



THE INFLUENCE OF ADVERTISING AND DISCOUNTS ON GOFOOD APPLICATIONS ON CONSUMER PURCHASES IN BOGOR CITY

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Abstract

Advertising and discounts are part of marketing techniques that are commonly used by companies to attract consumers and encourage them to make purchases. The purpose of this study was to measure how much influence advertising and discounts have on consumer purchasing decisions. The research is quantitative method, with data collection by distributing questionnaires online via Google forms in the Bogor area which collected 100 respondents. The research was analyzed through statistical techniques of correlation analysis, descriptive statistics and regression analysis using SPSS 27. Analysis using the t test and F test showed that the independent variables of Advertising and Discounts on the dependent variable of consumer purchases had a significant effect both partially and simultaneously in influencing decisions consumer purchases. The results of the multiple regression analysis are $Y = 6.561 + 0.405X_1 + 0.439X_2$. The R Square value shows that Advertising and Discounts have a contribution in increasing product purchasing decisions in the GoFood application by 43%. There are other factors that have not been studied at 57% which can support an increase in consumer purchases such as personal selling, publicity and direct marketing.

Keywords: *advertising; discount; buying decision; marketing; consumer*

Introduction

Before the start of the pandemic, the promotion of food and beverage delivery services through applications had already been carried out, but after the pandemic and social restrictions, its use became more widespread and intensive. The change of food ordering to digital is something that is difficult to avoid because the acceleration of digital technology is increasingly advanced and widely used by society. It is also one of the advertising tools that companies use to showcase their products.

Companies want to be able to develop sustainably, one way is through promotion. Promotional activities are carried out by companies so that they can be recognized by the public and improve the sales performance of their products. Promotion that is right on target, apart from being able to introduce products to the public, can also establish a relationship

(engagement) with consumers, making them feel interested and need this creates a desire to buy the products offered.

Promotion according to Satriadi et.al. (2021) is the process of providing information to persuade consumers to influence the process of purchasing or using a product or service. Furthermore, promotions are used by marketers to inform and influence consumers or the public, which can attract buyers to buy and use the products or goods they market.

Advertising, personal selling, sales promotion, public relations, and direct marketing can be used in the promotion mix. The promotion mix is a combination of communication tools that organizations use to communicate directly with target markets. The purpose of this promotion is to reach target consumers and encourage them to buy. In his research, Khanfar (2016) states that advertising is the most important factor influencing consumer purchasing decisions.

This is also supported by the theory from Kotler in (Ristiana et al., 2020) where businesses use promotional tools to get faster and more efficient customer responses. Purchasing decision is a process of choosing several alternative choices after a need or problem arises then moving on to real action, namely buying.

With changes in media to reach consumers, companies need to design marketing strategies so that they can attract, convert, and retain customers, one way can be through advertising and sales promotions through discounts. Advertising is a tool to present information to consumers about products, brands, companies at a certain price. Sales promotion is a short-term marketing strategy to increase customer awareness of the company's brands and products. One of the sales promotions that is often carried out is a discount program for certain products for a limited time, with the aim of attracting consumer attention and increasing sales.

Previous research from Stephen, et.al (2020) states that advertising continues to play an important role and has a significant impact on consumer purchasing behavior. Not all advertising role factors play a role in consumer purchasing behavior. According to him, the elements of advertising are only brand recall and stimulation which play an important role in consumer purchasing behavior.

Different from the results of research conducted by Moloku, et.al. (2019) in examining the effect of advertising on purchasing decisions for Oppo mobile phone products at IT Center Manado, the ratio between the advertising variable (X) and the purchasing decision variable (Y) is in the low category. There are other variables or factors that have a greater correlation and influence on purchasing decisions that are not discussed in the study, such as: price, product quality, location, service quality and others.

Companies that are mature in the product life cycle already have well-known brands, markets that are already difficult to enter, so advertising is the main goal to prevent product sales from falling. (Frolova, 2014). The focus is on promotion with discounts on the purchase of goods, sales at lower prices, additional services, and additional quality improvements. according to Romat in (Frolova, 2014).

Based on the description of the research background, the problems that will be discussed can be identified as the first in increasing consumer purchases of food / beverage products at Gofood, the company needs to do advertising and offer discounts. The second is that purchasing

decisions are the result of attractive advertisements and discounts that can arouse curiosity for the public.

Method

The research was conducted through a Google Form digital questionnaire with consumers who are GoFood customers in Bogor City. With a research period of August - January 2023. The data used in this study were collected by sampling, where the research recorded a small part of the population, so that an estimated value of characteristics could be obtained. The tool used was a questionnaire to 100 respondents.

Research Data

The data used in this study are quantitative data. According to Sugiyono (Echdar, 2017), quantitative sampling techniques are usually randomized, research tools are used in data collection, data analysis is statistical, the aim is to test the hypothesis that has been set.

The research design carried out is correlation research, because to see the strength of the relationship between the two variables and the magnitude of the influence caused by the advertising variable (X), the discount variable (X2) and the consumer purchasing decision variable (Y). Siregar in (Ristiana et al., 2020) states that correlation analysis is a form of data analysis in research whose purpose is to determine the strength or direction of the relationship between two or more variables and the magnitude of the influence of the independent variable on the dependent variable.

The analytical tool used in this research is multiple linear regression analysis with data processing tools using SPSS 27, with the results showing descriptive analysis, correlation values, to the regression coefficient results.

To get answers, the authors distributed questionnaires using a Likert scale consisting of 5 scales showing the answers "Strongly Agree (SS)" with number 5, "Agree (S)" with number 4, No answer / Neutral (N)" with number 3, "Disagree (TS)" with number 2, and "Strongly Disagree (STS)" with number 1.

Research Variables

First, Advertising

In Moloku et al. (2019) Kotler and Armstrong state that the indicators that can be used to measure advertising variables include: a. It is easy to find information about products or companies in various media. b. The media design used is attractive. c. The information conveyed in various media is clear, namely the news in various trusted media.

Second, Discount

According to Kotler in Zakariansyah (2021) the discount indicators are: a. The amount of the discount; b. The discount period; c. The type of product that gets a discount.

Third, Purchase

According to Kotler and Keller (Pradana et al., 2018), purchasing decisions are consumer decisions about brands in a series of choices. Also according to Kotler and Armstrong, indicators of purchasing decisions a. purchasing stability after knowing product information. b. decided to buy because of the most popular brand. c. Buy because it suits your wants and needs. d. buy based on other recommendations.

Fourth, Respondent Data

Of the 100 respondents, there were 64 women, and 36 men. With an age distribution of 15-20 years as many as 24 respondents, >20 - 30 years as many as 34 people, >30-40 years as many as 34 people, >40-50 years as many as 7 people, and >50 people as many as 1 person.

Most of the respondents' occupations were students as many as 54 people, then there were also many private sector workers as many as 23 people, other sector workers as many as 17 people, and civil servants as many as 6 people.

Respondents' monthly income is <2,000,000 as many as 45 people, 2 million - 4 million as many as 23 people, > 4 million - 6 million as many as 12 people, and more than 6 million as many as 20 people.

Regarding GoFood delivery, the consumer profile in purchasing is other purchases as many as 41 people, where respondents only make occasional purchases and also have other food delivery applications. Respondents who ordered once a month were 24 people, ordering once a week were 15 people, ordering twice a week were 13 people, and those who ordered every day were 7 people.

Result

Research Findings

Data Analysis Technique

First, Classical Test

Normality Test

The normality test aims to test whether in the regression model, the residual variable has a normal distribution, as can be seen in table 1. Based on the One-Sample Kolmogorov-Smirnov normality test, the significance value of 0.002 is greater than 0.05, so it can be concluded that the data is normally distributed.

Table 1. Normality Test Table

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.62975675	
Most Extreme Differences	Absolute	.122	
	Positive	.094	
	Negative	-.122	
Test Statistic			.122
Asymp. Sig. (2-tailed) ^c			<.001
Monte Carlo Sig. (2-tailed) ^d	Sig.		<.001
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.002

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Processed by the author with SPSS 27

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables, and to detect the presence or absence of multicollinearity in the regression model as shown in table 2.

Table 2. Multicollinearity Test

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance VIF
		B	Std. Error	Beta			
1	(Constant)	6.561	2.876		2.281	.025	
	iklan	.405	.088	.392	4.573	<.001	.795 1.258
	Diskon	.439	.098	.382	4.465	<.001	.795 1.258

a. Dependent Variable: Keputusan Pembelian

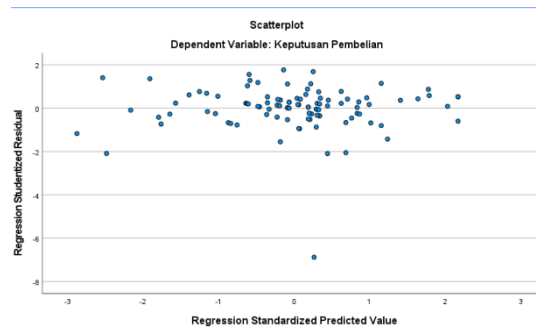
Source: Processed by the author with SPSS 27

In this study, there is no multicollinearity, this is indicated by the tolerance value above 0.10 and the VIF value above 10 for the two independent variables. Where the tolerance value of the Advertising and Discount variables is 0.795, and the VIF value is 1,258.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the existence of inequality in the variance of the residuals for all observations in the regression model. A prerequisite that must be met in the regression model is the absence of heteroscedasticity symptoms. There are several testing methods that can be used, including by looking at the scatterplot, where if the dot spreads irregularly then there is no heteroscedasticity. Heteroscedasticity test can be seen in table 3.

Table 3. Heteroscedasticity Test



Source: Processed by the author with SPSS 27

Second, Multiple Linear Regression Analysis

Multiple linear regression is an equation model that describes the relationship of a dependent / response variable (Y) to two or more independent variables / predictors (X1, X2, ... Xn). The purpose of the multiple linear regression test is to predict the value of the dependent/response variable (Y) when the value of the independent variables/predictors (X1,X2,...,Xn) is known, but also to determine the relationship between the independent variable and the independent variable (Yuliara, 2016).

Multiple linear regression analysis is used to analyze the effect of several independent variables or independent variables (X) on one independent variable or dependent variable (Y) together. In relation to this study, the independent variables are Advertising (X1), Discount (X2), while the dependent variable is Consumer Purchases (Y), so the multiple regression equation is estimated to be:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

Where:

Y = Consumer Purchase

α = Constant of the regression equation

β_1 = regression coefficient of variable X1, Advertising

β_2 = regression coefficient of variable X2, Discount

X1 = Advertising

X2 = Discount

In the data processing results as shown in table 4.2, the regression equation is obtained as follows:

$$Y = 6.561 + 0.405X_1 + 0.439X_2$$

This equation describes the analysis of the effect of Ads and Discounts in the GoFood Application on Consumer Purchases in Bogor City.

Third, Hypothesis Test

t-Statistic Test

The t test is used to see whether the independent variable partially or separately affects the dependent variable as can be seen in table 4.2. The following test criteria can be used as a basis for decision making: (1) If $t_{count} > t_{table}$ and significance level $< \alpha$ (0.05), then the

independent variable individually affects the dependent variable. (2) If $t \text{ count} < t > \alpha (0.05)$, then the independent variable individually has no effect on the dependent variable.

Judging from the table that the t value of the advertising variable is $4.573 > t \text{ table } 1.984$, so it can be concluded that advertising has a partial effect on purchasing decisions. At $t \text{ count Discount } 4.465 > t \text{ table } 1.984$, also has an influence on consumer purchases.

F test

The F test aims to find whether the independent variables together or simultaneously affect the dependent variable. The F test is carried out by comparing $f \text{ count}$ with $f \text{ table}$ through the following test criteria:

H_0 is accepted if $f \text{ count} < f \text{ table}$ (No influence)

H_a is accepted if $f \text{ count} > f \text{ table}$ (There is an influence)

Table 4. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1004.252	2	502.126	37.342	<.001 ^b
	Residual	1304.338	97	13.447		
	Total	2308.590	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Diskon, Iklan

Source: Processed by the author with SPSS 27

$F \text{ count}$ is 37.342, while the $F \text{ table}$ is 3.09. From this it can be seen that $F \text{ count} > F \text{ table}$, indicating that each independent variable (Ads and Discounts) simultaneously has a significant effect on the dependent variable (Consumer Purchases).

Advertising and discounts have an influence on consumer purchases by 43%, this is shown in table 4.6. This shows that there are still other factors that influence consumer purchasing decisions in the GoFood application by 57% which are not included in this research model.

Table 5. Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.660 ^a	.435	.423	3.667	1.917

a. Predictors: (Constant), Diskon, Iklan
b. Dependent Variable: Keputusan Pembelian

Source: Processed by the author with SPSS 27

Conclusion

Based on the results of the research analysis, it can be concluded that the variables of advertising and discounts in the GoFood application have a significant effect on consumer purchases in Bogor City. The results of the analysis of 100 respondents of the two independent variables significantly influence up to 43% of consumer purchasing decisions. It's just that GoFood still needs to think about other factors such as personal selling, publicity, and direct marketing to further increase consumer purchases, loyalty and engagement with consumers.

The research analysis has also been able to conclude that the research questions were answered and met the objectives of this study, which is expected to encourage GoFood companies and their partners to increase the use of advertising and sales promotion through Discounts to market products.

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