THE EFFECT OF E-VOUCHER AND DELIVERY RATE TOWARD FOOD PURCHASING DECISIONS VIA GRAB FOOD
(Case study on students of Muhammadiyah Jambi University)

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Abstract

This research aims to analyze the effect of e-voucher and delivery rates toward food purchasing decisions of service users via Grab food. The analysis model used in this research was the multiple regression model. The respondents of this research are the students of the Muhammadiyah Jambi University. The result showed a significant influence between e-voucher and delivery rate provided by Grabfood toward food purchasing decisions of their users.

Keywords: Voucher, Rate, Purchasing Decision

Introduction

Currently, there are many online transportation providers; one of them is Grab. Apart from online transportation, Grab has also spread its wings to other types of services such as food delivery (Grabfood), courier (GrabExpress), multi payments, and other purchases based on mobile applications.

According to British research company ABI Research, Grab leads the online transportation market share in Indonesia, 64%. Far adrift with its competitor Gojek with a figure of 35%. As of October 2019, Grab stated that around 5 million Grab partners spread across Indonesia, GrabBike, GrabCar, and GrabFood. According to the Managing Director of Grab Indonesia, Neneng Goenadi, the achievement of this number of partners was achieved in five years and has contributed Rp. 48.9 trillion to the Indonesian economy.

Grab's success has made it the first startup in Southeast Asia to reach the Decacorn level. To reach this level is not easy; only companies with a valuation of up to 10 billion US dollars have the right to achieve it. Currently, Grab is available in more than 120 cities throughout Indonesia. Starting from Banda Aceh to Jayapura. This proves that Grab is one of the online service providers in great demand by the Indonesian people and should be considered in the national business world.

There are many important factors in increasing sales of products or services, one of which is price. Grab is currently implementing a marketing strategy called Penetration Price, which offers a lower price for every service it provides. One of them is by providing discount coupons or discounted prices. Along with the development of the digital world, coupons as a promotional medium can also be done with an online system known as an e-voucher (electronic voucher). Some of the e-vouchers that Grab has given include direct discounts, cashback to e-wallet balances, and special discounts in collaboration with specific partners.

Students at the Muhammadyah Jambi University are examples of the Grab application user group. The provision of e-vouchers and the delivery rate made by Grab may be a factor that influences purchasing decisions. Based on the description above, the writer is interested in examining whether there is an effect of giving e-vouchers and delivery rate toward food purchasing decisions via Grabfood among students of Muhammadiyah Jambi University.

Literature Review

According to Kotler and Armstrong (2011), price is the amount of money billed for a product and service or the amount of value exchanged by customers to benefit from owning or using a product and service. For online transportation service companies, delivery rate means the same as price. Discount (discount) is one of the sales promotion tools proposed by Kotler & Keller (2016). Furthermore, according to Rewolg (2009), the factors of giving discounts are as follow :
1. To bind buyers
2. To give benefit for customers
3. Provide economic value to society
4. Change the pattern of giving
5. To motivate customers to buy in bulk

According to Rahman (2010), the marketing strategy through price is divided into six strategies: Penetration Price. This marketing approach strategy sets the selling price lower than the average price to accelerate market penetration or acceptance of the product being offered. This means that a company or business unit focuses on increasing market share by setting prices for goods lower than average prices. The long-term strategy is to accelerate market acceptance or increase existing market share.

According to Schiffman and Kanuk (2004), the purchase decision selects two or more alternative purchasing decision choices, meaning that someone can make a decision; there must be several choices. The decision to buy can lead to how the decision-making process is carried out.

The purchasing decision focuses on the entire decision-making process, not just the buying process. Many factors can influence a person's buying decision. Supranto (2011) argues that decisions made (and the processes that are passed) will cause spending and may impact internal and external factors. External factors include culture, sub-culture, social status, demographics, family, and reference groups. Meanwhile, internal factors include reference, learning, memory, motivation, personality, emotions, and attitudes.

Research Method

The method used in this research is quantitative. The value of the data in this study will later be expressed in numbers. The quantitative analysis will be in the form of data obtained from the respondents who have been collected. This research was conducted in the period February-March 2020. The data collection technique used a questionnaire with a sample size of 100 respondents. The data measurement technique in this study uses a Likert scale. The Likert scale is used to measure a person's attitude about an object of attitude. To find out whether there is an influence between X1 and X2 variables on the Y variable. The researcher uses multiple linear regression analysis to answer the research objectives. To process the questionnaire test data, it was carried out using the SPSS for Windows version 22.

The sampling method of this research is carried out by non-probability sampling method, where each member in the population does not have any inherent probability of being selected as the sample subject. The non-probability sampling technique in this study uses the purposive sampling technique. According to Uma Sekaran and Roger Bougie (2017), sampling in this technique is limited to specific criteria in respondents who can provide the desired information. This sampling was carried out directly at the research site and within a particular time.

The selection of students at the University of Muhammadiyah Jambi as the sample was because most students were quickly attracted to the promotions offered. Today's students also use online services to purchase products or services. In addition, the coverage of students at the University of Muhammadiyah Jambi is also quite diverse because some of the students are also workers or employees with various age groups, occupations and income are varied, so it is not too narrow, and it is possible to get a sample with the number expected by the researcher.

Multiple regression analysis is used to predict or test the effect of one or more independent variables on the dependent variable. If the score of the independent variable is known, the value of the dependent variable can be predicted. Regression analysis can also determine the linearity of the dependent variable and the independent variable (Widiyanto, 2013). The form of the multiple linear regression equation used in this study are:

$$Y = a + b1.X1 + b2.X2 + e$$

Y   = Purchasing decision
a   = Regression Constant
X1 = E-Voucher
X2 = Delivery rate
b1 = Constant of e-voucher
b2 = Constant of delivery rate
e   = Error term / unexamined variables

Result and Discussions

This study uses multiple linear regression analysis to analyze how much e-voucher and delivery rate influence toward purchasing decisions of Grabfood users. This analysis uses data based on distributed questionnaires. This test calculation is carried out with the help of SPSS. The multiple linear regression analysis is as follows:

Table 1. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients			Conclusion	
	B	Std. Error	Beta	t	Sign	Tolerance	VIF
(Constant)	-1.291	.851		-1.517	.132		
Promo Voucher Diskon X1	.891	.056	.807	15.945	.000	.483	2.069
Tarif Jasa Ongkir X2	.194	.057	.172	3,390	.001	.483	2.069

From the table above, it is found that the purchase decision has a constant value (a) of -1.291. While the coefficient value for e-voucher (X1) is 0.891. And the coefficient for ongkir (X2) is 0.194. From these results, it can be included in the regression equation as follows:

$$Y = a + b1X1 + b2X2 + e$$
$$Y = -1.291 + 0.891X1 + 0.194X2 + e$$

This indicates that without e-vouchers and delivery rate, the value of the purchase decision will decrease by -1.291. Furthermore, adding one value to the e-voucher and delivery rate can increase the purchase decision value by increasing by 1.085. The more companies do penetration prices on e-vouchers and delivery rates, they can increase users' purchasing decisions. The regression coefficient is positive, so it can be said that the effect of e-voucher (X1) and delivery rate (X2) on purchasing decisions (Y) is positive.

Furthermore, the hypothesis proposed in this study are:

H0 = There is no influence of e-voucher and delivery rate (X1 and X2) simultaneously toward the purchase decision (Y).

Ha = There is a significant influence of e-voucher and delivery rate (X1 and X2) simultaneously toward the purchase decision (Y)

Furthermore, to find out whether the effect of the two independent variables is significant or not on the dependent variable, it can be seen from the results of the SPSS calculation for the following F-test :

Table 2. F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	363,739	2	181,870	355,308	.000b
	Residual	49,651	97	.512		
	Total	413,390	99			

a. Dependent Variable: PURCHASE DECISION Y
b. Predictors: (Constant), X2 DELIVERY SERVICE RATES, X1 DISCOUNTED VOUCHER PROMO

Based on the table above, it is known that the significance value (Sig.) is $0.000 < 0.05$, so it can be concluded that H0 is rejected and Ha is accepted, which means that "there is a significant influence of e-voucher (X1) and delivery rate (X2) simultaneously toward the purchase decision (Y)".

Meanwhile, to determine whether there is a partial influence between each independent variable on the dependent variable, the following hypothesis is determined :

1. E-voucher variable partially on purchasing decisions.
   H0 = There is no influence of e-voucher (X1) toward the purchase decision (Y).
   Ha = There is a significant e-voucher (X1) effect on the purchase decision (Y).
2. Delivery rate variable partially on purchasing decisions.
   H0 = There is no influence of delivery rate (X2) toward the purchase decision (Y).
   Ha = There is a significant effect of delivery rate (X2) toward purchasing decisions (Y)

The results of the SPSS calculation for the T-test are as follows :

Table 3. T-Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Conclusion | |
	B	Std. Error	Beta	t	Sign	Tolerance	VIF
(*Constant*)	-1.291	.851		-1.517	.132		
Promo Voucher Diskon X1	.891	.056	.807	15.945	.000	.483	2.069
Tarif Jasa Ongkir X2	.194	.057	.172	3,390	.001	.483	2.069

Next is to find t table. The t distribution table for a = 5% divided by 2 (two-tailed test) is 0.025 with degrees of freedom (df) nk-1 or 100-2-1 = 97 (n is the number of respondents and k is the number of independent variables). With a two-sided test (significance = 0.025), the obtained for t table 97 is 1.98472 (see attachment). Next is to compare t count with t table, it is found that for :

1. Results of the t-test for the e-voucher variable.
   The t value is $15.945 > 1.98472$, so H0 is rejected, and Ha is accepted, which means that "there is a significant effect of e-voucher (X1) toward purchasing decisions (Y)".
2. Result of t-test for delivery rate variable.
   The value of t count is $3,390 > 1.98472$, so H0 is rejected, and Ha is accepted, which means that "there is a significant effect of delivery rate (X2) toward purchasing decisions (Y)".

Based on the test results, it is known that e-vouchers and delivery rate have a positive effect on purchasing decisions, meaning that each additional penetration price on e-vouchers and delivery rate will increase purchasing decisions as well. This is supported by the sig value. Which is smaller than the alpha value, namely $0.000 < 0.05$, which means that the e-voucher and delivery rate has a positive and significant effect on purchasing decisions. So this shows that the e-vouchers and delivery rate provided by Grabfood have a positive and significant effect on purchasing decisions of students of Muhammadiyah Jambi University. Moreover, the effect is also powerful considering the value of the coefficient of determination (R^2) is 88%.

The results of this study are in line with previous studies researched by Kusnanto, D. et al. (2020), which states that the results of the descriptive analysis show that price discounts have a positive effect on impulsive buying. The research suggests that discounted prices will encourage students of the 2017 Management Study Program at the Faculty of Economics and Business, Singapore University of Singaperbangsa Karawang to make unplanned purchases (impulsive purchases) on the Grab (GrabFood) application with a significant effect of discounts on impulsive purchases of 43.3%. Likewise, research by Pradana, A. S and Saraswati, TG (2018) state that the promotion of sales of Grabcar services has a significant effect in a positive direction on the decision process for purchasing Grabcar services in Bandung, both simultaneously and partially. Their research also shows that the sales promotion dimension influences 78,

Conclusion

Based on the results of research and discussion, it can be concluded that the results of the regression analysis test show that the e-voucher and delivery rate variables have a significant effect on the purchase decision via Grabfood services for the students of Muhammadiyah Jambi University. The magnitude of the influence of e-vouchers and delivery rate toward purchasing via Grabfood services for the students at the University of Muhammadiyah Jambi is 88%. The more increasing penetration price on e-vouchers and delivery rate, the more purchasing decisions by students at the Muhammadiyah Jambi university.

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