An Analysis Of Go-Food, Grabfood, And Shopeefood Utilization To Improve Customer Loyalty On Home-Based Business Owners In Tangerang City

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ABSTRACT

The development of technology and information plays an important role in economic development. Advances in technology and information continue to encourage economic development, especially in business activities. The type of business that is currently being favored by the community is the culinary business by opening a restaurant business. The high level of community activity and demands for speed and time efficiency make the restaurant business considered a big opportunity at this time. The purpose of this study was to determine the use of go-food, grabfood and shopeefood applications in increasing consumer loyalty to restaurant business owners in the city of Tangerang. The method used in this study is multiple linear regression analysis and different tests that function to determine whether there are differences in consumer loyalty to restaurant business owners in the city of Tangerang after and before using the Go-food, Grabfood and Shopeefood applications. In accordance with what has been tested, it is found that the price, number of orders and length of operating hours simultaneously have a positive and significant effect on consumer loyalty and it is found that there are differences in loyalty after and before using the Go-food, Grabfood and Shopeefood applications.

Keywords: Go-Food, Grab-Food, Shopee-Food, Consumer Loyalty, RestaurantBusiness.

Introduction

Globally, economic growth is still used as an indicator of economic progress.In general, economic growth is an enhancement ability of economy to produce goods and services.In building the economy, it is necessary to set up from the smallest sector into the whole society.Therefore, human resource organization is required to build preferable enhancementon economic growth, for example is trade as a developing business sector these days.The trade sector is the non-agricultural sector that contributes the minimum total income(Budi&Yuli,2011). Activities in the food business are currently busy among the upper, middle and lower society. The number expansion of culinary business occurs due to the facility of opening the culinary business.The culinary business has greatappeal because this business is easier to organize than other businesses. In addition, the culinary business does not require large capital and higheducation.The supporting factor of the culinary businessgrowth today is the high level of community mobility so it requires fastness and practicality in all things, including the fulfillment of basic needs such as food.The BPS Tangerang city reported that the population of Tangerang city in 2019 was 1,771,092 inhabitants. Itaffects theenhancement mobility of Tangerang city society. Itis utilized by culinary business owners to open restaurants as an alternative for people who have many activities and require practical things in fulfilling the basic needs.The number of culinary business owners who open restaurant causes a high competition between business owners. The uniqueness, creativity and qualified promotion methods are used as tools to encounter very tight competition.The culinary business as a restaurant is widely established in the Tangerang city.This business activity lasts for 24 hours. The culinary businessdevelopment cannot be separated from technology developments.The technology plays an important role in the current development because it exposes new insights on the national development. In this current era, people have various activities that cannot be separated from technological developments. The technologydevelopment and communication have made changes in the social, economic and cultural areas quickly. The rapid technology development effected the finance and technology developmentin efficient and modern way. Technology facilitates people in various daily activities.Currently, the world economy requires technological innovation. The technological innovation is also perceived in the advancement of e-commerce business model innovations which are not only developing in the retail sector or market for products, but also developing in

transportation services.Initially technology developed slowly.However, the improvement of human culture and civilization causes the technological developments develop rapidly.An increasingly advanced culture affects the technology development because technology is the development of an advanced culture.Customer loyalty is a very important role in business. Customer loyalty includes customer attitudes and behavior.Customer attitudes are the desire to buy additional products or services from the same company, willingness to recommend the company to others, protest of commitment to the company by showing resistance when there is a desire to move to other competitors and willingness to pay a premium price. Besides, customer loyalty behavior is a repeat purchase of a product or service which includes purchasing the same product or service or alternative products from the same company in the large number, recommending the company to others and the possibility of using the product in the long term for the same product when the quality is maintained. Online delivery services, such as Gofood, Grabfood and Shopeefood received a great response from culinary entrepreneursimmediately. According to Go-Food, Grabfood and Shopeefood, they have collaborated with 15 thousand dining places in the Tangerang city in April 2021.The dining places consist of 23 categories containing street vendors to luxury restaurants.Go-food, Grabfood and Shopeefood often provide discounts, promos, or vouchers to consumers. However, many online delivery services override the ideal standard of food delivery. Several driversare not equipped with food storage and the order distance reaches 25 km.These conditions are affecting consumer loyalty. The long distances reduce customer loyalty since drivers spend more time delivering food to customers' homes.In addition, Go-food, Grabfood and Shopeefood often deal with consumer complaints due to technical errors. Consumers complained about the difficulty of accessing the Go-Food, Grabfood and Shopeefood in early 2020. Many consumers have reported that the applications suddenly logged out. These complaints include the available iOS vouchers cannot be used, the prices are different at each merchant, and the drivers are very far from the location.From the description above, the researchersconducts the title "Analysis of Gofood, Grabfood, and Shopeefood Utilizationto improve consumer loyaltyon home-based business owners in Tangerang city" with the variables selling price (X1), total orders (X2), duration of operating hours (X3) and Consumer Loyalty (Y).This research conducts multiple linear regression analysis, classical assumption test, hypothesis test

and paired sample test.The problem formulation of this research is how the effect of selling price, total orders and duration of operating hours on the restaurant businessincome in Tangerang city and is there a difference in consumer loyalty after and before using the Gofood, Grabfood and Shopeefood application services for restaurant business owners in the city of Tangerang. This research aimed to determine the selling price, total orders and duration of operating hours affect customer loyalty on the restaurant business owners in the Tangerang city and to discover whether the differences of the consumer loyalty level after and before using the Gofood, Grabfood and Shopeefood applications.

Research Method

This research took place in Tangerang city, Karawaci.In the last few years, Tangerang city has continued to increase the economic activities so the society activities have increased. The simplicity and fastness to fulfill food intake are things that are needed by the Tangerang city society. They like things that are fast, easy and practical.The object of this research is restaurant business owners who apply the Go-Food, GrabFood and ShopeeFood applications in Karawaci. This researchapplies a descriptive quantitative approach with systematic researchcomposedamong parts, phenomena and relationships contained in the object of research.The data sources are primary data from respondents and secondary data from various food merchant applications. The data collection techniquesof this research were questionnaires, interviews, and direct observation.The population is restaurant business owners in the Tangerang city who are listed in the "nearest" in the food merchant application. They are classified as Indonesian food and Chinese food that sells main course. The researchers applied purposive sampling method by determining special characteristics, namely: a) the distance of the sample from the research place is less than 1.5 km; b) the sample is Indonesian food and Chinese food that sells main course; and c) the owner has a permanent place to trade. The researchers found 54 samples from 201 populations as research objects.The dependent variable in this research is the consumer loyalty of restaurant business owners who use Gofood, Grabfood and Shopeefood application. Meanwhile the independent variables are the selling price, total orders and duration.The analysis technique is multiple linear analysis and paired-sample test. The multiple linear analysis was conducted to determine the effect of price, total orders and duration of operating hours on consumer loyalty of restaurant business owners in

Tangeran city. The paired-sample test was conducted to determine the consumer loyaltydifference of restaurant business owners in Tangerang city after and before using the Gofood, Grabfood and Shopeefood applications. The regression model equation is as follows:

$$Y=\beta_0+\beta_1 x_1+\beta_2 x_2+\beta_3 x$$

Description:

Y = consumer loyalty

β_0 = constant coefficient

$\beta_1, \beta_2, \beta_3$ = regression coefficient X1= selling price

X2= Total order

X3= Duration operating hours

While the paired sample test formula used is as follows:

$$t_{hit=} \frac{\Sigma D}{\sqrt{\frac{n.\Sigma D^2-(\Sigma D)^2}{n-1}}}$$

D = the difference value of group 1 and group 2
n = Sample size

RESEARCH AND DISCUSSION

Tangerang City consists of 13 sub-districts and 104 sub-districts with 1,004 Hamlet (RW) and 5,177 Neighborhood (RT). There were 11 urban villages, 79 Hamlet, and 464 Neighborhood in Pinang District. There were 7 urban villages, 50 Hamlet, and245 Neighborhood in Neglasari District.In Larangan District, there are 8 urban villages, 90 Hamlet, and 428 Neighborhood. In Periuk District, there are 5 urban villages, 72 Hamlet, and 442 Neighborhood. In Jatiuwung District, there are 6 urban villages, 41 Hamlet, and 227 Neighborhood.This analysis was conducted to obtain a descriptive image of the respondents, especially the research variables.

Table 1. Average Selling Price of Food in Restaurant in Tangerang City

Price	Respondent	Percentage
Rp10.000	10	18,5%
Rp12.000	13	25,0%

Rp15.000	24	44,4%
Rp18.000	7	12,1%

Data source processed 2021

Table 1.is the questionnaireresult of the selling price of restaurant business owners in Tangerang City. The highest frequency is Rp. 15,000 with 24 respondents (44.4%) and the lowest frequency is Rp. 18,000 with 7 respondents (12.1%). The restaurant business owner sells food at a price of Rp. 15,000 because they have already got the maximum profit.

TotalOrder	Respondent	Percentage
25	32	60%
30	12	20%
35	5	10%
40	5	10%
Total	54	100%

Data source processed 2021

Based on the Table 2., the questionnaireresults of the total food orders received by restaurant business owners in Tangerang cityshowed that the highest frequency was 25 orders with 32 respondents (60%) and the lowest frequency was 40 orders with 5 respondents (10%). In table 2, the maximum food orders were 25 orders. It is because the restaurants'opening hours are relatively long so the restaurant has the opportunity to receive more orders.

Table 3. The Average Length of Operating Hours at Restaurants in Tangerang City

Duration	Respondent	Percentage
7hours	7	13%
8hours	9	17%
9hours	15	28%
10hours	6	12%
12hours	14	26%
13hours	3	4%
Total	54	100%

Data source processed 2021

Table 3.showed the questionnaire results of the average operating hours of restaurants in Tangerang city. The highest frequency was 9 hours with 15 respondents (28%) and the lowest frequency was 13 hours with 3 respondents (4%).

Table 4. The Average Income of Restaurant Business Owners in Tangerang City

Income	Respondent	Percentage
<Rp4.000.000	7	13%
Rp4.000.000-Rp5.000.000	9	16%
Rp5.000.001-Rp6.000.000	5	9%
Rp6.000.001-Rp7.000.000	14	26%
>Rp7.000.000	19	36%
Total	54	100%

Data source processed 2021

Table 4. showed the questionnaire results of the average income of restaurant business owners in the Tangerang city. The highest frequency was>IDR 7,000,000 with 19 respondents (36%). The lowest frequency was IDR 5,000,001 with 5 respondents (9%). In Table 4., the highest average income was> IDR 7,000,000. It is because the restaurant business owners sell related to the public demand. In addition, the restaurants' operating hours are relatively long so it affects the number of food orders received. The enhancement of the food orders will affect the high income that will be obtained by restaurant owners. The regression analysis test was conducted to strengthen the respondents' data. It is conducted to determine the effect of two or more predictor variables (independent variables) on one criterion variable (dependent variable) or to prove a functional relationship between two independent variables (X) or more with a dependent variable (Y). There is a linear relationship between two or more independent variables in this research, involves selling price (X1), total orders (X2) and operating hours (X3) with the dependent variable is consumer loyalty (Y). The following results were obtained:

Table 5. Multiple Linear Regression Results

Variable	Coefficien	T	Sig	Explanation
Konstan	-3102940	-22.48141	0.0000	
Harga	144.016	18.54096	0.0100	Signifikan
JumlahOrder	97126.47	23.9707	0.0000	Signifikan
LamaJam Operasional	2491.791	2.05312	0.0293	Signifikan
Fhitung				1366.381
Sig.F				0
R				
R Square			0.987949	

Data source processed 2021

When the price, total orders and duration of operating hours are 0, then the income of restaurant business owners in Tangerang citywas -3102940. Furthermore, the regression coefficient of the price (X1) was 144.016. The coefficient was positive on

consumer loyalty. The price variable (X1) had a significant value of 0.01 <0.05. Itshowed that the price variable (X1) significantly affects consumer loyalty. The regression coefficient of the total orders (X2) was 97126.47. The coefficient was positive on consumer loyalty. The increasing number of orders affects the growthof consumer loyalty. The variable total orders (X2) had a significant value of 0.00 < 0.05. It shows thatthe variable totalorder (X2) significantly affects consumer loyalty. The regression coefficient of the duration of operating hours (X3) was 2491,791. The coefficient was positive on consumer loyalty. When the length of operating hours increases, the customer loyalty will also increase. The variable duration of operating hours (X3) had a significant value of 0.029 < 0.05. Itshowed that the variable duration of operating hours (X3) significantly affects the consumer loyalty. Then, the researcher conducted the Paired Sample T-Test to compare the average of the two groups. The paired sample is a sample with the same subject but received two different actions or measurements, before and after the actions. It aimed to determine the difference in consumer loyalty of restaurant business owners after and before using the Go-Food, Grabfood and ShopeeFood applications.

Table 6.The Paired Sample Test Result of Loyalty Test for Restaurant Business Owners in Tangerang City

Pair1 Sesudah-Sebelum	Mean	Std. Deviation	Std. Error Mean	T	Df	Sig. (2-tailed)
	3.13444E5	1.18026E5	16061.32697	17.891	53	.000

Data source processed 2021

The results above showed the T-count value was 17,891. The T-count value > the T-table value was 2.006.Itcould be concluded that Ho is rejected and Hi is accepted. Thus, there are differences in the level of consumer loyalty of restaurant business owners in Tangerang city before and after using the Gofood, Grabfood and Shopeefood applications.

CONCLUSION AND SUGGESTION

The results showed that the price variable (X1) had a positive and significant effect on consumer loyalty of restaurant business owners in Tangerang city with a coefficient of 144,016. The variable total orders (X2) have a positive and significant effect on consumer loyalty for restaurants in Tangerang city with a coefficient of 97126.47. The variable duration of operating hours (X3) has a positive and significant effect on

consumers in Tangerang city. The T-countresultof the paired sample test was 17.891. The T-count value > T-table valueswas 2.006. It can be concluded that there are differences of consumer loyalty of restaurant business owners in the city of Tangerang after and before using the Gofood, Grabfood and Shopeefood applications. The researchers suggestedseveral useful suggestions for restaurants in Tangerang city. These suggestions include:

a) The government is expected to assist and support the technology and information development so it can be utilized by the society, especially micro and medium enterprises in Tangerang. It is useful for increasing productivity and benefiting the society welfare.

b) The government needs to conduct counseling to assist people utilizing the sophistication of technology and information. It is expected to increase the ability of independent businesses for small communities. The advances of technology and information is expected to use by business people, especially small, micro and medium enterprises who have small capital to develop their businesses.

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