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The Influence of Service Quality, Price, and Promotion on GoFood Food Delivery Purchase Decisions in Medan City

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Abstract

This research examines the influence of service quality, price, and promotion on purchasing decisions for the GoFood application in Medan City. The backdrop is the rapid development of information technology, which pushes companies to continuously innovate. GoFood, as a food delivery service, once dominated the market, but data indicates a significant decline in user interest in Medan from 2023 to 2024, with GrabFood now leading the market. This decline is attributed to several factors. Consumers have complained about GoFood's service quality, including delivery delays and damaged orders. In terms of price, GoFood is perceived as higher compared to its competitors. Furthermore, GoFood's promotional activities are considered less aggressive than GrabFood's. The objective of this study is to analyze the partial influence of service quality, price, and promotion, as well as their simultaneous influence, on GoFood purchasing decisions in Medan City. Purchasing decisions are defined as a series of steps consumers take, influenced by internal and external factors. Service quality is the degree of difference between customer expectations and their perceptions of the service received. Price is the exchange value for a product or service, and promotion encompasses all forms of communication used by companies to persuade and influence consumers. This research employs a quantitative method with a causal/explanatory approach. The study was conducted in Medan City from November 2024 to June 2025. The research population consists of GoFood application users in Medan, with a sample of 80 respondents determined by multiplying the number of indicators (16) by five. Data was collected via questionnaires and analyzed using data quality tests (validity and reliability) and classical assumption tests (normality, multicollinearity, heteroscedasticity). Multiple linear regression analysis and hypothesis testing (t-test and F-test) were used to

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examine the influence of the variables.The results indicate that service quality and promotion have a significant partial influence on GoFood purchasing decisions in Medan City. However, price does not have a significant partial influence. Simultaneously, service quality, price, and promotion collectively have a significant influence on GoFood purchasing decisions in Medan City.

Keywords: Service Quality, Price, and Promotion Purchasing Decisions

INTRODUCTION

The rapid development of information technology has become a major pillar that shapes the dynamics of various sectors of life. This development includes consumers demanding that companies continue to improve services to be better and in accordance with consumer expectations. Purchasing decisions are a series of steps taken by consumers before, during, and after purchasing a product, which are influenced by various internal and external factors. Decision making is a condition where there is a choice between several existing alternatives, before a decision there is always a choice available. Purchasing decisions are the process of consumers choosing various things that they can use to buy the goods and services they want.

The Gofood application is currently in great demand by many consumers or the public. This is due to changes in lifestyle that are practical, flexible, and more efficient. The Gofood application provides services to consumers sharing food and beverage choices that can be chosen by consumers. Delivery service providers by companies as a promotion to convince customers. Gofood in pricing uses a mark-up price of 20% plus delivery services. The buyer's impression of the price will be able to influence consumers in making purchases using the Gofood application so that it fosters the buyer's decision to make a choice or (Noor & Maulana, 2023)

Gojek is one of the companies that utilizes existing technological advances, the Gojek company was founded in 2010 by Nadiem Makarim. Over time, Gojek has continued to grow both in increasing the number of users and innovating services that are born in various features. In 2015, Gojek made a new innovation in its product, namely Go-food, which is a Food Deliver service. With Go-food drive, online motorcycle taxis can buy and deliver food according to orders in the application to their residence or order destination. This service has also become a popular innovation and even a trend during the pandemic in 2020. Among the community and successfully working with hundreds of thousands of UMKM partners and restaurants in Indonesia, the success of a service like

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Go-food which is based on technology and a large Food Deliver service market in Indonesia. The success of Go-food is marked by the results of research conducted by Nielsen Singapore entitled "Understanding Indonesia's Online Food Delivery Market" that the majority of Indonesian respondents are increasingly fond of ordering food through the online application platform https://www.gojek.com/blog/gojek/GoFood-Pimpin-Pasar-layanan-Pesan-Antar-Makanan.

The Gofood application is currently in great demand by many consumers, especially people in Medan City. This is due to changes in lifestyle that are practical, flexible, and efficient. The Gofood application provides services to consumers with a variety of food and beverage choices that can be selected according to consumer desires. However, even though it had increased, the number of people interested in the GoFood application has decreased significant from 2023 to 2024. This decline can be seen in the graph below.

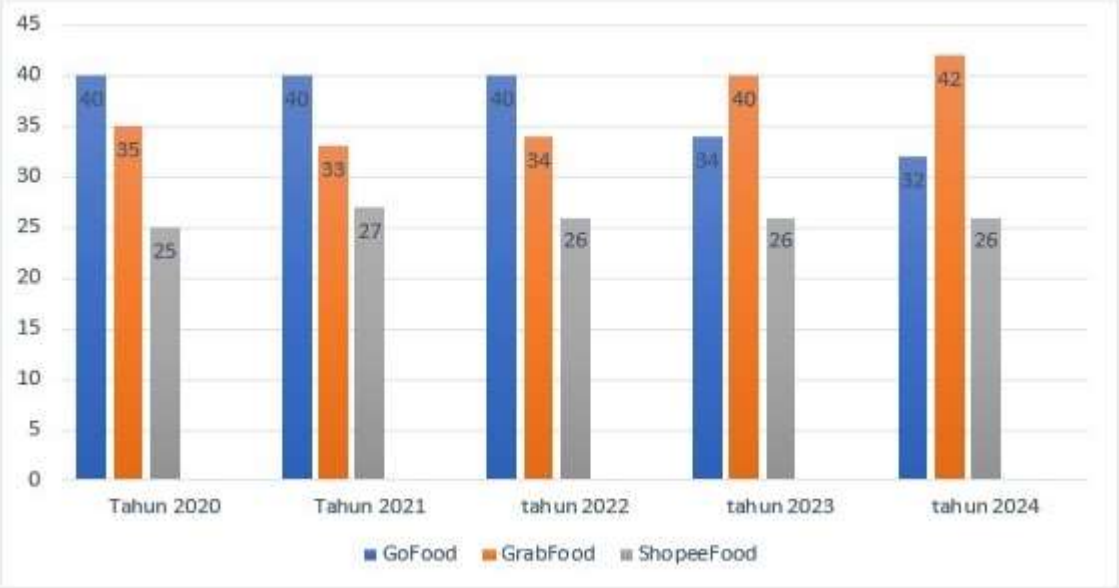


Figure 1. Number of people interested in Food delivery services from 2020, 2021, 2022, 2023, 2024.

Based on the graph above shown in Figure 1.1, it explains that in 2020 GoFood started this period as the market leader for Food delivery applications with a percentage of enthusiasts of around 40%. And in 2021 and 2022 GoFood still maintains a strong

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position of around 40%. Entering 2023 there was a significant decline, where GoFood enthusiasts fell to 35%. Indicating a shift in consumer preferences or increased competition. And in 2024 the decline continued with GoFood having around 32-33% of enthusiasts, placing it in second place, overtaken by GrabFood.

The phenomena that are of important concern to consumers in making a decision to purchase GoFood in Medan City are:

In terms of service quality, there is an increase in complaints related to longer delivery times, or frequent cancellations from GoFood drivers which makes consumers disappointed and often results in damaged orders, spilled food, or poor food conditions. Not only in terms of service

Price also affects purchasing decisions where costs can affect buyers when choosing to buy goods or services. (Noor & Maulana, 2023) The price set by GoFood is still higher than its competitor, GrabFood.

Not only from the price, promotions also almost influence purchasing decisions. Where the promotions carried out by GoFood are less aggressive, unlike its competitors, namely GrabFood, for example, GoFood rarely provides vouchers, discounts, free shipping promotions which are one of the main attractions to attract customers.

Purchasing decision making greatly affects the quality of service that is not yet consistent such as late delivery and order errors that reduce consumer confidence. Likewise with the price that affects purchasing decisions. The relatively high price compared to competitors (GrabFood) makes consumers reconsider using GoFood. not only with the price, promotions also affect purchasing decisions because of the lack of attractive promotions from GoFood which causes consumers to switch to other services that are more effective in providing offers.

If GoFood does not immediately make improvements in terms of service quality, price, and promotion, this will result in a decrease in buying interest in the GoFood application. Therefore, GoFood needs to pay attention to service quality, price, and promotion in order to be able to compete competitively in its market.

The decline of GoFood, which used to be a leader, may face challenges in adapting to increasingly tight competition in service quality, price and promotion, while it is necessary to ensure that in this competitive market it tends to quickly switch to finding the best value, both in terms of service quality, price, and promotion. From the description of the phenomenon above, the researcher is interested in examining the quality of promotional price services on purchasing decisions for the GoFood application in Medan City.

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LITERATURE REVIEW

Purchasing Decision

Purchase decisions are important to consider because they will become a marketing strategy that will be carried out by the company. According to (Schiffman, Leon G.; Wisenblit, 2023) Purchasing decisions are the process that consumers go through in choosing, buying, using, and evaluating products to meet their needs and desires. According to (Tjiptono, 2024) Purchasing decisions are the result of the consumer's consideration process of various alternatives that are influenced by internal and external factors. According to (Sulaiman, 2025) Purchasing decisions are modern purchasing decisions that are influenced by digital experiences, consumer reviews, and emotional involvement during the purchasing journey, from awareness to loyalty. According to (Gunawan, 2022) Purchasing decisions are activities, actions and psychological processes carried out by consumers before making a final decision to purchase a product or service with the aim of meeting the needs and desires of individuals, groups and organizations. The indicators are: Consistency in a product, Habits in buying products, Giving recommendations to others

Service Quality

Service quality is the level of difference between customer expectations and their perceptions of the service they receive. According to (Lovelock, Christopher;Wirtz, 2021) Service quality is the result of customer evaluation of service interactions and their results which are formed through comparisons between expectations and reality. According to (Sinha, Mudita; Bhandari, A.; Priya, S. S.;Kabiraj, 2024). Service quality is a digital service achieved through the integration of marketing intelligence that combines customer data analysis with service engagement. According to (Tjiptono, 2022) Service quality is the customer's perception of the superiority of the service obtained compared to initial expectations. Service quality according to (Pertiwi et al., 2021) is a dynamic condition that is closely related to products, services and human resources, some of the indicators are as follows: Appearance, Reliability, Responsiveness.

Price

According to (Supryady A. Md.; Ivonne M. Leiwakabessy Muhammad Jamil; Lanny Wattimena, 2022) price is a determination as a balance between market demand and profitability. According to (Edy Marsudi et al., 2022) Price is an element of the marketing mix that reflects the value given by customers and influences purchasing decisions.

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According to (Erwin S.E; Loso Judijanto; Jenny Nanci Kaligis; Vina Islami; Ribut Musparihadi; Degdo Suprayitno; Nadia Dwi Irmadiani, 2024) Price is the value paid by customers to obtain the benefits of a product/service and a tool to achieve profit, market share, and company stability. According to (Cindy Magdalena Gunarsih, J.A.F. Kalangi, F.Tamengkel, 2021) amount of money used as a means of exchange to obtain products or services. The price indicators are: Price affordability, competitiveness, suitability of price to benefits.

Promotion

Promotion is any form of communication used by a company to convey, persuade, and influence consumers to be interested in the products or services offered. According to (Erwin, Y., Rahmawati, D., & Putri, 2024) digital promotion is a modern marketing strategy that utilizes various digital channels such as social media, search engines (SEO/SEM), and email marketing. (Hadikusumo, A., & Suryani, 2022) explain that Promotion (jingle) is an audio-based promotional media that combines lyrics and melody. An effective jingle can increase consumer recall (brand recall) and form a strong brand image. This book also discusses techniques in making jingles and their role in industrial marketing communication strategies. According to (Haryono, T., & Haryono, 2023) modern promotions must be managed in an integrated manner, involving planning, implementation, and evaluation in one system. Digital marketing communications include digital advertising, e-WOM, digital PR, and sponsorship packaged in a consistent promotional campaign. This book also discusses the importance of understanding digital consumer behavior and how to respond to it through appropriate communication channels. According to (Arfah, 2022) Promotion is an activity carried out by the Company to communicate the benefits of the product and as a tool to influence consumers in purchasing activities. The indicators are advertising, sales promotion, and publicity.

Theoretical Relationship between variables

According to (Pujiwati et al., 2023) Service quality has a partial effect on purchasing decisions. According to (Djafar et al., 2023) Service quality has a partial effect on purchasing decisions and according to (Wuysang et al., 2022) stated that service quality has a partial effect on purchasing decisions.

According to (Susanti & Rohima, 2023) Price has a positive but not significant partial effect on purchasing decisions. According to (Wijayanti & Ulum, 2024) Price has a positive but not significant partial effect on purchasing decisions. and according to (Swesti

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Mahardini et al., 2023) Price has a positive but not significant partial effect on purchasing decisions.

According to (Rahman et al., 2024) Promotion has a partial effect on Purchasing Decisions. According to (Prihanto et al., 2021) Promotion has a partial effect on Purchasing Decisions and according to (Andiani et al., 2023) Promotion has a partial effect on Purchasing Decisions

Service quality, price, and promotion on purchasing decisions, the three variables are interrelated and simultaneously influence purchasing decisions (Hartono & Maddinsyah, 2024). According to (Wibowo & Rahayu, 2021). States that service quality, price, and promotion on purchasing decisions, the three variables are interrelated and simultaneously influence purchasing decisions. According to (Ela Febriani et al., 2023). States that service quality, price, and promotion on purchasing decisions, the three variables are interrelated and simultaneously influence purchasing decisions.

PROPOSED METHOD

This study uses a quantitative method because it has a systematic and well-structured flow. Quantitative data is data in the form of numbers or data that is converted into numbers (scoring) Sugiyono (2023). This population refers to all things or subjects that will be studied by researchers. This is supported by Sugiyono's statement (2020) which defines the population as all objects or subjects that have certain characteristics. Researchers use samples that are part of the population. According to (Hair, Black, Babin, & Anderson, 2019) to determine the number of samples whose population is not known for certain, the number of indicators is multiplied by 5-10. So that the indicators are 16 times 5 (16 x 5 = 80). It can be concluded that the number of samples to be used in the study is 80 respondents who use the GoFood application in Medan.

DISCUSSION

Normality Test

The normality test aims to determine whether the distribution of the data population is normal or not through a histogram graph as a comparison of observation data from a distribution that inhibits normal and a normal probability plot as a communication of the cumulative distribution of normal distribution. The basic requirement is that the probability is greater than 0.05 is said to be normal and if the probability is less than 0.05 it can be said to be abnormal.

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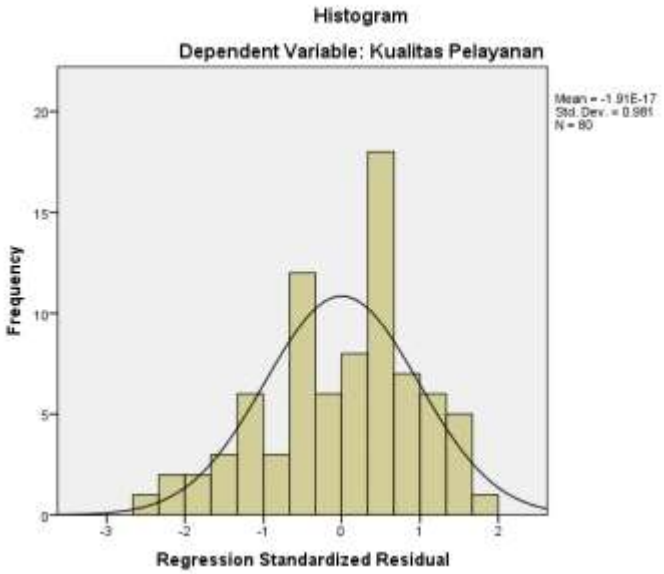


Figure 1. Normality Histogram Graph

The graph above shows a curve that tends to be symmetrical in the shape of the letter "U" so it is concluded that the data is normally distributed as indicated by the direction of the graph pattern, not to the left or to the right.

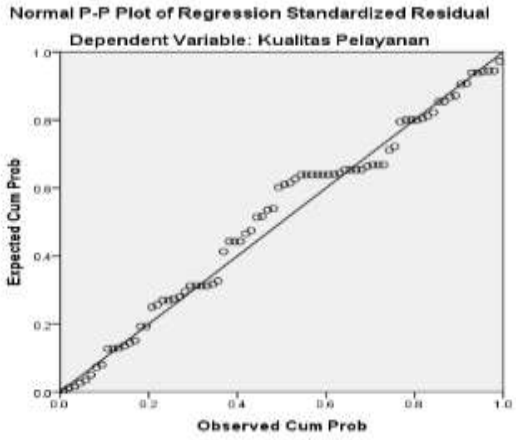


Figure 2. Normality of P-Plot

The image above shows a diagonal shape, so the conclusion is that the data is normally distributed which can be calculated by applying the Kolmogorov Smirnov non-parametric statistics. Where the substantial number is greater than 0.05.

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Table 1. Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.96809407
Most Extreme Differences	Absolute	.117
	Positive	.066
	Negative	-.117
Kolmogorov-Smirnov Z		1.043
Asymp. Sig. (2-tailed)		.227

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS 20

Table 1 shows the results of the normality calculation using Kolmogorov Smirnov statistics, namely that the variables Service Quality (X1), Price (X2), Promotion (X3) and Purchase Decision (Y) are normally distributed because the substantial figure is 0.227 > 0.05, so the regression model studied is worthy of further analysis.

Multicollinearity test

Is one of the tests in linear regression analysis that aims to determine whether there is a high linear relationship between independent variables in the model. Multicollinearity can cause the results of the regression coefficient estimation to be unstable and difficult to interpret. This test is usually done by looking at the Variance Inflation Factor (VIF) and Tolerance values. The requirement for multicollinearity to not occur is that the VIF value must be less than 10 and the Tolerance value must be more than 0.1. If the VIF value exceeds 10 or Tolerance is less than 0.1, then multicollinearity is suspected between the independent variables.

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Table 2. Multikolineritas test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga	.895	1.117
	Promosi	.818	1.222
	Keputusan Pembelian	.755	1.324

a. Dependent Variable: Service Quality

Source: Processed with SPSS 20

Based on Table 2 Multicollinearity Test, it can be concluded that there is no multicollinearity in the regression model used. This can be seen from the Tolerance value for the Price variable (0.895), Promotion (0.818), and Purchase Decision (0.755) which are all greater than 0.1. In addition, the VIF (Variance Inflation Factor) value of the three variables is also below 10. Thus, all independent variables in the model meet the requirements to be free from multicollinearity, so they can be used for further regression analysis

Heteroscedasticity Test

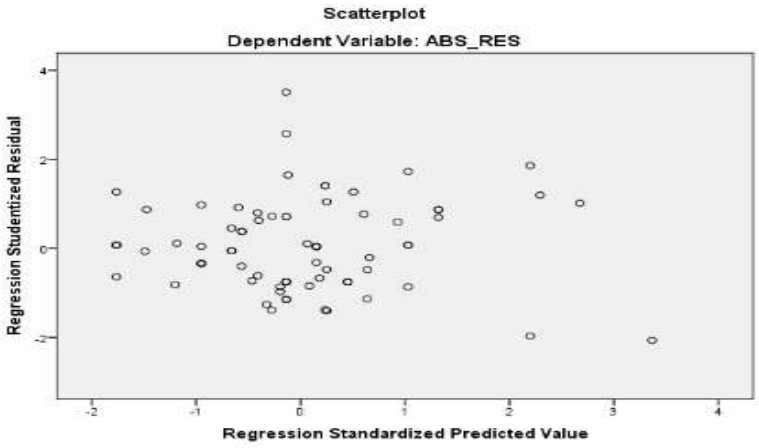


Figure 3. Heteroscedasticity Test

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The image above shows points spread randomly and the points are spread from the top to below zero on the Y axis. This shows that there is no heteroscedasticity.

Multiple Linear Regression On Analysis

The purpose of multiple linear regression analysis is to determine and measure the relationship between one dependent variable and two or more independent variables.

Table 3 Multiple Linear Regression Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.690	2.428		1.932	.057
	Kualitas Pelayanan	.233	.093	.283	2.499	.015
	Harga	.107	.102	.118	1.051	.296
	Promosi	.286	.081	.345	3.506	.001

a. Dependent Variable: Purchase Decision

Source: Processed with SPSS 20

Based on table 3 above, the regression formula is as follows:

1. The value of a of (4.690) units states that the variables of Service Quality, Price, Promotion have a value of zero, so the Decision to Purchase Gofood Food Delivery in Medan City is (4.690) units.
2. The coefficient value of the Service Quality variable is (0.233) units with a positive value indicating that every increase in the Service Quality variable by 1 unit results in an increase in the Decision to Purchase Gofood Food Delivery in Medan City by (0.233) units.
3. The coefficient value of the Price variable is (0.107) units with a positive value indicating that every increase in the Price variable by 1 unit results in an increase in the Decision to Purchase Gofood Food Delivery in Medan City by (0.107) units.
4. The coefficient value of the Promotion variable is (0.286) units with a positive value indicating that every 1 unit increase in the Promotion variable results in an increase in the Purchase Decision for Gofood Food Delivery in Medan City of (0.286) units.

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Hypothesis Determination Coefficient

Table 4. Hypothesis Determination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580[a]	.336	310	2.007

a. Predictors: (Constant), Purchase Decision, Price, Promotion
b. Dependent Variable: Service Quality

Source: Processed with SPSS 20

Adjusted R Square obtained from table 4 is 0.310. This figure means that variable X has an influence on variable Y of 31%.

Simultaneous Hypothesis Testing

The F test aims to determine whether the differences between groups or the influence of independent variables are significant by comparing the calculated F value and the F table, where if the calculated F is greater than the F table and the significance value (p-value) is less than 0.05, then the test results are declared significant.

Table 5. Uji F

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	154.989	3	51.663	12.831	.000b
	Residual	305.998	76	4.026		
	Total	460.987	79			

a. Dependent Variable: Kualitas Pelayanan
b. Predictors: (Constant), Keputusan Pembelian, Harga, Promosi

Source: Processed with SPSS 20

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Based on table 5. above, it is known that the Sig. value for the simultaneous influence of X1, X2, X3 on Y is 0.000 <0.05. In addition, the calculated F value is 12.831> F table 2.49. Therefore, it can be concluded that the test hypothesis can be accepted, which means that there is a simultaneous influence of the variables of Service Quality, Price, Promotion on the Decision to Purchase Gofood Food Delivery in Medan City

Partial Hypothesis Test (t Test)

The t-test is used to test the significance of the influence of independent variables on dependent variables by comparing the calculated t and table t values, where if the calculated t is greater than the table t and the significance value (p-value) is less than 0.05, then the influence is considered significant.

Table. 6 T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.690	2.428		1.932	.057
	Kualitas Pelayanan	.233	.093	.283	2.499	.015
	Harga	.107	.102	.118	1.051	.296
	Promosi	.286	.081	.345	3.506	.001

a. Dependent Variable: Purchase Decision

Source: Processed with SPSS 20

Comparison

on the partial influence of variable X1 on Y is 0.015 <0.05. In addition, the t-count value of 2.499> t table 1.992, which means H1 is accepted. Thus, it can be concluded that there is a significant influence between the variables of Service Quality on the Decision to Purchase Gofood Food Delivery in Medan City. These findings are in line with research conducted by (Pujiwati et al., 2023) Service quality has a partial effect on purchasing decisions. According to (Djafar et al., 2023) Service quality has a partial effect on purchasing decisions and according to (Wuysang et al., 2022) stated that service quality has a partial effect on purchasing decisions.

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It was found that the significance value (Sig.) on the partial influence of variable X2 on Y was 0.296 > 0.05. In addition, the t-count value of 1.051 < t table 1.992, which means H2 is rejected. Thus, it can be concluded that there is no significant influence between the Price variable on the Purchase Decision of Gofood Food Delivery in Medan City. This result is in line with the research conducted by (Susanti & Rohima, 2023) Price has a positive but not significant partial effect on purchasing decisions. According to (Wijayanti & Ulum, 2024) Price has a positive but not significant partial effect on purchasing decisions. and according to (Swesti Mahardini et al., 2023) Price has a positive but not significant partial effect on purchasing decisions.

It was found that the significance value (Sig.) on the partial influence of variable X3 on Y was 0.001 <0.05. In addition, the calculated t value of 3.506> t table 1.992, which means H3 is accepted. Thus, it can be concluded that there is a significant influence between the Promotion variable on the Purchase Decision of Gofood Food Delivery in Medan City. These findings are in line with research conducted by (Rahman et al., 2024) Promotion has a partial effect on Purchasing Decisions. According to (Prihanto et al., 2021) Promotion has a partial effect on Purchasing Decisions and according to (Andiani et al., 2023) Promotion has a partial effect on Purchasing Decisions

This study reveals that Service Quality, Price and Promotion simultaneously have a significant impact on Purchasing Decisions (Y) with a contribution of 31% (R Square). These findings are in line with research According to (Hartono & Maddinsyah, 2024) According to (Wibowo & Rahayu, 2021) States that service quality, price, and promotion on purchasing decisions, the three variables are interrelated and simultaneously influence purchasing decisions. According to (Ela Febriani et al., 2023) States that service quality, price, and promotion on purchasing decisions, the three variables are interrelated and simultaneously influence purchasing decisions.

CONCLUSION

The study of the influence of service quality, price and promotion on the decision to purchase Gofood Food Delivery in Medan City resulted in several findings below:

1. Partially, service quality has a positive and significant effect on the decision to purchase Gofood Food Delivery in Medan City.
2. Price partially has a positive and significant effect on the decision to purchase Gofood Food Delivery in Medan City.
3. Promotion partially has a positive and significant effect on the decision to purchase Gofood Food Delivery in Medan City.

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4. service quality, price, and promotion, these three variables are interrelated and simultaneously influence the decision to purchase Gofood Food Delivery in Medan City.

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