

THE INFLUENCE OF CONSUMER BEHAVIOR ON ONLINE PURCHASE DECISIONS THROUGH GOFOOD IN BANDUNG CITY

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ABSTRACT

The objective of this research was to investigate the impact of consumer behavior on purchasing decisions made for food and beverages using the GoFood application as the medium for the investigation. One of the companies that runs as Indonesia's leading meal delivery service provider site is GoFood, which is owned and operated by GoFood. The business, which already faces competition from a number of other companies, is attempting to persuade consumers to continue using GoFood as a way to fulfill their requirements for placing food orders. This is particularly important in the city of Bandung, which is seeing a growing trend. Purposive sampling, which is a subtype of non-probability sampling, was utilized for this survey's collection of data using a Likert scale. The method for analyzing the data was multiple linear regression, and the results were interpreted with the help of the SPSS (Statistical Product Moment and Service Solution) program for windows version 20.0. According to the findings of the research, the consumer behavior (including cultural, social, personal, and psychological variables) on each modification as a whole was considered to be good criterion by the community.

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1. INTRODUCTION

In conditions of very tight competition, to be able to continue to survive in business, efforts are needed by the company in order to win the market, the community's need for the same product can be met by many similar products with different brands (Sedyastuti, 2018). Therefore, in winning the competition, every company must have the right marketing strategy for the products it produces (Wicaksono, 2017). Among the many marketing strategies, companies are expected to buy brands or brands. They are essentially marketers' promises that provide certain characteristics, benefits, and services and continue to have consumers (Dennisa & Santoso, 2016).

Technological developments have resulted in changes in people's shopping behavior from conventional to electronic (Santoso et al, 2019). The various conveniences offered by the latest technology have changed the behavior patterns of some Indonesian people, especially urban communities. People tend to choose something more practical (Anindhita et al, 2016). These changes have even entered the most basic element, namely food. The trend of today's society prefers to shop for food than to cook it yourself. Indonesian people also prefer services that make online food delivery services increasingly popular (Agustin & Khuzaini, 2017).

Food delivery services occupy the second position of the way people buy food. The habit of eating in restaurants or places to eat still occupies the first position. The third position is take away alias wrapped, and next, order through a restaurant site or a third party (Wijoyo, 2021). The survey results also show that the food delivery service application from Gojek, namely GoFood, leads the market. GoFood is considered to have variety, completeness of choice, ease of use, and ease of tracking orders. The Gojek company itself claims that their food delivery service dominates the market share in Indonesia (Hereyah & Andriani, 2020).

According to Kotler and Keller (2011), the study of consumer behavior is the study of how people, communities, and organizations choose, buy, use, and how to satisfy their needs and desires through the consumption of certain commodities, services, ideas, or experiences. The cultural, social, personal, and psychological aspects of a person are among the elements that influence their purchasing decisions (Bahari & Ashoer, 2018). Whereas the majority of these elements are outside of the marketers' control, it is

imperative that they be taken into consideration. The importance of these elements might vary greatly from one product to the next (Ghoni & Bodroastuti, 2012).

A person's wants and actions are mostly determined by their culture at the most fundamental level. An examination indicates that the emergence of a consumer society may be traced back to England in the 18th century, when a number of significant events transpired at the same time (Nugroho, 2008). Family, one's place in society, and one's status are all examples of social variables. The term "social" refers to the interactions between people in a society, the relationships between individuals, the interactions between individuals and groups, and the interactions between individuals and organizations (Sunyoto & Admojo, 2014). Personal qualities, such as age, the stages of one's life cycle, occupation, economic conditions, lifestyle choices, personality, and self-concept all play a role in determining consumer behavior. These characteristics include: Then, the motivation, perception, and knowledge of individuals are the psychological variables that drive economic conduct (Mowen & Minor, 2002).

Consumer decision-making in purchasing is based on rational considerations that rely heavily on benefits. Consumers at this time are more selective in choosing the product to be used because of the many products offered and have different advantages from one another (Maharani, 2015). For consumers, product quality is often a major concern. A product is said to be of high quality if all of its functions can be carried out properly and usefully as GoFood does. Besides that, the ease of accessing information about good products and services from GoFood is also an attraction for consumers to make decisions to buy food online.

According to the information presented above, the authors have an interest in doing research to establish whether or not customer behavior influences consumer decisions while using GoFood delivery services to purchase food, particularly in the city of Bandung.

2. LITERATURE REVIEW

1. Marketing

According to Kotler and Keller (2011), marketing is a social and management process by which individuals and groups achieve what they need and want by creating and exchanging products and value with others. According to Kotler (2011) as well, marketing is the process of transferring goods or services from producers to consumers. Or, marketing encompasses all business operations associated with the flow of goods and services from producers to consumers.

2. Consumer behavior

Swastha and Handoko (2000) define consumer behavior as the individual activities directly involved in the acquisition and utilization of products and services, as well as the decision-making process involved in the planning and preparation of these activities. Consumer behavior is the study of the unit of buy and exchange activities comprising acquisition, consumption, and disposal of products, services, experiences, and ideas, according to Mowen and Minor (2002). According to Kotler and Keller (2002), consumer behavior is the actions consumers do when searching for, purchasing, utilizing, reviewing, and discarding products and services that they anticipate will meet their requirements.

3. Buying decision

"Consumer buyer behavior refers to the purchasing habits of ultimate consumers - individuals and households who purchase goods and services for personal use." Purchasing decision behavior can be regarded as the final buying behavior of consumers, both individually and as households, who purchase products and services for personal use (Joshi & Rahman, 2015). A person's buying decision is the selection of one of several alternative options. To reach this conclusion, consumers must first complete a number of processes (Azmi, 2017). Consumer behavior influences consumer purchasing decisions. Companies are required to meet consumer demands, which will have an effect on brand loyalty, if they recognize consumer behavior in order to determine what consumers require.

3. METHOD

This type of research includes associative research, the population used in this activity is the people of the city of Bandung who have used the GoFood application. Due to the fact that the number of populations in this study is not known with certainty, then to find out the size of the sample is to use the Unknown Population formula so that a sample of 96 people is obtained. The Research Instrument Used In Collecting Data Is A Questionnaire Using A Likert Scale. According to Sugiyono (2011) the definition of a Likert Scale is as follows: "The Likert Scale is used to measure attitudes, opinions, and perceptions of a person or group

of people about social phenomena". Using Sugiyono's (2011) validity test, which demonstrates the degree of congruence between the data that actually occurs on the object and the data acquired by researchers to determine the validity of an item, we correlate the item score with the sum of these items. According to Imam Ghozali (2013), reliability is associated with public trust. Reliability is a method for evaluating a list of questionnaire questions that serves as an indicator of the examined variables. Validated question items were subjected to reliability evaluations. Multiple Linear Regression Analysis, namely the regression model to evaluate only one independent variable. Correlation The coefficient measures the link between three or more variables (two or more dependent variables and one independent variable). The coefficient of determination (R²) is the coefficient used to determine how the independent factors explain the dependent variable. And the t test is used to determine the degree of effect (partial) of each independent variable on the dependent variable. The T test is conducted by comparing the t count to the t table. If computed greater than t table at the 95% confidence level or (p - value 0.05), then H_a is accepted, indicating that the partially tested independent variable influences the dependent variable.

4. RESULTS AND DISCUSSION

Validity test

This study's validity was examined by looking at the indicators of each variable, specifically the indicators of the variables concerning purchase decisions and the factors concerning consumer behavior. If the validity test showed that the correlation value of rcount was higher than the probability of the value of rtable, specifically the value of r table 0,300 from the validity test, then all indicators of each variable and all the results were valid. This was shown by the results of testing the validity test, which showed that the value of rcount was greater than the probability of the value of rtable.

Reliability Test

This test is carried out to determine whether or not an item in the research data is reliable or not, it is said to be reliable if the Cronbach's alpha value > 0.60 follows in full.

Table 1. Reliability Test Results

Variable	Cronbach's alpha	Std Reliability	Information
Consumer Behavior (X)	0.703	0.60	Reliable
Purchase Decision (Y)	0.668	0.60	Reliable

According to the results of data processing in table 1, the Cronbach Alpha value of each variable in this study is greater than 0.60, so it can be stated that all variables are reliable.

Simple Linear Regression Analysis

Table 2. Simple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficient		Standardized Coefficient Beta	t	Sig.
	b	Std. error			
1.Constant	18,492	3.322		5.562	0.000
Consumer behavior	.659	.101	.553	6.502	0.001

a. Dependent Variable: Purchase decision

From the data in table 3, the SPSS output obtained a simple linear regression equation, namely $Y = 18.492 + 0.659X$ which is: 18.494 which means that if Consumer Behavior (X) does not exist, the consistent value of Purchase Decision (Y) is 18.492; and 0.659 means that every 1% addition of Consumer Behavior (X) Purchase Decision (Y) increases by 0.659.

Coefficient of Determination (R²)

Table 3. Coefficient of Determination (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.556 ^a	.309	.301	3.393
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From table 3, the output of SPSS version 20 above is obtained by the R Square value of 0.309. This shows that consumer behavior only affects 30.9% of purchasing decisions. As for the remaining 69.1% influenced by other variables not examined in this study.

t test

Table 4. Simple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	b	Std. error	Beta		
1.Constant	18,492	3.322		5.562	0.000
Consumer behavior	.659	.101	.553	6.502	0.001

b. Dependent Variable: Purchase decision

Based on table 5, the output of SPSS version 20 above, obtained a significant value of 0.001 < 0.05 and a t-count value of 6.502 > t-table 1.985, it can be concluded that Ho is accepted, meaning that Consumer Behavior (X) has a positive and significant effect on Purchase Decisions (Y).

Discussion

Consumers are the primary focus of attention in the most recent notion developed for marketing, which was developed more recently. Practitioners and academics alike make an effort to investigate various elements of consumers in order to design marketing strategies that are anticipated to be able to capture a piece of the market that is now available. There are at least two reasons why the actions of consumers have an impact on the decisions they make regarding their purchases. First, as was mentioned before, the focus of most marketing efforts is on the end users, or customers. It is quite vital to gain an understanding of the needs and desires of consumers at that time. When marketers have a solid understanding of their target demographic, they can develop marketing strategies that are both effective and relevant. If, for instance, product marketers are aware that consumers who want their products make up a relatively insignificant portion of a population and possess a unique set of qualities, then they are able to direct and concentrate their marketing efforts on that subset of consumers. Learning needs to be evaluated to determine which elements can influence consumers to buy a product in order to discover the wants and needs of specific customers, such as reference groups, families, perspectives, and motives. Second, each and every action performed by a consumer in the process of making a purchase needs to be justified by some kind of rationale, be it direct or indirect. Because the process of making decisions by consumers is directly tied to the process of making purchases, it is very necessary for marketers to have an understanding of consumer behavior so that they can define how the process of making purchasing decisions is carried out. In addition, Subianto (2007) clarifies the impact of the elements that influence consumers on the decisions consumers make regarding the products and services they purchase: Every choice that customers make must be justified by some kind of justification, whether that justification is direct or indirect. The process through which consumers make purchasing decisions is intricately connected to both psychological issues and environmental circumstances. When marketers have a solid grasp of customer behavior, it is much simpler for them to articulate the thought process that goes into making purchasing decisions. According to Salmah (2019), which is supported by the findings of the study, there is an influence of consumer behavior on the decision to buy Sari Ayu cosmetics from the La Tahzan store in Palembang. These findings are in agreement with the findings of the study.

5. CONCLUSION

On the basis of the findings of the research that has been conducted and the discussion that has taken place using a straightforward regression analysis, it is possible to reach the conclusion that there is a significant influence between consumer behavior variables (X) and decisions to buy food online from GoFood in Bandung City.

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