows the size of the company's ability to meet operational needs, especially the quality of company services.

Then, if the Brand Image is made by consumers, it will be easier to make purchasing decisions, but the quality of service is an important factor for consumers to make repeated purchases. Therefore the quality of service greatly influences consumers to buy and make repurchase decisions that make the company good.

From this research, F test results show the value of  $F_{hitung}$  of 23,299  $> 2.70$  with a significant  $0.000 < 0.05$ . So it can be concluded that the significant level which is smaller than 0.05 indicates that the variables Country Of Origin, Brand Image and Service Quality simultaneously have a significant effect on purchasing decisions.  $F_{tabel}$

### **CONCLUSION**

This study aims to determine the effect of Country Of Origin, Brand Image and Service Quality on Purchase Decisions. Based on the results of the study, the following conclusions were obtained:

1. *Country Of Origin* partially positive and significant effect on food purchase decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid 19 Pandemic.
2. *Brand Image* partially negative but not significant effect on food purchase decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid 19 Pandemic.
3. Service quality partially has a positive and significant effect on food purchasing decisions on the Grab application at the University of Muhammadiyah North Sumatra during the Covid 19 Pandemic.
4. *Country Of Origin*, Brand Image and Service Quality have a positive and significant impact on food purchasing decisions on the Grab application at the Universitas Muhammadiyah Sumatera Utara during the Covid 19 Pandemic.

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