

The Influence of Promotions, Prices, Online Customer Ratings and Lifestyle on Gofood Purchase Decision Making on the Gojek Application in Malang City

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ABSTRACT

The rapid development of technology in the era of globalization has brought significant changes in various aspects of life, including in the field of e-commerce and the digital economy. One of the innovations that has emerged is an online food delivery service, with Gojek through the GoFood feature becoming one of the main players in Indonesia. GoFood has become a service that is widely used by the public, excelling in terms of convenience, menu diversity, and transaction security. However, amid its popularity, GoFood faces several challenges. In terms of promotions, there are complaints about confusing terms and invalid promo codes. Prices on GoFood tend to be more expensive than direct purchases due to additional costs. Online rating systems also face problems such as alleged manipulation and lack of objectivity. In addition, the use of GoFood also affects people's lifestyles, potentially encouraging consumptive behavior and reducing direct social interaction. This study aims to measure the influence of promotions, prices, online customer ratings and lifestyle on purchasing decision-making. The population in this study is consumers who use GoFood services with a sample of 272 respondents taken by the non-probability sampling technique (purposive sampling). The analysis method used is multiple linear regression analysis. To obtain the test results in this study, a classical assumption test is carried out. namely normality test, multicollinearity test, heterokedasticity test, autocorrelation test, and then hypothesis test using the Statistical Package for the Social Sciences (SPSS 22). The results of the study show that promotions, prices, online customer ratings, and lifestyle simultaneously have a significant effect on GoFood purchase decisions. Partially, price and lifestyle variables have the most significant influence, followed by price and online customer ratings.

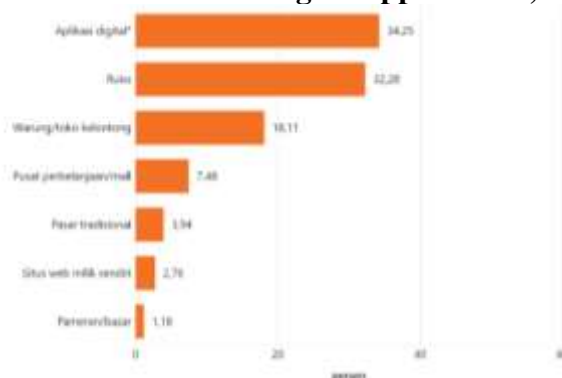
Keywords: Purchase Decision, Promotion, Price, Online Customer Rating, Lifestyle

INTRODUCTION

The era of globalization continues to experience increasingly rapid and sophisticated technological developments. Technology still plays an important role for society to continue to adapt and compete to create innovations that facilitate various aspects of human life, such as presenting products that support technology-based activities. *E-commerce* It is one of the three important parts of the digital economy, namely, the use of information technology to create markets or consumers of goods and services. (Maruf, 2022). At this time, the advancement of the digital era makes it easier for everyone to buy and sell online, one of which is in the culinary field. The rapid growth of this technology-based affects the behavior of today's society. (Christopher & Hutapea, 2022). Lamberton and Stephen write that digital applications carry out digital marketing using new methods that can reach consumers, sell, disseminate information related to sales products, build closeness with consumers and provide support services through the use of digital media. (Sholihannisa & Ma'sum in Service, 2022)

Reporting from katadata.co.id, digital applications are the main choice for marketing the sales of MSME actors to consumers directly

Figure 1
MSME actors who market in digital applications, 2024



Source: (Databoks.katadata.co.id)

The supporting factor for the growth of the culinary business today is the high mobility and busyness of the community, which expects everything to be faster and more practical, including in terms of meeting daily food needs. The rapid development of technology is driving the growth of the financial and technology sectors in a more efficient and modern way. Technology facilitates various activities in our lives. In the midst of today's global economy, it is important to implement technological innovation. Today's technological innovations also include the development of *e-commerce business models*, which are not only limited to the retail sector or product market, but also penetrate into transportation services.

There are several factors that consumers consider in making purchase decisions, and one of the factors considered by consumers in making purchase decisions is promotion, consumers consider promotions which is one of the important factors in influencing consumer purchase decisions. According to research conducted by Prasetyo and Yulianto (2018), promotion has a positive and significant effect on GoFood purchase decisions. This means that the more intense the promotion carried out by GoFood, the higher the interest of consumers to make purchases through the application. Some of the forms of promotions that GoFood carries out and have an impact on purchase decisions include promotions through social media, the provision of discount coupons, referral programs, advertisements, and so on. The promotion is able to attract the attention of potential consumers, increase the positive image of GoFood, and encourage consumers to make purchases immediately (Prasetyo, D.A. and Yulianto, 2018). Thus, it can be concluded that promotions are effective in influencing GoFood purchase decisions. The more attractive and intensive the promotions are carried out, the more consumers will decide to buy GoFood

products/services. The promotion is held as obtained directly from the application on May 6, 2024 with various kinds of promotions given. The following data obtained from promotions on GoFood and promotions that are competitors are as follows:

Table 1
Types of Gofood, Shopefood and Grabfood Promotions

GoFood	ShopeFood	GrabFood
Food discounts from 15k-50k	Discount 100% up to 25k	Discount up to 150% + 5k
Extra discount up to 55%	Jumbo discount free shipping up to 40k	Discount 10% up to 15k min order 50k
Discount shipping costs up to 12k with a min order of 40k (GoFood Plus subscription)	Free shipping discount up to 10k (subscribe to Shope FoodMAX)	Free shipping 10k

Source : Gojek, Shopee and Grab (2024)

Based on table 1 above, it can be seen that the promotions carried out by GoFood are less attractive when compared to ShopeFood and GrabFood, this is due to the promotion requirements that are confusing or difficult to meet by some consumers, they complain that the requirements to get promos are too complicated or unclear, so that they fail to get the promos offered. Invalid or problematic promo codes, it is not uncommon for promo codes provided by GoFood to experience errors or cannot be used, making consumers disappointed because they cannot enjoy the promised promos. And the promo period is too short. According to one consumer who complained on MediaKonsumen.com said that subscribing on Gofood Plus is not profitable because before subscribing, consumers are promised big discount promos for many merchants. However, after becoming a Plus customer, promos that previously had discounts and shipping discounts for most merchants, actually disappeared. This clearly shows fraud in product promotion. Consumers hope that GoFood can re-evaluate its promotion policy to be more transparent and not deceive consumers and review customer service to be more accommodating in handling customer complaints. In addition to Promotions, Price is also one of the factors in consumer purchase decisions. Price is a sum of money that is used as a benchmark of value if the price is linked to the perceived benefits of an item that is agreed upon and accepted by consumers (Achidah et al., 2016). The price in the Go-food service has a slight difference in being more expensive than the price of the cooperating merchant, this is due to the profit-sharing fee with GO-JEK of 20% (percent) and still coupled with the delivery cost on the GoFood service makes the price of GoFood more expensive than the price of direct purchase at the merchant (Gojek.com, 2020). According to (Wayan & Suprapti, 2018) Price affects customer satisfaction significantly, so the price effect tends to be slightly more expensive than the purchase price directly at the merchant. In the marketplace, reviews from consumers who have bought products are information for other prospective customers, these reviews are in the form of stars or stars with a total of one to five. The more stars that consumers give to these online figures, the higher the level of trust for the marketplace and consumers (Siti Noor Aisyah & Syaiko Rosyidi, 2023). Online customer rating helps online figures to build a good image so that there is no consumer doubt about an online figure. In a purchase decision on an online figure in the marketplace, consumers often see how many stars are in the review of an online figure, the higher the rating, the higher the purchase decision will be made. This is supported by research from (Tseng et al., 2019) (Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., Kannan, 2019) Online reviews and ratings have a positive effect on the purchase intention of online food delivery services. Ratings and reviews help

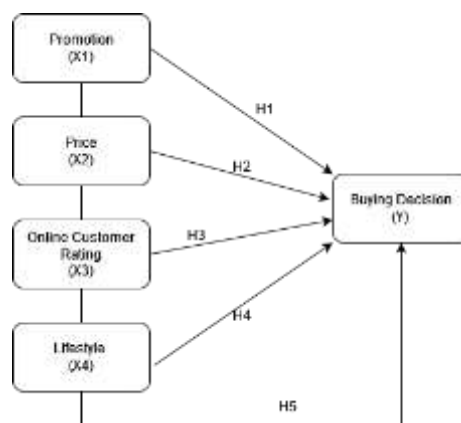
customers to evaluate the quality of service before making a purchase. Rating is an assessment given by customers who have made a purchase, this helps other consumers to know what menu or product they like or dislike the most.

There is a phenomenon where there is a rating war between *similar merchants* on GoFood. They try to bring down competitors' ratings by giving low ratings or on the contrary inflating their own ratings unnaturally. In some cases, there are allegations of fake ratings or rating manipulation on GoFood. For example, giving a high rating that does not correspond to reality or a low rating that is given deliberately to bring down a certain merchant. Sometimes there is a phenomenon where the ratings given by consumers are not relevant to the actual experience. For example, low ratings due to shipping delays that are not caused by the merchant. There are times when the ratings given by consumers seem less objective or too subjective. This can be due to factors such as individual tastes, moods, or personal experiences that cannot be generalized. Some merchants or consumers tend to pay too much attention to ratings on GoFood. They consider ratings to be the only benchmark of quality, ignoring other factors that are also important. Thus, it can be concluded that online customer ratings and other customer reviews play an important role in influencing GoFood purchase decisions. Positive ratings and reviews tend to increase customer trust and purchase intention.

Lifestyle is one of the elements that can influence purchase decisions (Marini, 2022), in the development of society today has an effect on the evolution of behavior. One example is behavior that involves using the app with full awareness of purchase, reflecting a respect for the shopping experience (Abraham B. Nomleni et al., 2023). Lifestyle is a motto chosen by consumers to live life through activities, interests, opinions, attitudes, consumption and expectations (Novandalina et al., 2023). This lifestyle affects the needs and attitudes of consumers and influences the way they use products. Consumer lifestyles, such as income levels or social environments, can influence and guide their decisions in making purchases (A. M. Amin & Yanti, 2021). The busy urban lifestyle in big cities makes people tend to have a busy and dense lifestyle. GoFood is a practical solution for those who do not have time to cook or visit restaurants in person, the ease of ordering food through GoFood can encourage consumptive behavior where it is easier for people to spend money to buy food from outside than to cook themselves. People can enjoy food without having to interact directly with others. This may reflect a more individualistic lifestyle and a lack of physical social interaction. A digital lifestyle that is increasingly prevalent in the modern era. People are increasingly accustomed to doing activities such as ordering food online through applications or digital platforms.

Mindset

Figure 2
Research Hypothesis



Hypothesis

- H.1 It is suspected that the Promotion has a positive & significant effect on the Purchase Decision
- H.2 It is suspected that Price has a positive & significant effect on Purchase Decisions
- H.3 It is suspected that Online Customer Rating has a positive & significant effect on Purchase Decisions
- H.4 Suspected Lifestyle Has a Positive & Significant Effect on Purchase Decisions
- H.5 Suspected Promotion, Price, Online Customer Rating and Lifestyle Simultaneously Affect Purchase Decisions

METHOD

This study uses a quantitative method with an explanatory research approach. The quantitative method was chosen because it is based on the philosophy of positivism and aims to test the hypothesis that has been established. The explanatory research approach is used to explain the relationship between the hypothesized variables.

Sample

This study uses non-probability sampling techniques, especially purposive sampling, to determine the sample. The sample criteria include GoFood users in Malang City who are at least 17 years old. The sample number was determined using Isaac and Michael's table, with an unknown population ($N = \infty$) and a 10% error rate, resulting in 272 respondents. The selection of this method is based on the consideration that not all members of the population have the same opportunity to be selected as a sample, and the sample is selected based on criteria relevant to the purpose of the study (Sugiyono, 2014 in Taman & Wibowo, 2018).

Data Collection

Data collection was carried out through a survey using an online questionnaire distributed to 272 respondents through Google Forms. The questionnaire contains written questions that are relevant to the research objectives and must be answered by respondents who meet the criteria. This method was chosen to collect information systematically and efficiently from a predetermined sample.

Data Analysis Techniques

Validity Test

The validity test was carried out to evaluate the validity of the questionnaire as a data collection instrument. The questionnaire is considered valid if the questions are able to measure exactly what you want to measure. The results of the calculation of the validity test of each question item determine whether the items are valid in measuring the concept or variable being studied. It was carried out on five research variables, namely Promotion (X1), Price (X2), Online Customer Rating (X3), Lifestyle (X4), and Purchase Decision (Y). The test uses a significance level of 5% with degrees of freedom ($df = 28$ ($30-2$)), so that the r-value of the table is 0.361. The Promotion Variable (X1) consists of 11 indicators, with the lowest r-value of 0.382 (X1.11) and the highest 0.714 (X1.9 and X1.10). All indicators are declared valid because they have a calculated r value greater than the r of the table. The Price variable (X2) has 8 indicators, with the lowest r-value of 0.610 (X2.7) and the highest 0.852 (X2.8). All indicators in this variable are also declared valid. For the Online Customer Rating (X3) variable, there are 9 indicators that are all valid. The lowest calculated r value is 0.572 (X3.1) and the highest is 0.888 (X3.2 and X3.9). The Lifestyle Variable (X4) consists of 7 indicators that are all valid. The lowest calculated r-value is 0.370 (X4.7) and the highest is 0.786 (X4.3). Finally, the Purchase Decision (Y) variable has 14 indicators that are all valid. The lowest calculated r value is 0.500 (Y11) and the highest is 0.792 (Y3 and Y5).

Overall, the results of the validity test showed that all indicators of the five research variables were declared valid. This indicates that the research instruments used are able to measure what should be measured and reliable for data collection in this study.

Reliability Test

The reliability test aims to evaluate the extent to which the questionnaire used in this study shows a high level of consistency when used repeatedly in the measurement of these variables. In the process of testing the reliability test, the comparison was made using the value of Cronbach's Alpha as an indicator of reliability. When the value of Cronbach's Alpha exceeds the threshold of 0.60, then the instrument can be considered to have an adequate or reliable level of reliability.

Table 2
Reliability Test

It	Variable	Cronbach's Alpha	Information
1	Promotion Variable (X1)	0.801	Reliable
2	Price Variable (X2)	0.898	Reliable
3	Online Customer Rating Variable (X3)	0.889	Reliable
4	Lifestyle Variables (x4)	0.719	Reliable
5	Purchase Decision Variable (Y)	0.925	Reliable

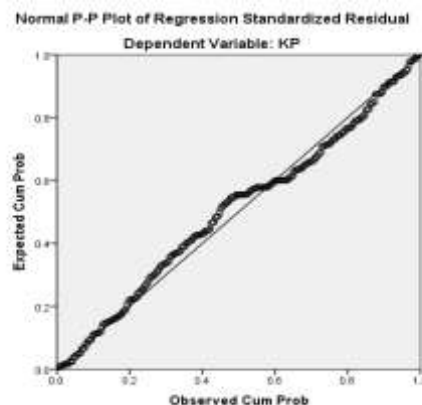
Source: Data Processed (2024)

Based on the table of the results of the reality test, all variables showed a Cronbach's Alpha value greater than 0.60, which means that all variables were declared reliable. The Promotion Variable (X1) has a Cronbach's Alpha value of 0.801, the Price Variable (X2) of 0.898, the Online Customer Rating Variable (X3) of 0.889, the Lifestyle Variable (X4) of 0.719, and the Purchase Decision Variable (Y) of 0.925.

Normality Test

The main purpose of the normality test is to test whether or not the data used in the regression model or other analysis is normally distributed. The normality test is important because most parametric statistics assume that the data is normally distributed.

Figure 3
Normality Test



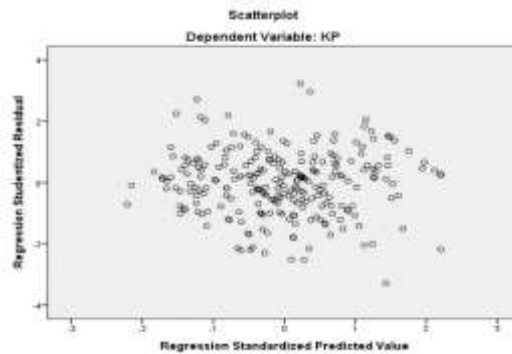
Source: Data Processed (2024)

From the figure above, it can be concluded that if the data in the form of points spread around the diagonal line and following the direction of the diagonal line shows a normal distribution pattern, then the regression model in this study meets the assumption of normality.

Heteroscedasticity Test

The purpose of this study was to test whether in the regression model there is a difference in variance from residual between one observation and another. If the variance of the residual remains the same or constant at each observation, it is called a condition of homoskedasticity. A good regression model is one that does not experience heteroscedasticity problems or homoscedasticity conditions, where the variance of the residual is constant for each observation.

Figure 4
Heteroscedasticity Test



Source: Data Processed (2024)

Based on the results of the analysis on the scatterplots graph as shown in the figure above, it can be observed that the data points are scattered randomly, do not form a specific clear pattern, and spread both above and below the number 0 on the Y axis.

Multicollinearity Test

A good regression model is one in which there is no relationship between the independent variables. By referring to the tolerance and variance inflation factor (VIF) values, it can be identified whether the regression model has multicollinearity or not. The criteria for a regression model that is free of multicollinearity are a tolerance value greater than 0.1 and a VIF value less than 10.

Tabel 3
Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Promotion	0,415	2,412
Price	0,455	2,200
Online Customer Rating	0,388	2,579
Lifestyle	0,342	2,922

Source: Data Processed (2024)

Based on the table presented, it can be observed that the tolerance value for each independent variable is greater than 0.1, and the variance inflation factor (VIF) value for each independent variable is less than 10. Thus, it can be concluded that in this regression model there is no multicollinearity problem or no strong correlation between the independent variables in the model.

Autocorrelation Test

A good regression model should not have autocorrelation. This means that errors in one observation should not be affected by errors in other observations. There are several methods that can be used to determine whether there is an autocorrelation in a regression model. One of the methods that is often used is the Durbin-Watson test. This test provides statistical values that can be used to assess whether or not there is an autocorrelation.

Table 4
Autocorrelation Test

Model Summary ^b						
Type	Change Statistics					Durbin-Watson
	R Square Change	F Change	df 1	D F2	Sig. F Change	
1	.743	193.277	4	26 7	.000	1.971
a. Predictors: (Constant), total_x4, total_x2, total_x1, total_x3						
b. Dependent Variable: total_y						

Source: Data Processed (2024)

From the table above, the autocorrelation test was carried out using the Durbin-Watson method with a significance level of 5%. From the calculation results, the Durbin-Watson statistical value (d) was obtained of 1.971. With the number of observations (n) as many as 272 and the number of independent variables (k) as many as 4, the Durbin-Watson critical value used is dL of 1.7383 and dU of 1.8107. Based on the Durbin-Watson decision-making criteria, there is no autocorrelation if the d value is between dU and 4-dU. In this case, 1.8107 (dU) < 1.971 (d) < 2.1893 (4-dU), so it can be concluded that there is no autocorrelation in the regression model. These results indicate that the assumption of residual independence in the regression model has been met. Thus, the regression model used in this study can be considered valid in terms of autocorrelation and can be used for further analysis without the need for corrective action related to autocorrelation problems.

Multiple Linear Regression Analysis

This regression analysis is used to calculate the magnitude of influence between independent variables, namely Promotion (X1), Price (X2), Online Customer Rating (X3), Lifestyle (X4). The bound variable is the Purchase Decision (Y). Based on the tests, results are obtained which can be presented in the following table:

Tabel 5
Multiple Linear Regression Analysis

Coefficients ^a					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.150	1.941		.077	.938
TOTAL_X1	.406	.063	.311	6.455	.000
TOTAL_X2	.307	.079	.178	3.878	.000
TOTAL_X3	.198	.075	.131	2.625	.009
TOTAL_X4	.722	.108	.356	6.717	.000

a. Dependent Variable: TOTAL_Y

Source: Data Processed (2024)

Based on the table above, it can be seen that the constant value (value α) is 0.150 and for the Promotion variable X1 (value b1) is (0.406), for the Price variable X2 (value b2) is (0.307), for the Online Customer Rating variable X3 (value b3) is (0.198), for the Lifestyle variable X4 (value b4) is (0.722). So that the multiple linear regression equation is obtained as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

$$Y = 0.150 + 0.406X_1 + 0.307X_2 + 0.198X_3 + 0.722X_4 + e$$

The results of the analysis can be stated as follows:

1. The value of the constant (α) of 0.150 with a positive sign states that if the variables of Promotion, Price, Online Customer Rating and Lifestyle are considered constant, then the value of Y is 0.150.

2. The value of the coefficient b_1 is 0.406, this shows that the Promotion variable (X1) has a positive effect on the Purchase Decision (Y), this shows that the Promotion (X1) has increased, then the Purchase Decision has increased by 0.406.
3. The value of the coefficient b_2 is 0.307, this shows that the Price variable (X2) has a positive effect on the Purchase Decision (Y), this shows that the Price (X2) has increased, then the Purchase Decision has increased by 0.307.
4. The value of the coefficient b_3 is 0.198, this shows that the Online Customer Rating (X3) variable has a positive effect on the Purchase Decision (Y), this shows that the Online Customer Rating (X3) has increased, the Purchase Decision has increased by 0.198.
5. The value of the coefficient b_4 is 0.722, this shows that Lifestyle (X4) has a positive effect on Purchase Decisions (Y), this shows that Lifestyle (X4) has increased, so Purchase Decisions have increased by 0.722.

Coefficient of Determination Test

The Coefficient of Determination test to determine the contribution of the independent variables of Promotion (X1), Price (X2), Online Customer Rating (X3), Lifestyle (X4) to the dependent variables of Purchase Decision (Y) is used with a value of R^2 as shown in the following table:

Table 6
Coefficient of Determination Test
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.743	.739	4.159

a. Predictors: (Constant), TOTAL_X4, TOTAL_X2, TOTAL_X1, TOTAL_X3

Source: Data Processed (2024)

Based on the table above, it is explained that the magnitude of the correlation or relationship (R) value of 0.862 from the output obtained a determination coefficient (Adjusted R Square) of 0.739. This shows that the influence of variable X on variable Y is 73.9% while the rest is influenced by other factors that are not studied. Based on this category, the magnitude of the Adjusted R Square coefficient of 0.739 is included in the strong category. This means that the variables of Promotion, Price, Online Customer Rating, and Lifestyle have a strong influence of 73.9% on the variables of Purchase Decisions.

Simultaneous Test F

The Simultaneous Test (Test F) aims to show whether there is an influence on the bound variable from the independent variable. The following results of the f test can be seen from the table below.

Table 7
Simultaneous Test F
ANOVA^a

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13374.531	4	3343.633	193.277	.000 ^b
	Residual	4619.025	267	17.300		
	Total	17993.555	271			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X4, TOTAL_X2, TOTAL_X1, TOTAL_X3

Source: Data Processed (2024)

It can be seen from the results of the f test in the table above that f calculates $193.277 > f$ table (2.405). The value of f calculation is greater than the f table, so it can be concluded that the

influence of significant values between Promotion (X1), Price (X2), Online Customer Rating (X3), Lifestyle (X4) simultaneously on Purchase Decision (Y). The significance value in the table above is 0.000 less than the significance level used, namely (0.05), so it can be concluded that there is a significant influence between Promotion (X1), Price (X2), Online Customer Rating (X3), Lifestyle (X4) simultaneously on Purchase Decision (Y).

Test T

The partial t test aims to find out whether the independent variables of Promotion (X1), Price (X2), Online Customer Rating (X3), Lifestyle (X4) partially have a significant effect on the variables of Purchase Decision (Y). The following results of the t-test can be seen from the table below:

Table 8
T Test
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.150	1.941		.077	.938
TOTAL_X1	.406	.063	.311	6.455	.000
TOTAL_X2	.307	.079	.178	3.878	.000
TOTAL_X3	.198	.075	.131	2.625	.009
TOTAL_X4	.722	.108	.356	6.717	.000

a. Dependent Variable: TOTAL_Y

Source: Data Processed (2024)

Based on the table above, it can be known that some results are as follows:

- a. Results of hypothesis test 1 : Promotion Variable
Based on the hypothesis test of 1 variable Promotion of the coefficient value of 0.406 and the sig value of 0.000 (sig<0.05) and the t-value of the table of 1.968 and the calculated t of 6.455 from the above results, the 1st hypothesis is accepted because the calculated t value is greater than the t of the table.
- b. Results of hypothesis test 2 : Price Variable
Based on the hypothesis test of 2 variables, the price of the coefficient value is 0.307 and the value of sig is 0.000 (sig<0.05) and the t-value of the table is 1.968 and the t-calculated is 3.878 from the above results, the 2nd hypothesis is accepted because the t-value is greater than the t-table.
- c. Hypothesis Test Result 3: Online Customer Rating Variable
Based on the hypothesis test of 3 variables of Online Customer Rating, the coefficient value is 0.198 and the gis value is 0.009 (sig<0.05) and the t-value of the table is 1.968 and the t-calculated is 2.625 from the above results, the 3rd hypothesis is accepted because the t-value is greater than the t-table.
- d. Hypothesis Test Results 4: Lifestyle Variables
Based on the hypothesis test of the 4 Lifestyle variables, the coefficient value is 0.722 and the gis value is 0.000 (sig<0.05) and the t-value of the table is 1.968 and the t-calculated is 6.717 from the above results, the 4th hypothesis is accepted because the t-value is greater than the t-table.

Variable Operations

- **Promotion**

According to Kotler & Keller (2016), promotion is an activity that informs about the advantages of a product and persuades target customers to buy it. Warren & Keegan (2017) cited by (Ernawati, 2021) states that promotion refers to a consumer communication program or sale that is paid for for a limited duration and adds real value to a product. According to

(Zahara & Noor Sembiring, 2020) Promotion is an activity to provide information to consumers about the products offered with the intention that consumers are interested in buying the products or services offered.

- **Price**

Price is the amount charged for a good or service, price is the sum of all the value provided by consumers for the benefit of owning or using a product or service (Kotler and Armstrong (2008) quoted in Apipudin & Budi Santosa, 2022)

- **Online Customer Rating**

According to (Mahendra & Edastama, 2022), online customer rating is a star symbol in *Marketplace* and become a representation of product and service quality. Rating is a consumer assessment of a product or service on a certain scale, rating is needed as a reference to see the quality of the product, performance or service provided to the consumer.

- **Lifestyle**

According to Sutisna in (Khoirotunnisa, 2022), lifestyle is generally defined as a lifestyle that is reflected in how other individuals utilize their time in various activities such as work, hobbies, shopping, sports, and social interaction, as well as their interests in terms of food, fashion, family, leisure, and their opinions about themselves, social issues, business, and products. According to (Nugroho 2003 in Dawud & Suprihadi, 2017), lifestyle as a whole encompasses a lifestyle that is reflected in how individuals use their time in activities they consider important, their interests in their surroundings, and their thinking about themselves and the world around them.

- **Purchase Decision**

The decision to buy can lead to how the decision-making process is carried out. Consumers' actions in obtaining products, using services and the final decision to purchase products are part of a complex psychological response (Ali Hasan (2013) in Ristian, (2020). According to (Machfoedz (2005) in Jaja & Karmelia, (2023) stated that decision-making is a process of assessment and selection of various alternatives in accordance with certain interests by determining a choice that is considered beneficial. Purchase decision is a process of consumer assessment of purchases that combines knowledge of various existing products, based on existing considerations (Muanas (2014) in Christopher & Hutapea, (2022).

RESULT

The Effect of Promotions on Purchase Decisions

Based on the H1 test between the Promotion and the purchase decision, it is stated that the Promotion has a significant positive influence on the Purchase Decision **accepted the first hypothesis (H1)**. In this case, it is evidenced by the positive experiences resulting from promotions, such as food discounts, cashback, free shipping, collaborations with banks or e-wallets, seasonal promotions, which can increase customer satisfaction. This not only encourages future service users but also has the potential to generate positive recommendations to other potential consumers.

The H1 hypothesis states that the Promotion partially has a positive and significant effect on the Purchase Decision is acceptable. These results are in line with marketing theory that emphasizes the important role of promotion in influencing consumer behavior, where an effective promotion strategy can increase awareness, interest, and ultimately drive purchase decisions. In the context of Gofood, intensive promotion through various channels such as app notifications, social media, and online advertising has proven to be effective in influencing consumers' decisions to use this service. This positive influence may be due to the ability of promotions to highlight service excellence, offer attractive incentives, and create urgency that encourages consumers to

make purchases. Thus, the results of this study provide strong empirical evidence regarding the effectiveness of Gofood's promotional strategy in improving consumer purchasing decisions.

Based on the results of the descriptive test, it can be seen that the highest mean value is in the X1.2 frequency distribution, namely the notification of new promotional updates from Gofood. And the X1.2 frequency distribution is Gofood promotions that appear on the homepage of the Gojek application, social media, online advertisements, promotional banners, etc. This is because GoFood consistently makes efforts to notify its latest promotions through various communication channels, including in-app notifications, Gojek application homepage, social media, online advertising, and even promotional banners. This multi-channel strategy has several important reasons and objectives that support GoFood's marketing success and business growth. This comprehensive promotional communication strategy allows GoFood to quickly adapt to changing market trends, consumer preferences, and competitive dynamics. By actively promoting its latest offerings, GoFood was able to maintain its position as a top choice in the highly competitive online food delivery industry, while driving business growth through increased order frequency and new customer acquisition.

The Effect of Price on Purchase Decisions

Based on the H2 test between Price and Purchase Decision, it is stated that Price has a significant positive influence on Purchase Decision, **the second hypothesis (H2) is accepted**. This is because the perception of value resulting from comparing Gofood prices with alternatives such as cooking your own or eating at a restaurant encourages consumers to choose this service. A wide variety of price options, ranging from affordable fast food to fine dining restaurant dishes allows Gofood to cater to consumers from different segments of the economy, expanding its customer base. This thorough assessment often provides a strong reason for the price in the eyes of consumers, this combination of factors shows that Gofood's pricing strategy not only focuses on competitiveness but also on creating value that consumers feel.

The H2 hypothesis states that Price partially has a positive and significant effect on the Purchase Decision is acceptable. These findings imply that Gofood's pricing strategy has a direct and positive impact on consumers' decisions to use the service. This positive influence may be due to several factors, such as the perception of good value from the prices offered by Gofood, effective discount or price promotion strategies, or competitive price positioning in the online food delivery service market. These results also show that Gofood consumers are quite responsive to price factors, where prices that are perceived to be favorable tend to drive purchase decisions. Thus, the findings of this study provide strong empirical evidence regarding the importance of pricing strategies in influencing Gofood consumers' purchasing decisions, and can be the basis for companies to continue to optimize pricing strategies to increase market share and sales volume.

It can be seen that the highest mean value is in the X2.1 frequency distribution, which is a statement agreeing that food prices at Gofod are affordable. And the X2.7 frequency distribution, namely price, can affect food purchase decisions on Gofood. This happens because the price of food at Gofood is perceived to be affordable due to several factors, the existence of various price options allows consumers to choose according to their budget. Promos and discounts that are often offered make prices more attractive, relatively cheap or even free shipping costs for certain distances also contribute to the perception of price affordability. In addition, prices can indeed affect food purchase decisions on Gofood, consumers tend to compare prices between sellers on the platform. Price is the main consideration in determining the value of a product, especially considering that consumers have budget limitations to buy food, cheaper prices or promos can also encourage implicit purchases.

The Influence of Online Customer Rating on Purchase Decisions

Based on the H3 test between Online Customer Rating and Purchase Decisions, it is stated that Online Customer Rating has a significant positive influence on Purchase Decisions, **the third hypothesis (H3) is accepted**. In this case, it is evidenced by the positive experience resulting from

Online Customer Rating which is a fast and reliable guide to assess the quality of food and restaurant service before ordering. Consumers often rely on high ratings as an indicator of previous customer satisfaction, which reduces the risk of consumer disappointment. Consumers tend to choose restaurants with high ratings, especially when trying new places or foods that have never been tried before, in addition to the large number of ratings can increase consumer confidence in the credibility of the assessment. The existence of this rating system can encourage restaurants to maintain and improve the quality of products and services.

The H3 hypothesis states that Online Customer Rating partially has a positive and significant effect on acceptable Purchase Decisions. These findings imply that ratings and online reviews from customers play an important role in influencing consumers' decisions to use Gofood services. This positive influence may be due to several factors, such as increasing consumer confidence in the quality of service and food based on other users' experiences, reduced uncertainty in online purchases, and the existence of social proof that drives purchase decisions. These results also show that Gofood consumers tend to consider ratings, opinions and experiences of other users before making a purchase decision, confirming the importance of digital word-of-mouth in the context of food e-commerce. Thus, the findings of this study provide strong empirical evidence of the significant role of Online Customer Rating in influencing Gofood consumers' purchasing decisions, and can be the basis for companies to increase their focus on managing online reputation and encourage positive reviews from customers to increase sales conversion.

It is known that the highest mean value is in the X3.4 distribution, which is a high rating that helps consumers in finding and determining food that suits their tastes. And the X3.8 frequency distribution, which is a high rating, affects consumers to make purchases at Gofood. This happens because consumers often use features or sorting based on the highest rating to find a quality restaurant or food quickly, saving time in exploring many options. When faced with a choice between two restaurants that offer similar dishes, consumers tend to choose the one with a higher rating, considering it as a safer and more satisfying option. Additionally, high ratings are often associated with better food quality, satisfactory service, and a smooth ordering experience, increasing consumers' desire to try and make a purchase. In the case of new food or restaurants that have not been tried, the price is an important determining factor that encourages consumers to dare to try, reducing doubts and the risk of disappointment.

Lifestyle Influence on Purchase Decisions

Based on the H4 test between Lifestyle and Purchase Decisions, it is stated that Lifestyle has a significant positive influence on Purchase Decisions, **the fourth hypothesis (H4) is accepted**. In the fast-paced digital era, the lifestyle of modern consumers greatly influences the purchase decision through Gofood, the busyness and high demands of work make many people choose practical solutions for their dietary needs. One platform that can answer this need is Gofood by offering convenience and efficiency, allowing consumers to order food without having to leave home or office. Social lifestyle plays an important role, where Gofood facilitates virtual gatherings with friends or family through the order sharing feature. The time-saving lifestyle encourages users to pre-order or subscribe to regular meals, for culinary lovers, Gofood becomes a platform to explore various types of food without the need to travel far.

The H4 hypothesis states that lifestyle partially has a positive and significant effect on the Purchasing Decision is acceptable. These findings imply that the lifestyle and preferences of modern consumers play an important role in driving the use of Gofood services. This positive influence may be due to several factors, such as the increasing trend of eating at home but with food from restaurants, busy lifestyles and valuing convenience, as well as consumers' tendency to adopt technology in their daily activities. These results also show that Gofood has succeeded in positioning itself as a service that is in harmony with the urban lifestyle that prioritizes efficiency and convenience. Thus, the findings of this study provide strong empirical evidence on the

significant role of lifestyle in influencing Gofood consumers' purchasing decisions, and can serve as a basis for companies to continue to develop services that are in line with the evolution of consumers' lifestyles, as well as design marketing strategies that highlight Gofood's suitability with the latest lifestyle trends to increase the adoption and frequency of service use. The urban lifestyle in Malang is characterized by a fast pace of life, high mobility, and a preference for convenience and efficiency in various aspects of daily life. The use of GoFood services is a manifestation of this lifestyle, where consumers want quick and easy access to a variety of culinary options without having to leave the comfort of their homes or workplaces. Malang City, as an education and tourism city, has a significant population of students and young professionals. This demographic group tends to adopt an urban lifestyle that values flexibility and time efficiency. GoFood offers solutions that align with their needs, allowing them to effectively manage their time between studies, work, and social activities. And this finding has important implications for marketers and service developers in Malang. An effective marketing strategy needs to consider these aspects of urban lifestyles, such as speed, convenience, variety, and social experience, in developing and marketing their services. For GoFood itself, this result shows the importance of continuing to innovate and adapt services to the evolution of urban lifestyles in Malang City.

It can be seen that the highest mean value is in the X4.1 frequency distribution, namely having a busy day at work/study, the X4.2 frequency distribution, namely not having time to cook because of work/study activities and the X4.7 frequency distribution, namely food delivery services such as Gofood provide convenience in getting food. This is evidenced by the lifestyle of contemporary urban people, especially among workers and students, the intensity of daily activities is often a limiting factor in meeting food needs. Observation of the lifestyle of this community shows that there are significant time and energy constraints to carry out cooking activities. This is reflected in the high frequency of users of delivery services such as Gofood, which offer practical solutions in obtaining food. App usage shows an increase in demand during busy periods such as lunch and evening hours, which indicates the relevance of these services to the rhythm of consumer life. User testimonials consistently emphasize the value of comfort obtained, especially in situations where time pressure and fatigue are obstacles to preparing food on their own. The diversity of menu options and ease of access through digital platforms were also identified as supporting factors for consumer preferences for these services. This reflects consumers' adaptation to the demands of modern lifestyles, where efficiency and practicality are priorities in making daily consumer decisions.

The Influence of Promotions, Price, Online Customer Rating, Lifestyle on Purchase Decisions

The fifth hypothesis (H5) states that: The influence of Promotion, Price, Online Customer Rating and Lifestyle simultaneously has a positive and significant effect on Purchase Decisions. These findings indicate that these four variables, when considered together, have a strong and meaningful impact in influencing the consumer decision-making process to use Gofood services. The significance of the results of this F test confirms that the research model used has good predictive power in explaining the variation in purchase decisions. This simultaneous influence illustrates the complexity of the consumer decision process, where various factors interact and synergize in shaping purchasing preferences and behaviors. Effective promotions, the right pricing strategy, positive and high ratings from other customers, and conformity with modern lifestyles together create an attractive value proposition for Gofood consumers. These results also highlight the importance of a holistic approach in Gofood's marketing strategy, where optimizing all of these elements simultaneously can have a greater impact on purchasing decisions than focusing on just one aspect.

CONCLUSION

The results of hypothesis 1 research show that the influence of Promotion (X1) has a positive and significant influence on Purchase Decision (Y) on Gofood consumers in Malang City.

The results of hypothesis 2 research show that the influence of Price (X2) has a positive and significant influence on Purchase Decisions (Y) on Gofood consumers in Malang City.

The results of hypothesis 3 research show that the influence of Online Customer Rating (X3) has a positive and significant influence on Purchase Decisions (Y) on Gofood consumers in Malang City.

The results of hypothesis 4 research show that the influence of Lifestyle (X4) has a positive and significant influence on Purchase Decision (Y) on Gofood consumers in Malang City.

The results of hypothesis 5 research show that the influence of X1 Promotion, X2 Price, Online Customer Rating X3 and X4 Lifestyle simultaneously has a positive and significant effect on Purchase Decisions (Y) on Gofood consumers in Malang City.

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