Jurnal Multidisiplin Sahombu
Volume 5, Number 02, 2025, DOI 10.58471/ jms.v4i01 ESSN 2809-8587 (Online)
https://ejournal.seaninstitute.or.id/index.php/JMS/index

The Influence of Features, Services, Discount, and Promo-tions on the Go Food Application Toward the Sales of Soto Ayam Culinary Smes in Surakarta

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Article Info

Keywords:
Service,
Discount,
Promotion

ABSTRACT

The development of technology is increasingly advancing, as seen in the growing popularity of the Go-Food application among the public. This presents a significant opportunity for culinary business owners, including small and medium enterprises (SMEs) specializing in soto ayam in Surakarta. This study aims to examine the extent to which service features, discounts, and promotions on the Go-Food application influence the sales of soto ayam SMEs in Surakarta. The research employs a quantitative method with a total of 40 respondents selected using purposive sampling. The respondents are consumers who have sold soto ayam through the Go-Food application. Data were collected using an online questionnaire. The findings indicate that the promotion feature has a partial effect on sales, whereas service features and discounts do not have a partial effect. However, all three variables collectively influence the sales of soto ayam through the Go-Food application in Surakarta. These findings highlight the importance of appropriate marketing strategies to enhance SME culinary sales in the digital era.

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INTRODUCTION

Technological developments are one of the resources that can be used by business actors to develop their businesses. In the era of the Industrial Revolution 4.0, digital technology has becomethe main capital for small and medium enterprises in Indonesia that are urgently needed in business development. With the development of technology and the increase in the number of MSMEs partnering with services such as Gojek, this research is expected to make a substantial contribution. In addition to proving the positive influence of e-commerce on MSME income, this study also seeks to develop effective solutions to overcome the obstacles faced by MSMEs in adopting e-commerce. Thus, it is hoped that the results of this research can provide valuable guidance in supporting Indonesia's economic growth through strengthening the MSME sector through e-commerce (Agnesia, V., & Saputra, 2022).

The city of Surakarta is known as one of the tourist destinations in Indonesia. GO-JEK, by seeing this opportunity, hopes that Go-food will become an intermediary that can introduce

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and provide information to both local and non-local residents about the diversity of food in Surakarta. Go-food services not only deliver and sell culinary but help to promote the dishes sold. Occasional discounts and gifts make consumers happy because there is no need. The impact of discounts makes consumers happy because they get a reduction from the previous normal price on a certain product or service. Consumers who do not attach too much importance to the promotions they get or the promotions available in the Go-Food service, will help increase the ratio of using the application service.

So the researcher is interested in conducting a study with the title The Influence of Service Features, Discounts, and Promotions on the Go-food Application on the Sales of Soto Ayam Culinary Smes in Surakarta City

METHODS

Research variable

In this study, there are two variables, namely the independent variable or called the independent variable (X) is the variable that affects the dependent variable, while the bound variable or called the dependent variable (Y) is the variable that is influenced by the independent variable. The independent variables in this study are Service (X1), Discount (X2), and Promotion (X3) and the dependent variable in this study is the sales of Soto Ayam culinary MSMEs in Surakarta (Y).

Operational Definition of Research

The operational definition of each variable in this study is as follows:

a. Service

Service is also defined as service (Husain, T., & Sani, 2020) Stating the meaning of service quality or service is the delivery of good or excellent service, when compared to customer expectations.

b. Discount

Discounts are a marketing tactic that has been proven both theoretically and practically to influence consumer purchasing behavior. Price discounts provide considerable profits and influence on product sales(Nurainun, & Syamsuri, 2022).

c. Promotion

According to (Wijaya, S., & Kusnawan, 2021) said that promotion is the development of data or persuading a direction that has been prepared to appoint individuals and groups for activities that have been planned a turnover in trade.

d. Sales

Malla Avila, 2022 sales are activities carried out by business actors where to strengthen and maintain their business in order to develop and receive profits in accordance with their wishes, which in general the amount of profit from sales is not exclusive.

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Data Types and Sources

The data source used in this study is first primary data obtained directly from the research object by distributing questionnaires online to selected respondents. Second, Secondary data, which means Secondary data is data obtained indirectly or by using intermediaries or is also an indirect source of data, for example through other people or through documents.

Method of collecting data

a. Validity Test

According to (Oktavian, 2022) The validity test aims to find out or measure the validity of a questionnaire, measure the validity or not of each question or statement that will later be used in the research. An instrument can be said to be valid if it meets the criteria where the value of r calculates > r table, while it is declared invalid if r calculates < r table with a confidence level of 0.05.

b. Reliability Test

Reliability tests can be performed by measuring Cronbach alpha values. If Cronbach's alpha value > 0.7, it can be declared reliable (Ghozali, 2018)

c. Normality test

According to (Oktavian, 2022) The normality test aims to find out whether in the regression model test, the perturbator or residual variables have a normal distribution. There are two ways to measure the normality test, namely, first, by analyzing the graph through a p-plot graph. Second, with a statistical test, namely using the Kolmogorov Smirnov (KS) test if: Probability value > 0.05 then Ho is accepted (normally distributed) while when the Probability value < 0.05 then Ho will be rejected (not normally distributed).

d. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is a discrepancy in the variant from the residual of one observation to another. According to Ghozali (2016), if:

a. When the significance value > 0.05, the regression model does not have a heteroscedasticity problem.
b. Meanwhile, when the significance value is < 0.05, the regression model has problems with heteroscedasticity.

e. Multicollinearity Test

According to (Hikmawati, A., & Megawati, 2022) The multicollinearity test aims to find out whether or not there is a correlation in the regression model between independent variables or independent variables. A good regression model is by not having problems with the multicollinearity model, tolerance value and variance inflation factor (VIF) to see the multicollinearity test. If the value < 10, it means that there is no multicollinearity, if the VIF value > 10, then there is multicollinearity.

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f. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the perturbulent error in the t-period and the perturbator error in the t-1 period (previously). In this study, to test whether there are autocorrelation symptoms using the Durbin- Watson test (DW test) if the < d < 4-du, there is no autocorrelation, positive or negative.

Multiple Linear Regression

Multiple regression analysis allows researchers to predict how two or more independent variables will grow or how the state of dependent variables will change when manipulated as predictors (Cahya, A. D., F., M., Martha, D., & Prasetianto, 2021) Arranged in the equation:

$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + e.$

Estimated Coefficient of Determination (R2)

If the Sig value > 0.05, and F counts <F of the table, then all independent or simultaneous variables have no effect on the dependent variables. The coefficient of determination aims to measure how far the ability of independent variables is when explaining finite dependent variables.

Statistical Test

After testing the quality of the data, the classical assumption test, and the hypothesis test that can be seen in the T-test and the F-test are carried out to find out how far the influence on the independent variable (independent variable) is individually or partially on the bound variable (dependent variable). While the f-test is carried out to see if all independent variables included in the model have a joint influence on the bound variable.

Conceptual Framework

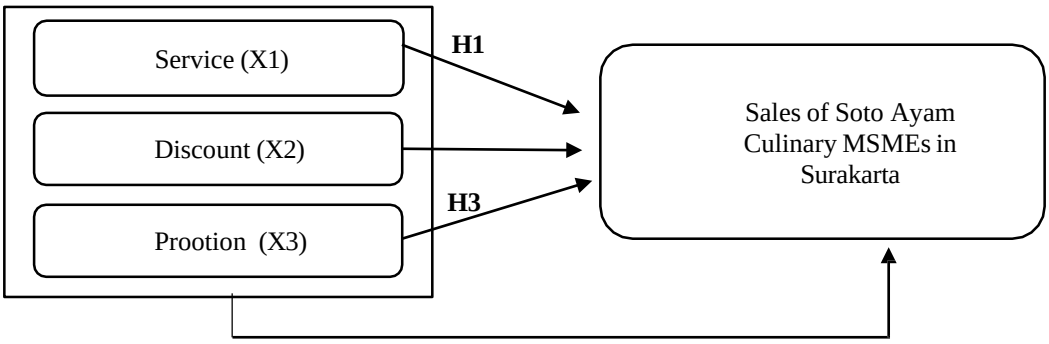

Image 1. Conceptual framework

Hypothesis

H4

The hypotheses used in this study are as follows:

a. H1: It is suspected that the Service feature on the Go-Food application has a partial effect on sales.

b. H2: It is suspected that the Discount feature on the Go-Food application has a partial effect on sales.

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c. H3: It is suspected that the Promotion feature on the Go-Food application has a partial effect on sales.
d. H4: On soupçonne que les fonctionnalités du service, de la remise et de la promotion ont un effet simultané sur les ventes.

RESULTS AND DISCUSSION

Data analysis

Data analysis was carried out from data collection using questionnaires and tests were carried out first with data quality tests, namely through validity and reliability tests, then classical assumption tests were admitted, namely normality tests, multicollinearity tests and heteroscedasticity tests, then hypothesis tests and multiple linear regressions were carried out using SPSS.

Classic Assumption Test

Validity Test

For the level of validity, a significance test was carried out by comparing the calculated r value with the table r value. For degree of freedom (df) = n-k in this case n is the number of samples and k is the number of constructs. In this case, the magnitude of df can be calculated as 40-2 or df = 38 with alpha 0.05 obtained r table 0.312; If the calculated r (for each question item can be seen in the corrected column of the total correlation question item) is greater than the r of the table and the r value is positive.

Table 1. Validity Test Results Table

Variable	Statement	r calculate	r table	Information
Service (X1)	Statement 1	0.633	0,312	Valid
	Statement 2	0.806	0,312	Valid
	Statement 3	0.805	0,312	Valid
	Statement 4	0.840	0,312	Valid
	Statement 5	0.906	0,312	Valid
Discount (X2)	Statement 1	0.689	0,312	Valid
	Statement 2	0.772	0,312	Valid
	Statement 3	0.767	0,312	Valid
	Statement 4	0.720	0,312	Valid
	Statement 5	0.795	0,312	Valid
	Statement 1	0.654	0,312	Valid
	Statement 2	0.806	0,312	Valid
	Statement 3	0.800	0,312	Valid
	Statement 4	0.806	0,312	Valid
	Statement 5	0.797	0,312	Valid
	Statement 1	0.678	0,312	Valid
	Statement 2	0.779	0,312	Valid
	Statement 3	0.812	0,312	Valid
	Statement 4	0.779	0,312	Valid
	Statement 5	0.778	0,312	Valid

Data sources processed (2024)

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The table above shows that the results of r hitiung > r table, for each item of statement about independent variables include: Service (X1), Discount (X2), Promotion (X3), and the dependent variable Selling Culinary MSMEs (Y). Then it can be determined that statements 1,2,3,4, and 5 are valid.

Reliability Test

The questionnaire will be variable if the answers over time are consistent. The decision- making criterion is that if the Cronbach Alpha coefficient > 0.6, then the variable is declared reliable. And vice versa, if the Cronbach Alpha coefficient < 0.6, then the variable is declared unreliable.

Table 3. Instrument Reliability Test Results Table

Variabel	Reliabilitas Coefficient	Cronbach Alpha	Keterangan
Service (X1)	5 Item Pernyataan	0.864	Reliabel
Discount (X2)	5 Item Pernyataan	0.839	Reliabel
Promotion (X3)	5 Item Pernyataan	0.929	Reliabel
Sales (Y)	5 Item Pernyataan	0.845	Reliabel

Data source processed (2024)

From the description of the table below, it can be seen that each variable has a Cronbach Alpha > 0.6. Thus the variables (Service (X1), Discount (X2), Promotion (X3), and Sales (Y)) can be said to be reliable.

Multicollinearity Test

The Multicolliality Test aims to test whether a regression model finds a correlation between independent variables.

Table 4. Multicollinearity Test Table

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Service	.779	1.284
	Promotion	.857	1.045
	Discount	.780	1.282

Data source processed (2024)

From the results of the multicollinearity test carried out, it is known that the variance inflation factor (VIF) value of the variables used in the study, namely: Tolerance Value < 0.10 and VIF > 10, then there are symptoms of multicollinearity. The Tolerance Value > 0.10 and VIF < 10, so there were no symptoms of multicollinearity. Therefore, the results of the Multicollinearity test in table above can be concluded that the variables of Service (X1), Discount (X2), and Promotion (X3) do not have multicollinearity between independent variables in the regression model.

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Heteroscedasticity Test

The Heterokedaness test aims to test whether there is variance inequality in the regression model. The results of the Heterokedaness statistical test obtained in this study are as follows:

Table 5. Heteroscedasticity Test Table

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.914	1.573		1.217	.232
	Service	.011	.078	.027	.144	.886
	Discount	-.026	.052	-.083	-.486	.630
	Promotion	-.002	.072	-.004	-.023	.982

Data Source Processed (2024)

Based on table 5, it can be known that the significant value of the service variable is 0.886 > 0.05 which means that heteroscedasticity does not occur, the significant value of the discoon variable is 0.630 > 0.05 which means that heteroscedasticity does not occur, the promotion significant value of 0.982 > 0.05 which means that heteroscedasticity does not occur.

Normality test

The normality test aims to test whether in the regression model of the bound variable and the free variable both have a normal distribution or not. If in the test of normality table using Kolmogorov Smirnov the sig value ≥ 0.05, then the data is normally distributed. The Normality Test in this study is as follows:

Table 6. Table of Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.04451072
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.062
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200[c,d]

Data source processed (2024)

The Kolomorov Smirnov test table shows that the output results of the Kolmogorov-Smirnov value are significant at 0.200 > 0.05. Thus, the normally distributed residual data and the regression model have met the assumption of normality

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Autocorrelation Test

This test is carried out to test a model whether the perturbrating variables of each variable freely affect each other.

Table 7. Autocorrelation Test Table

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760[a]	.578	.542	2.12799	2.650

Data source processed (2024)

From the results of the test using the Durbin-Watson test on the residual regression equation, a d-count number of 2,650 was obtained. As a general guideline, Durbin-Watson ranges from 0 and 4. If the Durbin-Watson statistical test value is less than one or greater than three, then the residual or error of the multiple regression model is not independent or autocorrelation occurs

Regression Equation Model

To prove the truth of the influence of independent variables and dependent variables, regression analysis with regression equations is used: Y= βı Xı + β2 X2 + β3 X3 + €

Table 8. Multiple Linear Regression Test Results Table

Variable	Koefisien Regresi
TOTAL X1	0,026
TOTAL X2	0,741
TOTAL X3	0,112

Data Source Processed (2024)

So it can be concluded that the results of the multiple linear regression analysis in table 4.10 above obtained 0.026 for Services, 0.741 for Discounts, 0.112 for Promotions. So that the multiple linear regression equation is as follows: Y= βı Xı + β2 X2 + β3 X3 + € becomes Y= 0.026 + 0.741 + 0.112

Estimated Coefficient of Determination (R2)

The value of the determination coefficient indicates the percentage of bound variables that can be explained by its independent variables. The value of the determination coefficient can be obtained from the adjusted value of R.

Table 9. Determination Coefficients

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760[a]	.578	.542	2.12799

Data Source Processed (2024)

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This study obtained an adjusted R2 value of 0.542. This means that 54.2% of Sales are explained by the Service, Discount, and Promotion variables, while the other 45.80% of sales can be explained by other variables.

Statistical Test

F-statistics test

The F test calculation in this study was used to test the simultaneous influence of Service, Discount, and Promotion variables on Sales. A variable is considered influential, if F calculates > F table, and is declared significant if the value of Sig. < 0.05. For the results of the F calculation test in this study, it can be seen in the table below:

Table 10. Test Table F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.954	3	74.318	16.412	.000[b]
	Residual	163.021	36	4.528		
	Total	385.975	39			

Data Source Processed (2024)

Based on the results of the calculation of the F test in the equation above, F is calculated as 16,412. Therefore, the results of the calculation F calculated > F table (16,412 > 2.859) with a sig value (0.000 < 0.05), then simultaneously (together) the independent variables of Service, Discount, and Promotion were declared to have a simultaneous effect on Sales.

T-Statistics Test

In this study, the t-test was used to determine the influence of Service, Discount, and Promotion variables on Sales. To see the results of the t-test calculation in equation 1, it can be seen in the table below:

Table 11. Table of Results of Partial Regression Linear Analysis (t-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.881	2.833		1.370	.179
	Service	.030	.141	.026	.211	.834
	Promotion	.632	.095	.741	6.689	.000
	Discount	.119	.130	.112	.915	.366

Data source processed (2024)

Based on the results of the t-test in table above, the results are as follows:

1. The Effect of Service on Sales Based on the results of the t-test in table above the Service Sig value of 0.834 and greater than the alpha value of 0.05, it means that there is no influence between the service variable on the sales variable or H1 is rejected.
2. Effect of Discounts on Sales

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Based on the results of the t-test in table 4.9 above the Discount Sig value of 0.366 and greater than the alpha value of 0.05, it means that there is no influence between the discount variable on the sales variable or H2 is rejected

3. The Effect of Promotion on Sales
   Based on the results of the t-test in table 4.9 above the Promotion Sig value of 0.000 and smaller than the alpha value of 0.05, it means that there is an influence between the promotion variable on the sales variable or H3 received.

Discussion

Based on the research, data processing, and data testing completed, it can be concluded that:

1. The Regression Equation Model obtained the result of the equation Y= 0.026 + 0.741 + 0.112 with a positive coefficient which means that there is a positive relationship between services, discounts, and promotions with the sales of culinary MSMEs.
2. The results of the t test stated that the Service variable (X1) had a t calculation of 0.211 < t table 2.026 with a significant value of 0.834 so it was concluded that the Service variable had no partial effect on MSME sales. Based on the results of the t-test in table 4.9 above the Service Sig value of 0.834 and greater than the alpha value of 0.05, it means that there is no significant influence between the service feature variables in the Go-food application on the sales of Culinary MSMEs in Surakarta and H1 is rejected. It is stated that although service quality is important in building customer satisfaction, other factors such as price and market competition have a greater influence on sales than service quality.
3. The results of the t test stated that the Discount variable (X2) had a t calculation of 0.915 < t table 2.026 with a significant value of 0.366, so it was concluded that the Discount variable had no partial effect on MSME sales. Based on the results of the t-test in table 4.9 above the Discount Sig value of 0.366 and greater than the alpha value of 0.05, it means that there is partially no influence of the discount feature variable in the Go-food application on the sales of Culinary MSMEs in Surakarta and H2 is rejected. This is because discounts often have a short-term effect on sales volume, but their effect on long-term sales tends to be insignificant, especially if the product does not have a high perceived value. The results of the t test stated that the Promotion variable (X3) had a t calculation of 6.689 > t table 2.026 with a significant value of 0.000, so it was concluded that the Promotion variable had a partial effect on MSME sales. Based on the results of the t-test in table 4.9 above the Promotional Sig value of 0.00 and smaller than the alpha value of 0.05, it means that there is a partial influence of the promotional feature variable on the Go-food application on the sales of Culinary MSMEs in Surakarta significantly and H3 in Terreceive. This is because promotion is a strategy that can provide benefits to both parties between the seller

and the application where the product owned by the seller will be known to more consumers while the application is increasingly used, and if the promotion is well designed and in accordance with the target market, then promotion can also help build an emotional connection with consumers through relevant special offers according to customer needs.

4. The results of the F test stated that F calculated 16,412 > F table 2,859 with a significance value of 0.000 so that it was concluded simultaneously that the three independent variables, namely Services, Discounts and Promotions, affect the sales of culinary MSMEs.

CONCLUSION

Based on the results of the tests that have been carried out, it can be concluded that the Service variable does not have a partial effect on MSME sales. The Discount variable has no partial effect on MSME sales. The Promotion Variable has a partial effect on MSME sales. And the simultaneous research of the three independent variables, namely Service, Discount and Promotion, affects the sales of culinary MSMEs.

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