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The Influence Of Price Perception On The Decision To Use The Buy Online Pick Up Feature (A Study On Users Of Digital Food Service Platforms In Bandar Lampung)

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Abstract

This study examines how perceived price impacts the decision to use the Online PICK UP feature on digital food service platforms in Bandar Lampung. This study utilized a quantitative, explanatory research design. Data were collected through questionnaires distributed to consumers in Bandar Lampung who use digital food services such as ShopeeFood, GoFood, and GrabFood and had used the Online PICK UP feature at least once within the last six months. Total of 385 informants were selected using purposive sampling, and the data were analyzed using linear regression with IBM SPSS 27. Consequence show that perceived price has positive also significant effect on decision to use Online PICK UP feature. This means that prices perceived as affordable, reasonable, and more advantageous than delivery services encourage consumers to choose the PICK UP feature. These findings conclude that the perceived economic value of the service plays an important role in influencing consumers' decisions to use the Online PICK UP feature.

Keywords: Perceived Price, Usage Decision, Buy Online Pick Up, Digital Food Service Platforms, Consumer Behavior

INTRODUCTION

Digital technology has significantly changed consumer patterns, especially in how people buy food and beverages. Marketing can use technology to enhance the effectiveness, convenience, and customer satisfaction during the purchasing process (Tjiptono, 2017). Consumers can choose the menu, make payments, and select the

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delivery or pickup method for their orders thru digital food service platforms. This is in line with Alfiani et al. (2023), who state practicality, ease of use, and convenience are the main factors driving users to use digital food services.

Digital food services in Indonesia are also growing very rapidly. According to Momentum Works (2024), in 2023, Indonesia was largest online food delivery service market in Southeast Asia. Additionally, according to We Are Social (2025), the digital food service platforms GrabFood, GoFood, and ShopeeFood had the highest transaction values in Indonesia, with values of 41.8 trillion rupiah, 31.1 trillion rupiah, and 16.0 trillion rupiah, respectively. This shows that digital food services have become an important component in the consumption habits of Indonesians.

The BUY ONLINE PICK UP feature, which allows customers to order online and pick up their orders directly at the store, is one of the new developments in digital food service platforms. With the ability to reduce wait times at restaurants and lower delivery costs, this feature is considered relevant for urban communities with high mobility (Suroso et al., 2023). Additionally, the PICK UP service means a shift in consumption models, increasingly blending online and offline experiences, giving customers more options to receive their orders (Simanjuntak et al., 2024).

The use of digital food service platforms is also rapidly growing in Bandar Lampung. According to Snapcart (2022), 82% of merchants use GrabFood, 71% use GoFood, and 28% use ShopeeFood. Additionally, Politeknik Negeri Lampung (2024) shows that the number of culinary SMEs using digital food platforms increased from 231 outlets in 2022 to 429 outlets in 2024. Data shows that the digital food service market in Bandar Lampung continues to grow, allowing more people to use the BUY ONLINE PICK UP feature.

Consumers consider aspects of convenience and price when choosing the "BUY ONLINE PICK UP" feature. According to Kotler & Keller (2023), price perception is the perception created by buyers about whether the price is affordable, fair, and commensurate with the benefits received (Kotler & Keller, 2023). Yasri et al. (2020) state that a positive price perception can encourage customers to purchase and reuse goods or services. When talking about the PICK UP feature, customers consider whether the service is more cost-effective compared to delivery services or direct purchases in-store. If the PICK UP feature is deemed more cost-effective because it does not incur shipping fees, the price perception will be more positive, and customers are more likely to use the feature.

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The research hypothesis for each independent variable can be formulated as follows:

H1: Price perception affects the decision to use the Online Order feature on digital food service platforms in Bandar Lampung.

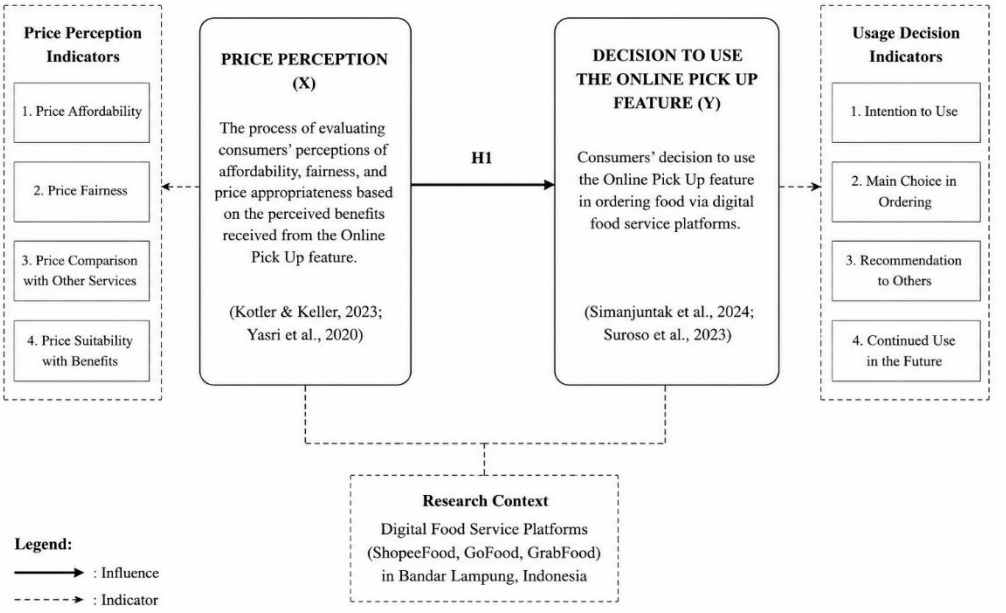


Figure 1: Research Framework

RESEARCH METHODS

Research uses an explanatory type of study to examine how price perception affects the decision to use the online pick-up purchase feature on digital food service platforms in Bandar Lampung. The criteria for respondents in this study are individuals who live or reside in Bandar Lampung at the time of data collection, frequently use digital food services such as ShopeeFood, GoFood, and GrabFood, and have used the PICK UP Online feature at least once in the past six months.

The purposive non-probability sampling method was used to collect sample. A total of 385 people were selected based on Cochran formula, which has a confidence level of 95% and margin of error of 5%. Research data were collected thru five-point Likert scale questionnaire distributed online via Google Form and with help of social media such as WhatsApp. Data were processed using linear regression analysis with IBM SPSS 27 program, and relationships between variables in this research were analyzed.

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RESULTS AND DISCUSSION OF RESULTS

Consequence of questionnaire distribution, 385 study respondents, who are users of digital food service platforms in Bandar Lampung and have knowledge of and have used the BUY ONLINE PICK UP feature, were identified based on gender, age, residence, occupation, and monthly income. Here is the table based on descriptive characteristics:

The majority of people participating in this study are male, 63.4%, and female, 36.6%, according to the respondent characteristics table. This means that the majority of people using the PICK UP Online feature on the online food service platform in Bandar Lampung in this study are men. This condition may be related to the PICK UP feature, which allows customers to choose their own order pickup times according to their daily activities. However, a significant number of women mean that various gender groups still use this feature.

Based on age, majority of informants (46.0%) are 18–25 year, 26–32 year (30.6%), also 32–50 (23.4%). This means that users of the PICK UP Online feature are predominantly from the younger age group. In addition to their tendency to use digital technology, this age group tends to be more open to services that offer convenience, practicality, and efficiency in meeting their daily consumption needs. In addition, in terms of residence, all respondents are entirely from Bandar Lampung, as it is one of the criteria for informants

Table 1: Informant Characteristics

No	Characteristics	Category	Percentage
1	Gender	Man	63,4%
		Women	36,6%
2	Age	18–25 year	46,0%
		26–32 year	30,6%
		32–50 year	23,4%
3	Domicile	Bandar Lampung	100%
4	Work	Student	39,2%
		Private Employee	20,5%
		Entrepreneur	17,9%
		Teacher/Lecturer	10,1%
		Housewife	4,7%

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		Civil Servant/Police/Military	3,1%
		Content Creator/Affiliate	2,9%
		Driver	1,0%
		Stock/Crypto Trader	0,5%
5	Monthly Income (Rp Million)	1 – 3	38,7%
		3 – 6	34,8%
		6 – 9	19,0%
		9 – 12	7,0%
		> 12	0,5%

Occupations, majority of informants are students at 39.2%, followed by private employes at 20.5%, entrepreneurs at 17.9%, and educators/teachers/lecturers at 10.1%. The remainder consists of housekeepers at 4.7%, civil servants/military/police at 3.1%, content creators/affiliates at 2.9%, drivers at 1.0%, and stock/crypto traders at 0.5%. The data above shows that the BUY ONLINE PICK UP feature is used by the majority of respondents with income between Rp1,000,000 and Rp3,000,000 at 38.7%, followed by those with income between Rp3,000,000 and Rp6,000,000 at 34.8%, those with an income between Rp6,000,000 and Rp9,000,000 at 19.0%, those with an income between Rp9,000,000 and Rp12,000,000 at 7.0%, and those with an income above Rp12,000,000 at 0.5%. This distribution means that the respondents are predominantly from low to middle-income groups. This condition means that the BUY ONLINE PICK UP feature attracts customers who consider costs, especially since this service may be cheaper than delivery services.

Table 2: Respondents' Assessment Results on Research Variables

Descriptive			
		Mean	Category
Price		3,9	Agree
		3,9	Agree

In quantitative research, validity testing is led to ensure that each statement item in questionnaire can accurately measure the research variable. Pearson Product Moment correlation was utilized to test validity, by linking the scores of each statement item to the aggregate variable score. Item is stated valid if calculated r value > table r value. Based on testing with 50 respondents, the table r value used is 0.279 at the significance level.

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Validity test consequence in Table 3, all statement items on Price Perception and Usage Decision variables have calculated r > r (0.279). All indicators are declared valid, also can be used as measurement instruments in subsequent analyzes.

Reliability testing is conducted to determine how consistently a research instrument can measure the same object at different times. The measuring instrument has a high level of stability and consistency, as demonstrated by a reliable instrument. If the instrument measures the same object repeatedly, Sugiyono (2023) states that the instrument is considered reliable. Cronbach's alpha measured reliability of instrument; alpha value among 0.61 also 0.80 is considered reliable, also value between 0.81 and 1.00 is considered very reliable.

Table 3: Validity Test Results

Variable	Item	r Calculated	r Table	Remarks
Price Perception (X)	X3.1	0,695	0,279	Valid
	X3.2	0,606		
	X3.3	0,679		
	X3.4	0,725		
	X3.5	0,656		
Decision on Use (Y)	Y.1	0,676	0,279	Valid
	Y.2	0,757		
	Y.3	0,738		
	Y.4	0,834		
	Y.5	0,485		
	Y.6	0,740		

Reliability test consequences in Table 4, the Price Perception variable obtained Cronbach's Alpha value of 0.694, thus it is declared reliable. Meanwhile, Usage Decision variable obtained Cronbach's Alpha value of 0.802, thus it falls into the very reliable category. Thus, all declaration items in both variables are considered consistent and appropriate for use in subsequent study analysis.

Table 2: Reliability Test Results

Variabel	Cronbach's Alpha
Price Perception	0,694

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The normality test verifies if regression model's residuals adhere to a normal distribution. Since regression analysis requires residuals with a normal distribution for the consequences to be reliable, this test is very important to conduct. This study uses a standardized P-P plot of residuals to test for normality. The regression model satisfies the normality assumption when data points are dispersed around and align with the diagonal line. This is in line with Wardhana (2024), who states that if the points on the graph form and spread along diagonal line, residuals are said to be normally distributed.

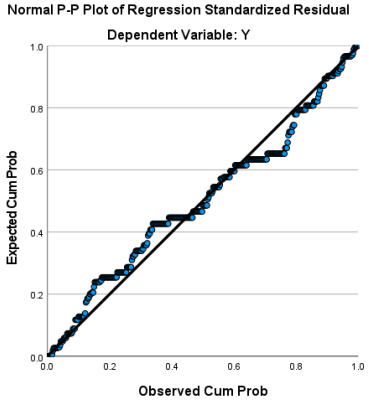


Figure 2: Normality Test Results

In the P-P normal plot graph, the normality test consequences show residual points are scattered around diagonal line also tend to follow its pattern. Although there are some outliers, the overall dispersion pattern remains around the diagonal line. Therefore, the normality assumption has been met, and the analysis can proceed because residuals from this research regression model are normally distributed.

The heteroscedasticity test is conducted to determine whether a good regression model does not experience heteroscedasticity. This is done to determine whether the residual variance from one observation to another is the same. In this study, the testing was conducted thru a scatterplot graph. The initial decision made in this study is that if the residual points do not form specific design also are randomly dispersed above also below number 0 on Y-axis, then the model is considered free from heteroscedasticity (Wardhana, 2024).

According to the consequences of the scatterplot graph, the residual points do not form a wavy, widening, or narrowing pattern; they are randomly scattered above also

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below number 0 on Y-axis. Regression model in this study exhibits no heteroscedasticity, confirming its suitability for subsequent analysis.

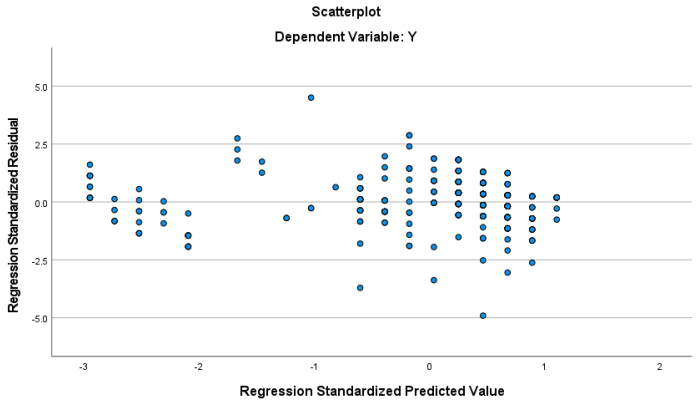


Figure 3: Heteroskedasticity Test Results

In quantitative research, simple linear regression analysis is used to determine direction and magnitude of impact of Price Perception (X) on decision to use the BUY ONLINE PICK UP feature (Y). Regression analysis serves to delineate the functional link between independent and dependent variables (Sugiyono, 2023). Unstandardized B Coefficient values in the Coefficient table are used as the basis for creating the regression equation in this research. Reliable.

In general, the regression model is expressed in form::

$$Y = a + bX$$

Explanation:

Y = Decision to Use the BUY ONLINE PICK UP feature

a = Constant

b = Regression coefficient

X = Reliable Price Perception

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.334	.077		4.311	<,001
	X	.920	.019	.927	48.408	<,001

a. Dependent Variable: Y

Figure 4: Results of Simple Linear Regression Test

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Data processing results, constant value of 0.334 also Price Perception regression coefficient of 0.920 were obtained. Thus, the simple linear regression equation in this research is:

$$Y = 0{,}334 + 0{,}920X$$

The results show that the decision to use the PICK UP Online feature will increase by 0.920 units if value of Price Perception increases by one unit. The relationship between Price Perception and Usage Decision is unidirectional, according to the positive regression coefficient. This means that consumers' perception of price is related to their perception of affordability, fairness, and the alignment of price with the benefits obtained. This is consistent with the research foundation that explains that price perception is related to consumers' perception of affordability, fairness, and the alignment of price with the benefits obtained.

T-test indicates impact of independent variable on dependent variable is only partly established. This test is conducted to determine whether Price Perception (X) exclusively affects the decision to use the PICK UP Online Buy feature (Y). Sugiyono (2023) states t-value also significance level can be used to see consequences of t-test. Hypothesis acceptance requires the t-count to exceed t-table also significance <0.05.

Table 3: t-Test Results

Variable	t Count
Price Perception	48,408

T-test revealed a t-value of 48.408 for Price Perception, with significance level < 0.001. This consequence leads to the rejection of H0 and acceptance of H1, as the p-value is less than the 0.05 threshold. Therefore, Price Perception has positive also significant effect on decision to use BUY ONLINE PICK UP feature on digital food service platform in Bandar Lampung. This finding shows that better the customer perception of affordability, fairness, also price benefits, more often they choose that feature.

Coefficient of determination measures proportion of dependent variable's variation explained by independent variable. R Square value is used to determine extent of contribution of Price Perception (X) to the decision to use the BUY ONLINE PICK UP feature (Y). Coefficient of determination in regression analysis serves to quantify how well model accounts for variations in dependent variable.

Figure Results of R^2 Test

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Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927[a]	.860	.859	.34926

a. Predictors: (Constant), X

b. Dependent Variable: Y

Figure 5: Results of R^2 Test

Results shown in Table 6, R^2 0.860 was obtained, indicating Price Perception variable can account for 86.0 percent of the variation in the Decision to Use the BUY ONLINE PICK UP feature, while the remaining 14.0 percent is due to other factors. Relationship between Price Perception and the Decision to Use is also indicated by R 0.927.

DISCUSSION

Research consequences show Price Perception has positive also significant impact on decision to use BUY ONLINE PICK UP feature on online food service platforms in Bandar Lampung. T-test consequences show this: t-value of 48.408 with significance level of less than 0.05, and a regression coefficient of 0.920, which is positive, found in simple linear regression analysis. Consequences show that customer perception of offered price is positively correlated with the amount of time spent using the BUY ONLINE PICK UP feature. Customers tend to consider factors such as price affordability, cost fairness, and financial benefits obtained when using this feature. Because there are no shipping costs, the PICK UP feature offers greater financial benefits than delivery services.

Lline with theory of Kotler and Keller (2023), which states that price perception is customer's perception of appropriateness and affordability of the price in relation to the benefits received. Consumers tend to choose services that are perceived to provide greater value than the cost incurred in terms of digital services. When customers find the PICK UP feature efficient also easy to use, more likely to use the service. Yasri et al. (2020) support this research by stating that a positive price perception can enhance purchase decisions and service reuse. Consumers usually conduct a rational evaluation before using digital services. This is especially true for the costs that need to be paid. Therefore, because it is considered more efficient and cost-effective compared to delivery services, the BUY ONLINE PICK UP feature becomes an attractive option.

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Furthermore, this study supports findings of Azizi et al. (2024), which found that consumers' choices to use digital food services and their willingness to reuse are impacted by price fairness. Consumers prefer to use services that can provide the best benefits at a lower cost. In this study, most of the participants came from low to middle-income groups, making price a very important factor when choosing a service. R^2 0.860 means Price Perception can explain 86.0 percent of the variation in the decision to use the BUY ONLINE PICK UP feature. Other factors outside the study, such as ease of use, promotions, service quality, and consumers' digital lifestyles, impact the remaining 14.0 percent. Therefore, price perception plays important role in encouraging customers to use the BUY ONLINE PICK UP feature in their daily lives.

CONCLUSION

The study indicates that price perception has an important role in influencing consumers' decisions to use the BUY ONLINE PICK UP feature on digital food service platforms in Bandar Lampung. Consumers are more interested in using the feature when the offered price is considered affordable, reasonable, and beneficial compared to delivery services. The absence of shipping costs and the flexibility of the service also encourage consumers to choose the PICK UP feature in their daily activities. The findings further show that pricing strategies can affect consumer preferences in digital food services, especially among users who prioritize efficiency and economic value. Therefore, digital food service providers are expected to maintain competitive pricing and continue improving the value offered through the BUY ONLINE PICK UP feature, while future studies may examine other factors related to consumer behavior, such as convenience, promotions, and service quality.

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