

The Influence of Price Discounts and Online Customer Reviews on Purchasing Decisions in Online Food Delivery Services in Bandar Lampung

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Abstract

The growth of Online Food Delivery (OFD) services in Indonesia, including Gofood, has driven competition, necessitating effective marketing strategies such as price discounts and online customer reviews. This study analyses the influence of these two variables on food product purchasing decisions through Gofood in Bandar Lampung. The method used is a quantitative approach with a survey of 100 respondents using purposive sampling, as well as multiple linear regression analysis. The results show that price discounts and online customer reviews have a positive and significant effect on purchasing decisions ($p\text{-value } 0.000 < 0.05$). These findings confirm that price discounts and customer reviews are important factors that encourage consumers to make purchases through Gofood in Bandar Lampung.

Keywords: *Price Discount, Online customer review, Keputusan Pembelian, Online food delivery, Gofood*

INTRODUCTION

The development of internet technology has changed consumer behavior, including the use of food delivery services. Digital transformation has also encouraged culinary MSMEs to utilize online platforms as marketing media (Amiliya et al., 2024). Online Food Delivery (OFD) services are growing rapidly due to their convenience and efficiency (Gigieh Giri Putra Prianika & Eka Bertuah, 2023), with Indonesia's market value projected to reach USD 7.99 billion by 2025 (Statista, 2023). Gofood is the largest OFD service with the highest transactions in Indonesia (Katadata, 2025), but competition with ShopeeFood and Grabfood demands effective marketing strategies. Price discounts and online customer reviews are important factors influencing purchasing decisions, although both have issues such as minimum purchase requirements and the potential for review

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manipulation (El-Said, 2020). Previous research has shown a significant influence of these two variables, but in-depth studies of review indicators and research in the Bandar Lampung region are still limited. Therefore, this study analyzes the influence of price discounts and online customer reviews on food purchasing decisions through Gofood in Bandar Lampung using a quantitative approach. The findings are expected to enrich the literature on OFD consumer behavior and provide recommendations for digital industry players.

Objectives

The purpose of this study is to determine the influence of price discounts and online customer reviews on purchasing decisions for food products through the Gofood online food delivery service in Bandar Lampung.

LITERATURE REVIEW

Marketing Management

Marketing management is a series of processes aimed at understanding consumer needs, creating and delivering value, and building mutually beneficial relationships between companies and customers (Lamb, Hair, & McDaniel, 2018). This process encompasses various stages, from market analysis and strategy formulation to marketing program implementation, to evaluating and adjusting strategies to achieve optimal effectiveness.

Marketing

According to Kotler and Keller (2016), marketing is fundamentally concerned with identifying and meeting human and social needs. They also emphasize that marketing is the process of profitably fulfilling these needs. The elements of marketing consist of:

1. Market Segmentation
2. Targeting
3. Positioning
4. Marketing Mix - 4Ps

Purchasing Decision

According to (Al-Farabi & Parhusip, 2022), a purchasing decision is the behavior exhibited by consumers when making the final purchase of goods or services for personal consumption. According to Kotler and Keller (2016), the purchasing decision-making process consists of:

1. Need recognition stage
2. Information search stage



3. Alternative evaluation stage
4. Purchase decision stage
5. Post-purchase stage

According to Kotler and Keller (2016), purchasing decisions can be measured using the following indicators:

1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-purchase Behavior

Price Discount

According to Rusni & Solihin (2022), a discount is a form of appreciation given to consumers through a price reduction in response to certain actions, such as making early payments, buying in bulk, or making purchases during off-season periods.

Online Customer Review

Online customer reviews are defined as a diverse source of product information, and Go-Jek app users generally seek out online customer reviews when deciding which food to purchase (Latief & Ayustira, 2020).

Online Food Delivery

According to Yeo et al. (2017), online food delivery is defined as a food ordering service conducted online through a digital platform, either a mobile app or a website. Consumers can select a restaurant, order food, and make payments online before the food is delivered to their address.

IMPLEMENTATION METHOD

Types of Data

This study uses a quantitative approach to test hypotheses and analyze the influence of price discounts and online customer reviews on purchasing decisions through online food delivery services. A quantitative approach was chosen because it allows for numerical measurement of variables and objective statistical analysis (Sugiyono, 2017). This study is descriptive-verifiable, describing the characteristics of respondents while verifying the relationships between the variables studied. Data collection was conducted through a survey method using a questionnaire distributed to GoFood users in Bandar Lampung. This method was chosen to obtain systematic,

structured, and relevant data regarding consumer behavior and preferences when purchasing food online.

RESULT AND DISCUSSION

Validity Test

Validity testing is used to ensure the extent to which a questionnaire is able to measure the variables it is intended to measure. According to Sugiyono (2019), validity indicates the level of accuracy of a measuring instrument in revealing data that corresponds to the reality being studied.

Table 1. Validity Test Results

Variables	Items	KMO	Anti Image	Factor Loading	Information
<i>Price Discount (X1)</i>	X1.1	0.825	0.806	0.865	Valid
	X1.2		0.79	0.802	Valid
	X1.3		0.851	0.749	Valid
	X1.4		0.884	0.746	Valid
	X1.5		0.816	0.804	Valid
	X1.6		0.825	0.844	Valid
<i>Online Customer Review (X2)</i>	X2.1	0.880	0.870	0.760	Valid
	X2.2		0.868	0.662	Valid
	X2.3		0.884	0.757	Valid
	X2.4		0.901	0.620	Valid
	X2.5		0.906	0.766	Valid
	X2.6		0.877	0.674	Valid
	X2.7		0.864	0.763	Valid
	X2.8		0.881	0.699	Valid
	X2.9		0.883	0.722	Valid
	X2.10		0.876	0.706	Valid
	Y1.1		0.874	0.721	Valid
	Y1.2		0.876	0.617	Valid

<i>Purchase Decision (Y)</i>	Y1.3	0.861	0.861	0.702	Valid
	Y1.4		0.824	0.591	Valid
	Y1.5		0.885	0.644	Valid
	Y1.6		0.851	0.588	Valid
	Y1.7		0.885	0.714	Valid
	Y1.8		0.89	0.586	Valid
	Y1.9		0.817	0.768	Valid
	Y1.10		0.864	0.598	Valid

Source: Processed primary data (2025)

The summary results of the validity test indicate that all items in Price Discount (X1), Online Customer Review (X2), and Purchase Decision (Y) are valid because they meet the criteria of a KMO value above 0.5, an Anti-Image value above 0.5, and a factor loading greater than 0.5.

Reliability Test

Reliability testing is used to assess the consistency of indicators in a questionnaire. Testing is conducted using Cronbach's Alpha, and according to Hair et al. (2019), an instrument is considered reliable if the Cronbach's Alpha value is > 0.70 , indicating good internal consistenc

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Minimum Limit	Information
<i>Price discount (X1)</i>	0,888	0,70	Reliabel
<i>Online customer review (X2)</i>	0,893	0,70	Reliabel
<i>Purchase Decision (Y)</i>	0,839	0,70	Reliabel

Source: Processed primary data (2025)

The test results indicate that the value of each variable is greater than the critical reliability value. Therefore, it can be concluded that all questions in the questionnaire are reliable because the measurement results are relatively consistent.



Frequency Distribution of Responses to the Price Discount Variable (X1)**Table 3. Frequency Distribution of Respondents' Responses to the Price Discount**

No.	Variable Statement	Score					Mean
		SS	S	N	TS	STS	
X1.1	I feel that the discounts offered by Gofood are big enough to attract my interest in buying food.	37	31	26	6	0	3,99
		37%	31%	26%	6%	0%	
X1.2	The discounts offered by Gofood often make me prefer to order food through this application compared to others.	26	46	27	1	0	3,97
		26%	46%	27%	1%	0%	
X1.3	I often take advantage of Gofood discount promos because they are valid for quite a long time.	31	42	22	5	0	3,97
		31%	42%	22%	5%	0%	
X1.4	I feel that the discount period provided by Gofood is appropriate for my needs in purchasing food.	29	37	29	2	0	3,94
		29%	37%	29%	2%	0%	
X1.5	The types of food that get discounts on Gofood are according to the food that I often buy..	37	28	27	8	0	3,86
		37%	28%	27%	8%	0%	
X1.6	Not all foods are discounted, so I tend to choose foods with bigger discounts.	37	39	19	5	0	4,03
		37%	39%	19%	5%	0%	
	Total						3,96

Source: Processed primary data (2025)

The Price Discount variable is measured using six indicators with mean values ranging from 3.86 to 4.03, all of which fall into the agree category. Respondents considered the discounts offered by Gofood attractive (mean 3.99), appropriate for the product price (3.97), and having a clear timeframe and validity period (3.97 and 3.94, respectively). The diversity of discounted products was considered quite good, although



it was the lowest indicator (3.86), while discounts on frequently purchased products achieved the highest mean (4.03), indicating a strong appreciation for promotions on favorite menu items. Overall, these results indicate that the Gofood discount program is perceived positively by consumers.

Frequency Distribution of Online Customer Review Variable Responses (X2)

Table 4. Frequency Distribution of Respondents' Responses to Online Customer Reviews

No.	Variable Statement	Score					Mean
		SS	S	N	TS	STS	
X2.1	Customer online reviews of food products on Gofood are trustworthy	36	43	18	3	0	4,10
		36%	43%	18%	3%	0%	
X2.2	Customer reviews of food products on Gofood are honest and true.	30	44	25	1	0	4,01
		30%	44%	25%	1%	0%	
X2.3	Food product reviews on the Gofood platform provide information about the strengths and weaknesses of a menu item.	38	40	16	6	0	4,02
		38%	40%	16%	6%	0%	
X2.4	Food product reviews on the Gofood platform are easy to understand, helping you make purchasing decisions.	36	44	18	2	0	4,12
		36%	44%	18%	2%	0%	
X2.5	Food product reviews on the Gofood platform provide an accurate picture of the overall quality of the food.	33	38	26	3	0	3,96
		33%	38%	26%	3%	0%	
X2.6	Food product reviews on the Gofood platform influence my opinion of the food.	46	42	11	1	0	4,31
		46%	42%	11%	1%	0%	
X2.7	Food product reviews on the Gofood platform make it easy to find information about food.	45	35	15	5	0	4,14
		45%	35%	15%	5%	0%	
X2.8	Consumer reviews on Gofood allow consumers to compare similar menu items.	38	43	17	2	0	4,12
		38%	43%	17%	2%	0%	



X2.9	The more positive reviews a food product has on GoFood, the better its reputation.	37	41	18	4	0	4,03
		37%	41%	18%	4%	0%	
X2.10	The number of positive consumer reviews on a food product on Gofood determines the popularity of that food.	43	42	14	1	0	4,24
		43%	41%	14%	1%	0%	
	Total						4,10

Source: Processed primary data (2025)

The Online Customer Review variable was measured through ten indicators with a mean value of 3.96 to 4.31, indicating that respondents considered reviews on Gofood to be authentic, credible, clear, and informative. Positive reviews were considered to increase purchase intention, while negative reviews, with the highest mean of 4.31, were the strongest at decreasing purchase intention. Respondents also assessed the number of reviews as adequate and their content appropriate to product quality. Overall, customer reviews were perceived as significantly influencing purchasing decisions.

Frequency Distribution of Responses for the Purchase Decision Variable (Y)

Table 5. Frequency Distribution of Respondents' Responses to the Purchase Decision

No.	Variable Statement	Score					Mean
		SS	S	N	TS	STS	
Y1.1	I order food through Gofood because it suits my needs.	35	47	14	4	0	4,13
		35%	47%	14%	4%	0%	
Y1.2	I decided to buy food through Gofood because of an urgent need.	40	41	18	1	0	4,18
		40%	41%	18%	1%	0%	
Y1.3	Before ordering food through Gofood, I researched information (e.g., price, ratings, reviews).	40	42	17	1	0	4,19
		40%	42%	17%	1%	0%	
Y1.4	The information I obtained from the Gofood app influenced my purchasing decision.	33	55	12	0	0	4,09
		33%	55%	12%	0%	0%	
Y1.5	I compared several restaurant or food product options on Gofood before deciding to order.	29	68	3	0	0	4,23
		29%	68%	3%	0%	0%	

Y1.6	I considered customer reviews and ratings of several restaurants on Gofood before making my choice..	32	67	1	0	0	4,28
		32%	67%	1%	0%	0%	
Y1.7	After evaluating, I decided to buy food through Gofood.	35	52	10	3	0	4,16
		35%	52%	10%	3%	0%	
Y1.8	The food available on Gofood is my top choice compared to other platforms.	36	50	13	1	0	4,20
		36%	50%	13%	1%	0%	
Y1.9	I recommend others to buy food through Gofood.	36	39	21	4	0	4,03
		36%	39%	21%	4%	0%	
Y1.10	I will make repeat purchases through Gofood because I am satisfied with the service provided.	35	48	16	1	0	4,14
		35%	48%	16%	1%	0%	
	Total						4,16

Source: Processed primary data (2025)

The Purchase Decision variable was measured through ten indicators with a mean value of 4.03 to 4.28, indicating that respondents tended to agree to strongly agree with all statements. Consumers felt the need to purchase food practically, were aware of their needs, and sought information and read reviews before purchasing. They also compared products, considered discounts and reviews, which were the highest indicator (4.28), and considered purchasing through Gofood as an easy and convenient option. Furthermore, consumers felt satisfied after purchasing and were willing to make repeat purchases. Overall, these results indicate that purchasing decisions on GoFood are positive and consistent.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.775	2.133	-	6.925	0.000
	Price Discount	0.317	0.077	0.297	4.147	0.000

Online Customer Review	0.471	0.056	0.600	8.381	0.000
a. Dependent Variable: Purchase Decision					

Source: SPSS output, Primary data processed (2025)

The multiple linear regression equation above can be explained as follows:

1. The constant value obtained is 14.775. This means that if the independent variable is 0 (constant), then the dependent variable is 14.775.
2. The regression coefficient for Price Discount (X1) is positive at 0.317. This indicates that a 1% increase in Price Discount will increase Purchase Decision by 0.317.
3. The regression coefficient for Online Customer Reviews (X2) is positive at 0.471. This indicates that a 1% increase in Online Customer Reviews will increase Purchase Decision by 0.471.

Hypothesis Testing

T-Test

a. Price Discount Variable

Table 7. T-Test Description (Price Discount)

Independent Variable	t-count	t-table ($\alpha=0,05$; $df=n-k$)	Sig. (p-value)	Information
Price discount (X1)	4,147	1,985	0,000	H_0 is rejected, H_1 is accepted → Price discounts have a significant effect on purchasing decisions.

Source: SPSS output, Primary data processed (2025)

The t-test results indicate that Price Discount (X1) has a positive and significant effect on Purchase Decisions, with a calculated t-value of 4.147 > t-table value of 1.985. Therefore, H_0 is rejected and H_1 is accepted. It can be concluded that the discount program significantly contributes to increasing purchase decisions through Gofood.



b. Online Customer Review Variable**Table 8. T-Test Description (Online Customer Review)**

Independent Variable	t-count	t-table ($\alpha=0,05$; $df=n-k$)	Sig. (p-value)	Information
Online customer review (X2)	8,381	1,985	0,000	H_0 is rejected, H_1 is accepted → Online customer reviews have a significant influence on purchasing decisions

Source: SPSS output, Primary data processed (2025)

The t-test results indicate that the Online Customer Review variable (X2) has a positive and significant effect on Purchase Decisions, with a calculated t-value of 8.381 > t-table value of 1.985 ($df = 97$, $\alpha = 0.05$). Therefore, H_0 is rejected and H_1 is accepted, indicating that consumer reviews play a significant role in increasing food purchase decisions through Gofood.

F Test**Table 9. Description of the F Test**

F-count	Significance	Information
82,285	<0,001 ^b	H_0 rejected

Source: SPSS output, Primary data processed (2025)

Based on the ANOVA table, the calculated F value is 82.285 with a significance level of <0.001^b (<0.05). Since the significance value is much less than 0.05, it can be concluded that H_0 is rejected and H_1 is accepted. This means that price discounts and online customer reviews simultaneously have a significant effect on purchasing decisions for food products through Gofood in Bandar Lampung.



Coefficient of Determination Test (R^2)(R^2)**Table 10. Results of the Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,793 ^a	0.629	0.622	2.769
a. Predictors: (Constant), Online Customer Review, Price Discount				

Source: SPSS output, Primary data processed (2025)

The Model Summary results show an R-square value of 0.629, meaning that 62.9% of the variation in purchasing decisions is explained by price discounts and online customer reviews. The remaining 37.1% is influenced by factors outside the study, such as product quality, promotions, brand image, and other external factors

DISCUSSION**The Influence of Price Discounts on Purchase Decisions**

The t-test results indicate that Price Discounts have a positive and significant effect on Purchase Decisions. The more attractive the discount offered by Gofood, the higher the consumer's likelihood of purchasing. The mean score in the agree category confirms that discount programs are considered effective in increasing purchase intention. This finding aligns with the theory of Kotler and Keller (2016) and research by Azaria & Sagala (2022) and Irawan et al. (2024), which shows that the discount amount, validity period, and type of discounted product contribute to purchasing decisions.

The Influence of Online Customer Reviews on Purchase Decisions

The t-test results indicate that Online Customer Reviews have a positive and significant effect on Purchase Decisions. This means that the better the quality, quantity, and credibility of reviews on GoFood, the higher the consumer's likelihood of purchasing. The mean score in the agree category confirms the importance of reviews as a source of information that shapes consumer perceptions and trust. This finding aligns with the e-WOM concept of Kotler and Keller (2016) and research by Mutiasari et al. (2024) who stated that positive reviews drive purchasing decisions on food delivery services.

CONCLUSION AND RECCOMENDATIONS

This study concludes that Price Discounts (X1) and Online Customer Reviews (X2) have a positive and significant effect on Purchasing Decisions (Y) on GoFood services in Bandar Lampung. Price discounts increase consumer purchasing interest through the

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economic value offered, while positive reviews increase trust in product quality, thus driving purchasing decisions.

Based on these findings, Gofood and its restaurant partners are advised to tailor the types of food discounts to consumer preferences, maintain consistent product quality, and improve service quality and the effectiveness of price promotion strategies. Consumers are also advised to be more selective in assessing reviews to ensure more objective purchasing decisions. Future research is recommended to expand the research area and include other variables such as brand image, trust, or customer satisfaction to deepen understanding of the factors influencing purchasing decisions on online food delivery services.

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