

The Influence Of Grabfood Prices And Promotions On Purchasing Decisions At KFC Kedaton Bandar Lampung During The Covid-19 Pandemic

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Abstract

KFC Kedaton Bandar Lampung collaborates with PT Grab Indonesia to utilize the GrabFood feature to minimize losses during the COVID 19 pandemic. Using the GrabFood feature really helps to increase sales. KFC Kedaton Bandar Lampung utilizes the GrabFood feature to maintain the number of buyers to remain significant or even increase. Through the GrabFood application , the KFC company collaborates with PT Grab Indonesia to provide promotions to attract consumers' attention to make purchases .. The aim of this research is to find out the influence of GrabFood prices and promotions on purchasing decisions at KFC Kedaton Bandar Lampung during the Covid-19 pandemic . This research uses quantitative research methods . Data analysis uses multiple linear regression analysis . Based on the results of the research and discussion, it can be concluded that there is a positive and significant influence of price on purchasing decisions at KFC Kedaton Bandar Lampung, which means H_a is accepted and H_o is rejected, where the better the price the more purchasing decisions at KFC Kedaton Bandar Lampung. There is a positive and significant influence of the Grab Food promotion on purchasing decisions at KFC Kedaton Bandar Lampung, which means H_a is accepted and H_o is rejected, where the better the Grab Food promotion will increase purchasing decisions at KFC Kedaton Bandar Lampung. There is a positive and significant influence on Grab Food prices and promotions Simultaneously there is a purchasing decision at KFC Kedaton Bandar Lampung , which means H_a is accepted and H_o is rejected, where



the better the price and promotion of Grab Food will increase the purchasing decision at KFC Kedaton Bandar Lampung .

Keywords: Price, Promotion, Purchase Decision, KFC Kedaton .

INTRODUCTION

Economic progress in this era has grown more advanced, resulting in intense competition among business people. This competition is increasingly visible among marketers with the same type of goods or services . People prefer things that are instant because they save more time and are easier to serve. Products that can be served instantly are fast food. The fast food that has become a favorite among the majority of Indonesian people recently is fried chicken. In Indonesia itself, the fast food company that produces fried chicken has various brands, for example KFC, McDonald's, CFC, Texas Chicken. One of the fast food companies that produced the world's first fried chicken was KFC. The KFC company has many branches in several areas, one of which is in the Kedaton area of Bandar Lampung.

In 2020, all countries around the world were busy with the COVID 19 pandemic which caused sales of all products to decline. The COVID-19 pandemic started to enter Indonesia in March 2020 and has been going on for seven months. The total number of confirmed COVID-19 patients in Indonesia is 324,658 people, while in West Java there are 26,258 people.

According to news reported by CNBC Indonesia, the COVID-19 pandemic has also affected sales at fast food restaurants in Indonesia, especially KFC. According to the head of the KFC Kedaton Bandar Lampung branch, during the pandemic, sales of KFC Kedaton Bandar Lampung decreased by 15% in the first three months of the pandemic. The income received by KFC Kedaton Bandar Lampung before the pandemic could reach 1 billion per month, while KFC Kedaton Bandar Lampung's income during the pandemic experienced a decline in income to 800 million per month.

In the current era of industrial revolution 4.0, technological advances in the information sector and advances in the digital sector are developing very quickly. The internet network can be used by people in every corner of the world. The developments in this era make it easier to carry out buying and selling activities online *using mobile devices* . One of the frequently used *mobile devices is applications (apps)*. This is very beneficial for business people in the current pandemic conditions. Nowadays, the majority



of companies already use an application that functions as a product *branding agent*, namely a web or e-commerce application .



Figure 1. Graph of internet users

The graph shows that Internet network usage in Indonesia in 2020 increased from 25 million (17.12%) to 175.4 million from Indonesia's population of 272.1 million based on APJII survey results. *Online* marketing itself has the function of attracting customers' attention so that it creates a feeling of wanting to own a product that has been marketed (Fadly & Sutarna, 2020).

According to Upadhyay et al. (2020) The food delivery service business is one of the most growing businesses in the world of digital marketing. According to research, around 50.8% of people will order food delivery services because they prefer not to cook, they do this because with food delivery services they can get their food easily in less than an hour.

Indonesia has entered an era where new types of *online businesses* such as Grab, Gojek, and so on are starting to develop in Indonesia. This business offers services for delivering passengers, goods and ordering food online *via* an application on a smartphone. PT Grab Indonesia is an example of a company that offers *online* taxi and motorbike taxi ordering services which was launched in June 2012. In Indonesia, Grab application users have reached 18 million users. Currently, Grab provides culinary services that can be of special interest to the wider audience. One of the features is promised as a new innovation that offers effectiveness in the ordering and ordering process as well as serving food to customers using a food delivery service called *GrabFood* .

KFC Kedaton Bandar Lampung collaborates with PT Grab Indonesia to utilize the *GrabFood* feature to minimize losses during the COVID 19 pandemic. Using the *GrabFood* feature really helps to increase sales. KFC Kedaton Bandar Lampung utilizes the *GrabFood* feature to maintain the number of buyers to remain significant or even increase. Through the *GrabFood* application, the KFC company collaborates with PT Grab Indonesia to provide promotions to attract consumers' attention to make purchases.

Sales figures in 2020 experienced a decline due to the COVID 19 pandemic in Indonesia. At the end of March, when the COVID 19 pandemic emerged in Indonesia, KFC's sales level experienced a fairly large decline in sales. The Head of the KFC Kedaton Bandar Lampung Branch said that sales in the first three months after the pandemic emerged decreased by 15% compared to sales before the pandemic. This is due to government regulations that require social distancing. However, in the last three months starting from July sales began to increase because Grab had started operating.

The increase in KFC sales is due to *online applications* such as Grab. Ordering food via the Grab application during the pandemic can reach 200 transactions per day on weekdays with a turnover of around 15 million rupiah per day and doubles on holidays. Transactions via the Grab application during the pandemic increased by almost 50% from a total of around 500 transactions per day. By ordering via *GrabFood*, KFC Kedaton Bandar Lampung can minimize losses to 10% from the previous total loss of 15%. *GrabFood* itself has been the backbone of KFC's sales in the last three months following the pandemic.

The main factor in determining a consumer's purchasing decision is the price of the product. Price is the amount of money to be paid for a product or service, and the amount of value that consumers exchange to benefit from ownership of the use of a product or service (Vallery, 2020). According to Lupiyoadi (2001) in (Ghanimata, 2012) describes that pricing strategy is the most appropriate way to provide value to consumers and can influence a consumer's decision to make a purchase.

Apart from implementing a pricing strategy, to increase public awareness of a product and to increase the public's desire to make product purchasing decisions on the *GrabFood* application, the strategy that a company must carry out is to carry out promotions. According to (Kotler, 2005) promotion is an effort to convey information, communicate, carry out marketing, and sell products or services to many people. Promotion according to Kotler in (M. Kevin Alpioka, 2020) is one part and a process of



marketing strategy to communicate with consumers through the promotional mix carried out.

Pricing and promotions will influence a consumer's purchasing decision. Purchasing decisions are the buyer's view of brands that are in the buyer's preference group and expectations for shopping for brands that he really likes (Kotler, 2005). Buyer decisions have a definition, namely all procedures carried out by buyers to identify difficulties, investigate problems, seek solutions, evaluate options, and determine choices between their purchases (Amron, 2018).

Purchasing decisions according to Kotler and Keller (2016: 195) in (Adriansyah et al., 2020) are a stage where a consumer will select a product from various existing options so as to produce a decision to purchase one product until it reaches behavior. post-purchase. According to Buchari Alma (2011:96) in (KUSNANTO et al., 2020) said that "purchasing decision is a decision that can be taken by consumers which can be influenced by technology, financial economics, technology, politics, culture, product, price, location. , promotion, physical evidence, people and process, and therefore can produce consumer behavior which aims to process various information and produce conclusions in the form of responses that arise to buy a product." This stage begins when a consumer feels a need (search for a problem). After feeling this need, what consumers do is look for information about the needs they want. After looking for information, the consumer will find several alternative product choices, then in the end the consumer will choose an item and will make a decision whether the product they want to buy or not. No.

Promotions and cheaper prices offered by the *GrabFood feature* will make people tend to prefer using the *GrabFood feature* because by using the *GrabFood service* the prices they get can be cheaper and with the promotions carried out by both consumers will be more interested in using the *GrabFood application* to order food . The change in consumer habit patterns during this pandemic will certainly change consumer mindsets regarding consumer purchasing decisions via *online* or *offline applications* .

LITERATURE REVIEW

Management is a process of planning, organizing, leading and supervising the efforts of organizational members and the use of other resources for these activities so that they are carried out in accordance with the stated objectives. Experts define management as a science and art of carrying out a series of interrelated activities by utilizing various resources to achieve a predetermined goal. The statements of several



experts are as follows: Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal (Sabran, 2010).

Management is the process of getting activities completed efficiently and effectively with the through other people, Management is a process for obtaining comprehensive activities efficiently and effectively with and through other people (Parasuraman, 2013). Based on the definition above, it can be concluded that management is the science and art of managing, planning, organizing, directing, coordinating and supervising the process of utilizing human resources and other resources effectively and efficiently to achieve the goals set by an organization.

Marketing does not only consist of sales activities, but marketing contains activities that can provide profitable values to consumers , by identifying various consumer hopes and desires with the aim of creating consumer satisfaction. With good marketing implementation, companies can maintain their position in the market even though they are faced with difficult situations (Barusman , 2019) .

The definition of marketing according to Sabran (2010): the definition of marketing is : Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and freely exchanging valuable products with other parties . Meanwhile, according to Parasuraman (2013) as follows : marketing is an activity that distributes goods and services from producers to consumers.

Based on the definition above, it can be concluded that marketing is a social and managerial process for individuals and groups to fulfill needs and desires, offer and exchange (value) products with other parties, where this is also expected to provide satisfaction to consumers or Another conclusion is that marketing activities are a process of planning, implementing pricing concepts, promotion and distribution of goods, services and ideas to create targeted exchanges.

In order for marketing activities to be carried out well, a process of planning, organizing, implementing and controlling is needed . This process is a function of management so that in marketing processes and activities, the company can fulfill consumer needs and desires .

The definition of marketing management according to Parasuraman (2013) is Marketing Management is the activity of analyzing, planning, implementing and supervising all activities (programs), in order to obtain a profitable level of exchange with target buyers in order to achieve organizational goals. Meanwhile, according to Sabran



(2013) the meaning of marketing management is: The process of planning and implementing conception, determining pricing, promotion and distribution of ideas for goods and services to produce exchanges that meet individual and organizational goals. Meanwhile, according to Laksana (2013), the definition of marketing management is : The process of planning and implementing ideas, setting prices, promotions and measuring ideas for goods and services to create exchanges that meets individual and organizational goals.

concern to every marketer, namely the marketing *mix* , *where* the marketing mix is a tool for marketing which consists of various elements of a marketing program that is determined to run successfully. The marketing mix consists of anything a company can do to influence demand for its products. In other words , the marketing mix is a concept for company activities in achieving company goals by making marketing activities more effective. The marketing mix for goods products that we know so far is different from the marketing mix for services. This is related to the differences in characteristics between services and goods.

According to Tjiptono (2013), the Marketing Mix is defined as follows: The marketing mix is a set of tools used by marketers to form the characteristics of the services offered to customers. Meanwhile, according to Mollan (2007), they are: A set of marketing tools that a company uses to continuously achieve its marketing goals in the target market Meanwhile, according to Sabran (2010), these marketing tools are classified into four broad groups which are usually called the 4Ps. Namely Product , Price , Place , and *Promotion* .

METHODOLOGY

This research is a quantitative type of research. The population in this study were all KFC Kedaton Bandar Lampung consumers who were observed for 1 month. The number of samples to be studied is 96 respondents. Quantitative analysis is analysis used for data in the form of numbers that can be measured or calculated. The purpose of this analysis is to find out how much influence a variable or other variables have quantitatively. This analysis uses calculations through statistical methods and to make data analysis easier. So this research uses SPSS 17 *software* . The model used for data analysis in this research uses Multiple Linear Regression analysis. Linear regression is a statistical tool used to determine the influence of one or more independent variables on a dependent variable. Multiple regression analysis is a dependency technique. Variables will be divided



into dependent/bound variables (Y) and independent/free variables (X). This analysis shows that the dependent variable will be affected (depend) on more than one independent variable.

The multiple regression equation according to Sugiyono and Wibowo (2002) is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information :

Y = Consumer purchasing decision

X₁ = Price

X₂ = Promotion

b₁₋₂ = Regression Coefficient

a = Constant

e = *Error* (another independent variable outside the regression model)

RESULTS AND DISCUSSION

Based on the results of research and data processing, the following multiple linear regression analysis data was obtained:

Table 1. Multiple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,969	1,855		10,830	,000
Price	,657	,122	,083	3,536	,031
Grab Food Promotion	,713	,063	,141	4,127	,026

a. Dependent Variable: Purchase decision

Source: Processed data (2022)

Based on the table above, then enter into the equation:

$$Y = 7,969 + 0.657 X_1 + 0.713 X_2 + e$$

The results of this equation show that Grab Food prices and promotions have a positive and unidirectional effect on purchasing decisions



1. Every time there is an increase in the value of the price variable, purchasing decisions will increase.
2. Every time there is an increase in the value of the Grab Food promotion variable, purchasing decisions will increase.

Based on the information above, it can be concluded that the regression coefficient value for Grab Food promotions is greater than price on purchasing decisions at KFC Kedaton Bandar Lampung.

The t test is used to show whether an independent variable individually influences the dependent variable (Ghozali, 2011). Test criteria with a significance level (α) = 0.05 are determined as follows:

If $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected and H_a is accepted.

If $t_{\text{count}} < t_{\text{table}}$, then H_0 is accepted and H_a is rejected.

Based on the results of research and data processing, it is obtained:

Table 2. t test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,969	1,855		10,830	,000
Price	,657	,122	,083	3,536	,031
Grab Food Promotion	,713	,063	,141	4,127	,026

a. Dependent Variable: Purchase decision

Source: Processed data (2022)

Based on table 4.12, it is known that the calculated t test result for the price variable is 3.536 ($t_{\text{calculated}} = 3.536 > t_{\text{table}} = 2.045$) and $\text{sig} = 0.000 < 0.05$ which means that there is an influence of price on purchasing decisions at KFC Kedaton Bandar Lampung. The calculated t test result for the Grab Food promotion variable was 4.127 ($t_{\text{calculated}} = 4.127 > t_{\text{table}} = 2.045$) and $\text{sig} = 0.026 < 0.05$ which means that there is an influence of the Grab Food promotion on purchasing decisions at KFC Kedaton Bandar Lampung.

The simultaneous F test is used to show whether all the independent variables included in the model have a joint influence on the dependent variable. The F test is carried out by comparing calculated F and table F. The F table can be searched based on the

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statistical table at a significance of 0.05, $df = k-1$ or $2-1 = 1$ and $df_2 = nk$ or $96-2 = 94$ (k is the number of independent variables), the number obtained is 2.96. From the analysis results, the output results are obtained in the following table:

Table 3. F test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	272,621	2	90,874	22,650	,000 ^a
Residual	353,063	93	4,012		
Total	625,685	95			

a. Predictors: (Constant), Price, Grab Food Promotion

b. Dependent Variable: Purchase decision

Source: Processed data (2022)

Based on the simultaneous test results from the table above, it is obtained that $F_{count} = 22.650 > F_{table} = 2.96$, which means that there is an influence of price, Grab Food promotions, and salary on purchasing decisions at KFC Kedaton Bandar Lampung.

The coefficient of determination aims to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination value is $0 < R^2 < 1$. A coefficient of determination that is close to one means that the independent variables provide almost all the information needed to predict the dependent variable. The use of *R square* is biased towards the number of independent variables included in the model. Every time an independent variable is added to the model, the *R square* will definitely increase regardless of whether the independent variable has a significant effect or not. Unlike *R square*, the *adjusted R square value* can increase or decrease if there are additional independent variables into the model (Ghozali, 2011)

Table 4. Determinant Coefficient Test Results (*Adjust R²*)

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	,660 ^a	,436	,416	2.00302

a. Predictors: (Constant), Price, Grab Food Promotion,

Source: Processed data (2022)



The results of the R value test table are 0.660, meaning the relationship between the independent variables (Grab Food prices and promotions) and the dependent variable (purchasing decisions) is 66%. Meanwhile, the coefficient of determination *R square* is 0.436. This means that all independent variables (X) which include price and Grab Food promotions have a joint contribution of 43.6% to the related variable (Y) purchasing decisions while the rest is explained by other factors outside of this research.

The Influence of Price on Purchasing Decisions

calculated *t* test for the price variable, it is 3.536 ($t_{\text{calculated}} = 3.536 > t_{\text{table}} = 2.045$) and $\text{sig} = 0.000 < 0.05$ which means that there is an influence of price on purchasing decisions at KFC Kedaton Bandar Lampung, which means H_a is accepted and H_o is rejected, where the better the price will increase purchasing decisions at KFC Kedaton Bandar Lampung.

Price from a marketing perspective is a monetary or other measure (including goods and other services) that is exchanged to obtain the right to own or use a good or service (Dinawan, 2010). Price in consumer perception is something that is given or sacrificed to obtain a product (Dinawan, 2010). From this consumer's perspective, price is often used as an indicator of *value* when the price is related to the perceived benefits of a good or service. *Value* can be defined between perceived benefits and price (Wahyudi, 2012).

In a narrow sense, price is the amount charged for a product or service. Price is the only element in the marketing mix that generates revenue because all other elements represent costs. Price is also the most flexible element of the marketing mix, unlike product features and supplier commitments, prices can change quickly (Kotler, 2013).

The Influence of Grab Food Promotions on Purchasing Decisions

Based on the results of the *t* test for the Grab Food promotion variable, it is 4.127 ($t = 4.127 > t_{\text{table}} = 2.045$) and $\text{sig} = 0.026 < 0.05$ which means that there is an influence of Grab Food promotions on purchasing decisions at KFC Kedaton Bandar Lampung, which means H_a is accepted and H_o is rejected, where the better the Grab Food promotion will increase purchasing decisions at KFC Kedaton Bandar Lampung.

Promotion is an effort to introduce products to potential consumers so they buy the products offered. Promotional activities are considered capable of reaching potential consumers widely. Determining a promotional strategy must be planned well so that the promotional target, namely consumers, is right on target.



Promotion according to Swastha and Irawan (2008) is a one-way flow of information or persuasion created to direct a person or organization to action that creates exchange in marketing. In terms of promoting company products, something called marketing communications is needed. With marketing communications, a producer can try his best to attract consumers to buy the product.

The definition of promotion according to Swastha (2009) is non - individual communication with cool cost, through various media Which done by companies , institutions non profit as well as individuals. Promotion according to Tjiptono (2014) is a marketing activity that seeks to disseminate information , influence or persuade and remind the target market of the company and its products . so that willing accept , m e buy, and loyal on product Which offered by the company Which concerned. From description definition pro motion according to a number of experts above, it can be concluded that promotion is activity Which done by companies by influencing consumers in a way direct or indirect For increase o m zet sellers through the creation of exchanges in the marketing of goods .

CONCLUSION

Based on the results of research and discussion, it can be concluded that

- a. There is a positive and significant influence of price on purchasing decisions at KFC Kedaton Bandar Lampung, which means H_a is accepted and H_o is rejected, where the better the price the more purchasing decisions at KFC Kedaton Bandar Lampung.
- b. There is a positive and significant influence of the Grab Food promotion on purchasing decisions at KFC Kedaton Bandar Lampung, which means H_a is accepted and H_o is rejected, where the better the Grab Food promotion will increase purchasing decisions at KFC Kedaton Bandar Lampung.
- c. There is a positive and significant influence on Grab Food prices and promotions Simultaneously there is a purchasing decision at KFC Kedaton Bandar Lampung , which means H_a is accepted and H_o is rejected, where the better the price and promotion of Grab Food will increase the purchasing decision at KFC Kedaton Bandar Lampung .

Based on the conclusions above, the suggestions that researchers can give are:

- a. It is hoped that KFC Kedaton Bandar Lampung can continue to improve promotions by improving designs or types of promotions that are attractive and can be easily understood by consumers and can influence consumers so that purchasing decisions



are made.

- b. It is hoped that KFC Kedaton Bandar Lampung's management will pay more attention to price factors and there needs to be consideration of prices.

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