

## The Effect of Promotion and Service Quality on Purchase Decisions Through Purchase Interest on Grabfood Application in East Jakarta

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### ABSTRACT

*This study aims to: 1) Analyze the effect of promotion on purchase interest, 2) Analyze the effect of service quality on purchase interest, 3) Analyze the effect of promotion and service quality on purchase interest 4) Analyze the effect of promotion on purchasing decisions, 5) Analyze the effect of service quality on purchasing decisions 6) Analyze the effect of promotion and service quality on purchasing decision, 7) Analyze the effect of purchase interest on purchasing decisions, 8) analyze the effect of promotion and service quality on purchasing decisions through purchase interest. This research was conducted on customers' GrabFood applications. The number of samples obtained was 100 respondents. The sampling technique used a random technique with analytical methods using descriptive analysis methods and path analysis. The result show that: 1) there is an effect of promotion on purchase interest, 2) there is an effect of service quality on purchase interest, 3) there is an effect of promotion and service quality on purchase interest, 4) there is an effect of promotion on purchasing decisions, 5) there is an effect of service quality on purchasing decisions, 6) there is an effect of purchase interest on purchasing decisions, 7) there is an effect of promotion and service quality on purchasing decisions, 8) purchase interest cannot mediate to increase the effect of promotion and quality service on consumer purchasing decisions on the application GrabFood in Jakarta Timur.*

**Keywords: promotion, quality service, purchase interest, purchase decision**

### INTRODUCTION

The industrial era 4.0 is a new challenge for Indonesia, especially the Food and Beverage (F&B) business players. According to Soekresno and Pendit (1998), Food & Beverage is a business field that is part of a business such as a hotel that is responsible for needs because, in its service, it provides food and beverages as well as other related needs of a hotel or is managed commercially.

Business people have started to take advantage of existing technological developments, one of which is running a business by selling via the internet using effective media or applications. The current application used by culinary businesses is the Grab application, which is a food service feature called GrabFood. The Singapore-based consulting firm stated that the total transaction volume (Gross Merchandise Volume/GMV) of food delivery services in Indonesia reached US\$3.7 billion in 2020. Grab controls 53% of the food delivery service market share in Indonesia. So most people in Indonesia use the GrabFood delivery service.

According to Schiffman and Kanuk (2000), purchasing decision is a person's decision where he chooses one of several alternative options available. Among other research that has tested the effect of promotion on buying decisions, Lavenia et al. (2021) prove that promotions also affect purchasing decisions.

In addition to promotions, the quality of service can determine the customer's purchase decision. The influence of service quality in online purchasing decisions is the level of good or bad conditions provided by the seller to satisfy consumers by

providing answers or conveying messages according to wishes or requests that exceed what consumers expect (Tjiptono, 2011).

### LITERATURE REVIEW

#### *Purchase Decision*

According to Kotler (2002), purchasing decisions are actions from consumers to want to buy or not the product. Of the various factors that influence consumers in making purchases of a product or service, consumers usually consider the quality, price, and products already known by the public. Kotler and Keller (in Djatikusuma, 2014) suggest four indicators in a person's purchase decision for a product, namely:

- a. Stability on an item or service
- b. Habits in purchasing goods or services
- c. Recommend to others
- d. Make repeat purchases

#### *Purchase Interest*

Purchase interest is a plan to buy a product within a specific time. Schiffman and Kanuk (2007) suggest that interest is one of the psychological aspects that has a considerable influence on behavioral attitudes. According to Ferdinand (2006), repurchase interest can be identified through the following indicators:

- a. Transactional interest is a person's tendency to always repurchase products that have been consumed.
- b. Referential interest is a person's tendency to refer to products that have been purchased so that others will also buy them, regarding their consumption experience.

c. Preferential interest describes the behavior of someone who always has a primary preference for the product that has been consumed. This preference can only be changed if something happens to the product of its preference.

d. Explorative interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product he subscribes to.

#### **Promotion**

This is done in order to improve the development of something, be it a brand, product, or the company itself. This activity will generally combine several forms of promotion, such as advertisements, discounts, or company-branded t-shirts. Promotion indicators:

a. Advertising: is a form of impersonal communication used by companies to build awareness of the existence of services offered

b. Personal Selling: this is a form of direct interaction with one or more prospective buyers to make presentations, answer questions, and receive messages from one prospective buyer.

c. Sales Promotion: is a promotional activity other than advertising, personal selling and publicity that is short-term and not carried out repeatedly and not routinely, which is intended to encourage sales, as well as accelerate the response of the targeted market.

d. Information by word of mouth: In terms of the promotion of services, the role of people is very important. The customer is close to delivering the message, in other words, the customer will talk to other potential customers about his experience in receiving the service.

e. Direct marketing: This marketing is the last element in the promotional communication mix there are six areas of direct marketing direct mail, mail order, direct response, direct selling, telemarketing, digital marketing

#### **Service Quality**

According to Tjiptono in Sahanggamu et al. (2015), Service quality is defined as all forms of service delivery provided by the company optimally in order to meet customer needs following customer expectations. There are four indicators of service quality according to Tjiptono (2012) are as follows:

a. *Reliability is the ability to carry out the promised service accurately and reliably.*

b. *Responsiveness is the ability to help customers and provide services quickly and responsively.*

c. *Assurance covers the knowledge, competence, courtesy and trustworthiness of employees; free from physical harm, risk or doubt.*

d. *Empathy is a condition for caring, paying personal attention to customers.*

### **RESEARCH METHODS**

#### **Research Design**

The method used in this study uses quantitative methods. Quantitative research is used to examine the population or sample

using measuring instruments or research instruments, data analysis is quantitative or statistical to test the hypothesis that has been made. Generally, the quantitative method used is a survey. The survey method is a research method that uses a questionnaire as the main instrument in data collection. Questionnaires were distributed to respondents to fill in under the instrument statement items with the following choices: Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), and Strongly Agree (SS). All data collected will be analyzed to statistically determine the relationship or influence between variables using the SPSS 24 application.

#### **Data Source**

The source of data used in this research is primary data. According to Sugiyono (2014), primary data is data obtained directly from the research object. In this study, primary data were obtained through questionnaires given to respondents.

The data collection instrument in this study used a questionnaire. According to Sugiyono (2014), a questionnaire is a data collection technique by which researchers provide a list of questions or written statements to be answered by respondents. In this study, researchers used the Google Form facility from Google as a questionnaire to obtain primary data from respondents. The technique of collecting data is by conducting a review study of journals, books, and reports that have to do with the problem being studied (Nazir, 2013).

#### **Population and Sample**

A population is a group of people or objects that have similarities that form several points (Sugiyono, 2001). The population in this study is GrabFood application customers of all ages located in East Jakarta as many as 127,647 customers (www.cellular.id).

Considering that the population in this study is quite large, this study takes a sample as a representative of the entire population. The sample in this study used a random sampling technique or random, meaning that the researcher took randomly from the total population. While the technique of determining the number of samples using the Slovin formula. Based on the calculation of the number of samples using the Slovin method, it was found that the sample of this study was 100 samples. Then the research sample was determined to be taken by as many as 100 GrabFood consumers.

#### **Analysis Model**

##### **Descriptive Analysis**

This research was conducted on GrabFood customers with a total of 100 respondents. The data obtained from this study were then processed into statistical data.

##### **Path Analysis Test**

Path analysis is a technique for analyzing causal relationships that occur in multiple regression if the independent variable affects the dependent variable directly and indirectly.

### **RESEARCH RESULTS AND DISCUSSION**

#### **1) Analysis of the Effect of Promotion on Purchase interest**

The results of the regression analysis of the effect of promotion on purchase interest can be seen in the table below:

**Table 1. Results of Promotional Regression Analysis on Purchase interest**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.318	5.378		.059	.953
	PR	.322	.133	.243	2.415	.018
	KL	.526	.144	.368	3.652	.000

a. Dependent Variable: MB

Source: Results of data processing in 2022

From table 1, it can be seen that the regression equation is as follows:

$$Z = b1X1$$

$$Z = 0.243X1$$

The equation shows that: Every one increase in the promotion variable will be accompanied by an increase in purchase interest of 0.243.

**2) Analysis of the Influence of Service Quality on Purchase Interest**

The results of the regression analysis of the influence of service quality on purchase interest can be seen in the table below:

**Table 2. Results of Service Quality Regression Analysis on Purchase Interest**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.318	5.378		.059	.953
	PR	.322	.133	.243	2.415	.018
	KL	.526	.144	.368	3.652	.000

a. Dependent Variable: MB

Source: Results of data processing in 2022

From table 2, it can be seen that the regression equation is as follows:

$$Z = b2X2$$

$$Z = 0.368X2$$

The equation shows that:

Every increase in service quality variable will be accompanied by an increase in purchase interest of 0.368

**3) Analysis of the Effect of Promotion on Purchase Decisions**

The results of the regression analysis of the effect of promotion on purchasing decisions can be seen in the table below:

**Table 3 Results of Promotional Regression Analysis on Purchase Decisions**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.765	3.530		.783	.435
	PR	.379	.087	.377	4.328	.000
	KL	.441	.095	.406	4.658	.000

a. Dependent Variable: KP

Source: Results of data processing in 2022

From table 3, it can be seen that the regression equation is as follows:

$$Y = b2X1$$

$$Y = 0.377X1$$

The equation shows that: Every increase in the promotion variable will be accompanied by an increase in Purchase Decisions by 0.377

**4) Analysis of the Effect of Service Quality on Purchase Decisions**

The results of the regression analysis of the effect of promotion on purchasing decisions can be seen in the table below:

**Table 4. Results of Service Quality Regression Analysis on Purchase Decisions**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.765	3.530		.783	.435
	PR	.379	.087	.377	4.328	.000
	KL	.441	.095	.406	4.658	.000

a. Dependent Variable: KP

Source: Results of data processing in 2022

From table 4, it can be seen that the regression equation is as follows:

$$Y = b_2X_2$$

$$Y = 0.406X_2$$

The equation shows that:

Every increase in the promotion variable will be accompanied by an increase in Purchase Decision by 0.406.

**5) Analysis of the Effect of Promotion and Service Quality on Purchase Interest**

The path coefficients use standardized regression coefficients. The results of the regression analysis of the influence of promotion and service quality on purchase interest can be seen in the table below:

**Table 5. Test Results of the Effect of Promotion and Service Quality on Purchase Interest**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 <sup>a</sup>	.289	.275	5.112

a. Predictors: (Constant), KL, PR

Source: Results of data processing in 2022

Table 5. shows the R<sup>2</sup> (R Square) value of 0.289, this R<sup>2</sup> coefficient of e<sub>1</sub> is the variance of purchase interest that is not value will be used to calculate the coefficient value of e<sub>1</sub>. The explained by promotions and Quality of Service.

**Table 6. Results of Purchase interest Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.318	5.378		.059	.953
	PR	.322	.133	.243	2.415	.018
	KL	.526	.144	.368	3.652	.000

a. Dependent Variable: MB

Source: Results of data processing in 2022

From table 6, it can be seen that the regression equation is as follows:

$$Z = b_1X_1 + b_2X_2 + e_1$$

$$Z = 0.243X_1 + 0.368X_2 + .843e_1 \dots \dots \dots (1)$$

The equation shows that:

1. Every increase in the promotion variable will be accompanied by an increase in purchase interest of 0.243

2. Every 1 increase in the Service Quality variable will be accompanied by an increase in purchase interest of 0.368

**6) Analysis of the Effect of Promotion and Service Quality on Purchase Decisions**

The results of the regression analysis of the influence of promotion and service quality on purchasing decisions can be seen in the table below:

**Table 7. Test Results of the Effect of Promotion and Service Quality on Purchase Decisions**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 <sup>a</sup>	.469	.458	3.355

a. Predictors: (Constant), KL, PR

Source: Results of data processing in 2022

**Table 8. Results of Purchase Decision Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.765	3.530		.783	.435
	PR	.379	.087	.377	4.328	.000
	KL	.441	.095	.406	4.658	.000

a. Dependent Variable: KP

Source: Results of data processing in 2022

$$Y = b_1X_1 + b_2X_2 + e_1$$

$$Y = 0.377X_1 + 0.406X_2 + 0.728e_2 \dots \dots \dots (2)$$

The equation shows that:

1. Every increase in the promotion variable will be accompanied by an increase in Purchase Decision by 0.377
2. Every increase in the Service Quality variable will be accompanied by an increase in purchasing decisions of 0.406.

**7) Analysis of the Effect of Purchase interest on Purchase Decisions**

The results of the regression analysis of the influence of purchase interest on purchasing decisions can be seen in the table below:

**Table 9 Purchase Decision Regression Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.565	.561	3.019

a. Predictors: (Constant), MB

Source: Results of data processing in 2022

**Table 10. Results of Purchase Interest Regression Analysis on Purchase Decisions**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.082	1.691		9.509	.000
	MB	.571	.051	.752	11.290	.000

a. Dependent Variable: KP

Source: Results of data processing in 2022

Based on table 10, it can be seen that the regression equation is as follows:

$$Y = a + b_3Z + e_2$$

$$Y = 16,082 + 0.752 + 0.728$$

The value of the influence of promotion and service quality on purchasing decisions through purchase interest is as follows:

$$X_1 \rightarrow Z \rightarrow Y = (\rho_{ZX_1}) \times (\rho_{YZ}) = 0,243 \times 0,752 = 0,182X_2 \rightarrow Z \rightarrow Y = (\rho_{ZX_2}) \times (\rho_{YZ}) = 0,368 \times 0,752 = 0,276$$

In the promotion variable, the indirect influence value is obtained from the path coefficient value ZX1 multiplied by the path coefficient value YZ. The multiplication result shows that the value of the coefficient of indirect influence (0.182) is smaller than the value of the coefficient of direct influence (0.377).

While the influence of service quality is obtained by the indirect influence value of the path coefficient value ZX1 multiplied by the path coefficient value YZ. The multiplication result shows that the value of the coefficient of indirect influence (0.276) is smaller than that of the coefficient of direct influence (0.406). The results of the analysis above, shows that the purchase interest variable cannot mediate promotion and service quality in purchasing decisions.

**Discussion**

**1. The effect of promotions on purchase interest in the GrabFood application**

Promotion is an activity carried out to increase the development of something, be it a brand, product, or company itself. This activity will generally combine several promotional indicators, namely advertising, personal selling, sales promotion,

word of mouth, and direct marketing. Sales promotion indicators provide the greatest support in shaping promotion variables. For example, the offer of free shipping and discounted prices on GrabFood is considered capable of providing customer satisfaction.

Consumer purchase interest is a consumer behavior where consumers desire to buy or choose a product based on experience in choosing, using, and consuming or even wanting a product. Transactional, referential, preferential, and exploratory are the main indicators of purchase interest. The biggest indicator in the formation of purchase interest is preferential. GrabFood customers are interested in purchasing products after looking for information that suits their needs, so customers want to buy products at GrabFood.

Based on the path analysis results, that promotion supports purchase interest. The results of this study are in line with the results of research conducted by Shafira et al (2021), Nadya & Luthfiana (2019), and Sri & Anggrahini (2017).

## **2. The effect of service quality on purchase interest in the GrabFood application**

Service quality is defined as all forms of service delivery provided optimally by the company to meet customer needs under customer expectations. Indicators of service quality are reliability, responsiveness, assurance, and empathy. Reliability indicators on service quality provide the greatest support in shaping service quality variables. For example, GrabFood is considered capable of providing fast service, as well as being able to provide the right order. Based on the path analysis results, service quality supports purchase interest. The results of this study are in line with the results of research conducted by Shafira et al. (2021), Nadya & Luthfiana (2019), and Sri & Anggrahini (2017).

## **3. The effect of promotion and service quality on purchase interest in the GrabFood application**

Based on the analysis results, sales promotion indicators provide the greatest support in shaping the promotion variables. The offer of free shipping and discounted prices on GrabFood is considered capable of providing customer satisfaction. Reliability indicators on service quality provide the greatest support in shaping service quality variables. For example, GrabFood is considered capable of providing fast service, as well as being able to provide the right order. The biggest indicator in the formation of purchase interest is preferential. GrabFood customers are interested in purchasing products after looking for information that suits their needs, so customers want to buy products at GrabFood.

Based on the results of path analysis, promotion and service quality provide support for purchase interest. The results of this study are in line with the results of research conducted by Shafira et al (2021), Nadya & Luthfiana (2019), and Sri & Anggrahini (2017).

## **4. The effect of promotions on purchasing decisions on the GrabFood application**

The purchase decision is the action of consumers to buy or not the product. Of the various factors that influence consumers in making purchases of a product or service,

consumers usually always consider the quality, price, and products that are already known by the public.

Based on the results of the analysis of the description of the sales promotion indicator, it provides the greatest support in shaping the promotion variable. The offer of free shipping and discounted prices on GrabFood is considered capable of providing customer satisfaction. The indicator that provides the greatest support in the formation of the purchasing decision variables is the habit of purchasing products. Customers choose GrabFood because they save time and like the products offered by GrabFood.

Based on the path analysis results, that promotion supports purchasing decisions. The results of this study are in line with the results of research conducted by Lavenia et al. (2021), Santo et al (2021), Syabrina & Syaifullah (2020), and Turmono & Ahmad (2019).

## **5. The influence of service quality on purchasing decisions on the GrabFood application**

Based on the analysis of the description of the reliability indicators on service quality, it provides the greatest support in shaping the service quality variable. GrabFood is considered capable of providing fast service, as well as being able to provide the right order. The indicator that provides the greatest support in the formation of the purchasing decision variables is the habit of purchasing products. Customers choose GrabFood because they save time and like the products offered by GrabFood.

Based on the path analysis results, the service quality provides support for purchasing decisions. The results of this study are in line with the results of research conducted by Lavenia et al. (2021), Sunanto et al (2021), Syabrina & Syaifullah (2020), and Turmono & Ahmad (2019).

## **6. The effect of promotion and service quality on purchasing decisions on the GrabFood application**

Based on the results of the analysis of the description of the sales promotion indicator, it provides the greatest support in shaping the promotion variable. The offer of free shipping and discounted prices on GrabFood is considered capable of providing customer satisfaction. Reliability indicators on service quality provide the greatest support in shaping service quality variables. GrabFood is considered capable of providing fast service, as well as being able to provide the right order. The indicator that provides the greatest support in the formation of the purchasing decision variables is the habit of purchasing products. Customers choose GrabFood because they save time and like the products offered by GrabFood.

Based on the results of path analysis, that promotion and Service Quality provides support for purchasing decisions. The results of this study are in line with the results of research conducted by Lavenia et al (2021), Sunanto et al. (2021), Syabrina & Syaifullah (2020), and Turmono & Ahmad (2019).

## **7. The influence of purchase interest on purchasing decisions on the GrabFood application**

Based on the results of the description analysis, the biggest indicator in the formation of purchase interest is reliability. GrabFood customers are interested in purchasing products after looking for information as needed, so customers

want to buy products at GrabFood. The indicator that provides the greatest support in the formation of the purchasing decision variables is the habit of purchasing products. Customers choose GrabFood because they save time and like the products offered by GrabFood.

Based on the results of path analysis, that purchase interest provides support for purchasing decisions. This study's results align with the results of research conducted by Agus and Aris (2019).

#### **8. The effect of promotion and service quality on purchasing decisions on the GrabFood application through purchase interest**

The results of the path analysis show that the promotion variable, the value of the coefficient of direct influence, is greater than the value of the indirect influence. In the service quality variable, the value of the coefficient of direct influence is greater than the value of the coefficient of indirect influence. This shows that purchase interest must refrain from meditating on promotion and service quality in purchasing decisions. This study's results align with the results of research conducted by Ramadzani et al. (2021).

#### **CONCLUSION**

Based on the results of research on the effect of promotion and Service Quality on purchasing decisions at GrabFood through purchase interest, the following conclusions can be drawn:

##### **1. Promotion**

Based on the results of the description analysis on promotions, sales promotion indicators provide the greatest support in shaping promotion variables. For example, the offer of free shipping and discounted prices on GrabFood is considered capable of providing customer satisfaction.

##### **2. Quality of Service**

Responsive indicators on Service Quality provide the greatest support in shaping the Service Quality variable. For example, GrabFood is considered capable of providing fast and clear service, as well as being able to solve a problem quickly.

##### **3. Purchase interest**

The biggest indicator in the formation of purchase interest is transactional. GrabFood customers are interested in purchasing products after seeing GrabFood ads on social media, so customers want to buy products at GrabFood.

##### **4. Purchase Decision**

The indicator that provides the greatest support in forming the purchasing decision variables is the habit of choosing a product. Customers choose GrabFood because they save time and like the products offered by GrabFood.

#### **SUGGESTIONS**

Based on the results of this study, it can be concluded some suggestions as follows:

The results of this study are expected to help how far the development of businesses in the marketing field, especially those related to promotion, service quality, purchase interest, and purchasing decisions. The results of this study are expected to be a reference and input for business people in the future. So in a business, the following can be considered:

##### **a. Promotion**

Advertising indicators have the lowest effect of the promotional variables tested. GrabFood can be even more creative in making advertisements so that customers can be even more interested in making decisions.

##### **b. Service Quality**

The company can provide more guarantees to customers because the guarantee indicator has the lowest effect on the tested Service Quality variable.

##### **c. Purchase interest**

To increase purchase interest, companies can pay more attention to exploratory indicators because these indicators have the lowest influence on the tested purchase interest variables.

##### **d. Purchase Decision**

The indicator recommends to others giving the lowest influence of the tested purchasing decision variables. Companies can pay more attention to this indicator to be able to improve.

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