

Shopeefood Application During Covid-19 For Promotion And Service Quality On Consumer Purchase Decisions

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Abstract

Received: 2 Mei 2023

Revised: 21 Mei 2023

Accepted: 14 Mei 2023

Global advances result in fierce rivalry. Customers are acquired and retained via many means. Good service quality is one of the techniques employed by businesses to win the competition. Customers are interested in purchasing a product or service due of the high level of service. This study was carried out at Bandung Islamic University to assess the impact of price, promotion, and service quality on consumer purchasing decisions for the ShopeeFood application during the Covid19 period. This study's sample included 69 students from Bandung Islamic University, and the data collected was analysed using confirmatory factor analysis (CFA) techniques. According to the study results, ShopeeFood is still the top option for Bandung Islamic University students in terms of price, promotions, and service quality. This promotion is the major goal of students who rely on ShopeeFood to survive. Furthermore, one of the good benefits received by Bandung Islamic University students is the quality of service for drivers. Entrepreneurs are encouraged to offer competitive costs, focus on user advantages, and improve service.

Keywords: Price; Promotion; Quality Of Service; Purchase Decisions; Covid19ice Quality

How to Cite:

Sumerli A, C., Faizah, A., Fauzan, R., Setiawan, E., & abidin, Z. (2023). *Shopeefood Application During Covid-19 For Promotion And Service Quality On Consumer Purchase Decisions*. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2). doi:<https://doi.org/10.24256/kharaj.v5i2.3859>

INTRODUCTION

The rapidly growing marketing strategy encourages business operators to continue to innovate to compete. This is demonstrated by the emergence of more and more new products with various innovations. A number of industries and companies already operating globally respond to this increasingly competitive business world. Therefore, the operation of the company is also influenced by the state conditions, one of which is the rate of population growth. The level of social needs such as transportation is influenced by the growing population.

The exchange rate that can be exchanged for money or other goods for the profit obtained by a person or group from a good or service at a certain point is called the price. The price indicates the monetary value of goods or services. In other words, customers will buy goods if the investment, including money and time, is proportional to the profit they expect from the production of goods or services offered by the company.

A place or box used to market the goods. To ensure that marketing can succeed and that customers in need can easily get the product offered, price is one of the important components of the marketing mix. The right distribution channels also determine a successful marketing strategy. Distribution channels are very important. In this case, distribution channels include all efforts made by an enterprise to make its goods or services easily obtainable or available to its customers and consumers. Some of the above dimensions can be applied to the service business, but most of them are based on the experience and research of manufacturing companies. There are five dimensions of service quality, according to Parasuraman (Jasfar, 2005):

Quality education should be given to all employees of the company, from top managers to operational employees. The concept of quality as a business strategy, tools and methods for implementing quality strategies, and the executive role in their implementation are some of the elements to be considered in this education. The measurement and quality objectives used in guiding the company to its vision should be part of the strategic planning process.

The only most effective method that management can use to change organizational behavior is the review process. This process ensures constant attention to achieving quality goals. The Communication. The company's communication processes influence the implementation of the organization's quality strategy. Communication should be made with employees, pigs, and other shareholders of the company. These include suppliers, shareholders, governments, the general public, and others. Appreciation and Confession (penghargaan manusia complete). Recognition and recognition are important components in implementing quality strategies. All well-performing employees should be appreciated and recognized. Therefore, it can enhance the motivation, morality, pride, and sense of ownership of each member of the organization. This can make a huge contribution to the company and the customers served.

As a conclusion of the above principles of service or service quality, the service organizer company must follow six principles to create a conducive environment. Among these principles are the presence of a leader in a company, all employees are educated about the quality of service, plan to the company's vision, conduct the review process for each plan, and the preservation of the company.

In order to improve the quality of the service, there are many factors to consider. To improve the quality of service, Tjiptono (2014) mentions several key components to pay attention to:

Identify important factors that affect the quality of service. Every service company that seeks to provide the best service to its customers must conduct research to determine which services dominate the market. Then, based on the results of this research, the company and its competitors are evaluated in the market so that the company can concentrate on improving the quality on the aspect of dominance by knowing its reactive position in the eyes of customers compared to its rivals.

It's not uncommon for a company to exaggerate in delivering its message to their customers in an interesting way. This can be a big mistake as the more promises are made the higher the customer's expectations, which in turn increases the likelihood of not meeting the customers' expectations.

Prove the quality of service. Monitoring proof of service quality aims to improve customer perception both before and after using the service. Therefore, since a service is performance and cannot be perceived as a commodity, customers tend to see tangible facts related to the service as proof of quality. From a service company's point of view, proof of quality includes everything that the customer considers as an indicator of the quality of the

service to be provided (examination before the service) and quality of service received. (ekspektasi setelah layanan).

With technological and scientific advances, societies have undergone major changes in the way they live, as well as in the ways they market their economic goods. Indirectly, changes in digital payment systems will gradually change the way ordinary people buy food. ShopeeFood is a food messaging service that helps drivers, food packers, and consumers. Because of the COVID-19 pandemic, people switch to buying food online because of the distance and psbb rules.

In the midst of the COVID-19 pandemic, there were several factors that influenced my decision to use the ShopeeFood app. Price, promotion, and quality of service are some of the factors that can influence the purchase decision through the ShopeeFood app. On the other hand, the measurement of purchase decisions through the ShopeeFood app refers to the type of product, form, brand, seller, amount, time, and method of payment. Here is the framework for this research. The research hypothesis can be submitted as follows based on the problem formula, the theoretical discussion, the framework of thinking, and the conceptual framework already outlined.

H1: Customer purchase decisions are influenced by the promotion.

H2: Consumer purchase decisions are influenced by price.

H3: Customer purchasing decisions are influenced by the quality of service.

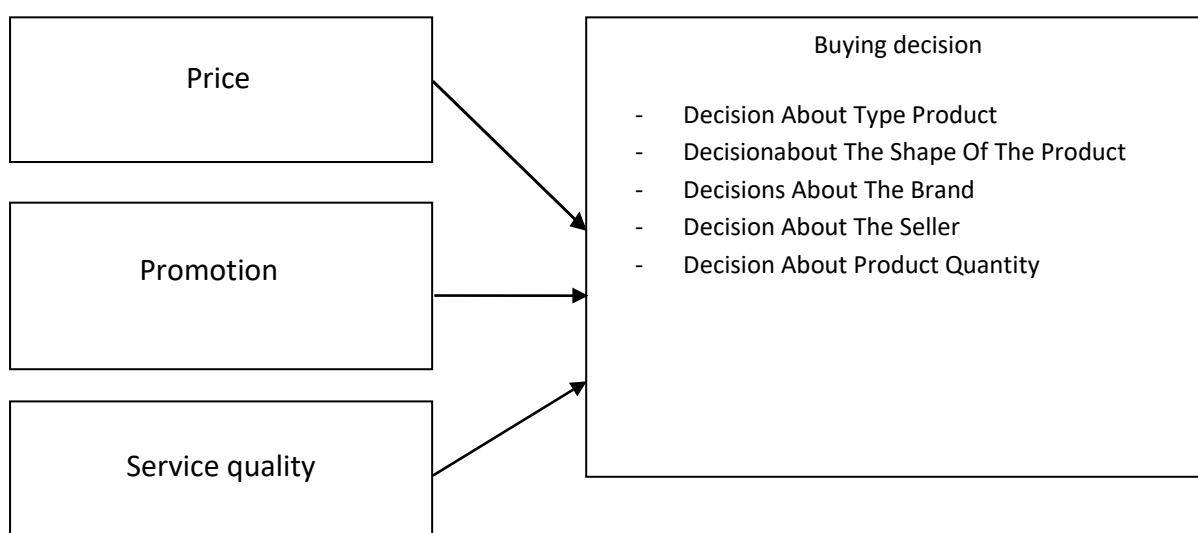


Figure 1. Factors Influencing the Purchase Decision for the ShopeeFood application within the International Bali University.

METHODS

Description of Data

The target population of this research was students while the expected population was 792 students of Islamic University Bandung. The sampling technique used by the researchers is Accidental Sampling. Accidental sampling is a technique of sample-taking based on chance, i.e. anyone who accidentally meets with the researcher can be used as a sample, when viewed by the person who is accidentally found it fits as a data source. (Sugiyono, 2011). This study used accidental sampling because it is not known how many people have ever used online transportation services such as ShopeeFood in the Islamic University of Bandung environment.

In this study the sample calculation of the study using the formula (Hair et al., 2006), where for the analysis factor the recommended sample size is not less than 50 samples, and the

recommendation sample sizes 100 – 200 samples. The authors set the sample in this study is as much as: 4×18 indicators = 69.

Based on the above calculations obtained for the minimum sample using 50 sample respondents. However, the researchers took respondents with a total of 100 to minimize errors in the completion of the questionnaire and of that number 10-20 respondents each represent each student in the Islamic University of Bandung environment.

This type of data is primary data and secondary data. Primary data is data obtained from the first source either from individuals or individuals, such as the results of interviews or the completion of questionnaires. (Umar, 2002). Secondary data is primary data that has been further processed and presented either by the primary collector or by the party (Sugiyono, 2017). Secondary data is presented in the form of tables or diagrams. This data may come from previous research journals, articles, magazines, newspapers, or data of documents that may be necessary for the preparation of this research.

The operational definitions in this study are variable price, variable service, promotional variable, variables purchase decision. A company should be careful in setting the price of a product because basically a customer exchanges his money for a product is to get a profit that is equal to the amount of money spent or even by paying the minimum cost possible but obtaining the maximum profit / satisfaction possible with a product. To measure the view and attitude of a customer, the researchers use a likert scale that can describe the perception of each individual.

Variable of service. A service is often difficult to measure, because the characteristics of the service are intangible. However, the intangibility of a service cannot be justified by the fact that the service does not have a level of satisfaction for consumers. Through Tangibles (trust), Reability (reliability), Responsibility (responsibility), assurance (assurance) and Emphaty (empathy) designed in a lift, then a service will still get a different level of satisfaction from consumers.

The Variable Promotion. Promotion is not just about convincing a consumer to be interested and buy a product. Moreover, promotion is a set of unsure-related elements in marketing a product, unsure - such elements will be assessed by a consumer through a likert scale that describes a mix of promotion within a company.

Variable purchasing decisions. The purchase decision comes after a long process. For that, it is necessary to have an assessment that the company should pay attention to when it comes to crucial decisions. Customer perceptions and attitudes should be evaluated so that it is clear what factors are most important for a consumer in implementing a purchase decision. Evaluation is done using the likert scale.

Data collection techniques in this study are Observation, Documentation and Questionnaire. The mechanism of data collection in this study was carried out by sharing online questionnaires (via Google Docs) with a total of 69 questionnaires and distributing 69 questionnaire across the environment of the University of Islam Bandung.

Dependent variables are variables that are influenced or resulting from the existence of independent variables. (Sugiyono, 2016). The variable dependent is the consumer decision in the use of ShopeeFood in the Islamic University of Bandung environment. While, the independent variable in this research is the variable that represents the factors that influence consumer decisions in the use of ShopeeFood application in the environment of the University of Islam Bandung, independent variables in this study are price, promotion and quality of service.

The data analysis method used in this study is to look at the contribution of each major variable using the method of factor analysis/confirmatory factor analysis. (CFA). CFA (Confirmatory Factor Analysis) is used when researchers have a knowledge base underlying the latent variable structure. Based on this knowledge, researchers can formulate relationships between factors with observed dimensions such as question items. (Sugiyono, 2015).

The purpose of the CFA is to confirm or test a model, i.e. a measurement model whose formulation derives from theory. So CFA can be said to have two focus of study: (1) whether indicators are conceptualized unidimensional, accurate and consistent; (2) indicators- which indicators dominate the structure being studied.

Descriptive analysis is the part of statistics used to analyze data by describing or describing data that has been collected as it is without the intention of making general conclusions or generalizations. (Sugiyono, 2011). So this study is not meant to prove the truth of a hypothesis.

This hypothesis is tested with Test F (Simultaneous Test) where Test F is used to determine whether independent variables simultaneously have a significant effect on dependent variables. The degree of confidence used is 0.05. If the value of F is greater than that of F according to the table, then an alternative hypothesis, which states that all independent variables simultaneously have a significant effect on the dependent variable. For the analysis of the SPSS output can be seen from the table "ANOVA". The t test is used to determine the significance of the influence of an independent variable on the dependent variable individually and to assume that the other variable is dependent. The significance of such influences can be estimated by comparing the table t value with the calculated t value. If the t count value is greater than the t table, then the independent variable individually affects the dependent variable; if the t-count value is smaller than that of the table, the independent variables individually do not affect the dependant variable.

RESULT AND DISCUSSIONS

In this study, the research respondents were described by presenting the characteristics of the respondents as seen from the demographic variables, namely, gender, age, study program, and semester.

Based on Table 2, it can be said that respondents with female gender, age <20 years and clinical pharmacy study program as well as respondents in semester 1-2 dominated this study. This can be seen from the percentage results in Table 5.1, namely based on the demographic variable of gender, the proportion of female respondents is 55.56 per cent and the proportions of male respondents are 44.44 percent.

Table 1.Characteristics of Respondents

No	Variable	Classification	Number of people)	Percentage (%)
1.	Gender	Man	32	44,44
		Woman	37	55,56
	Amount		69	100
2.		< 20 years	27	41.67

	Age	21-30 years	41	56.94
		31-40 years	1	1.39
	Amount		69	100
3.	Study program	Clinical Pharmacy	33	50
		TLM	9	12.5
		ARS	3	4,17
		MICKES	3	4,17
		Physiotherap y K3	1	1.39
		TEM	2	2.77
		Psychology	3	4,17
		BIDI	5	6.95
		Informatics	8	11,11
		Amount		69
4.	Semeste r	1-2	32	48,61
		3-4	23	31.95
		5-6	14	19,44
		7-8	0	0
	Amount		69	100

Source: Data processed, 2023

A validity test is used to determine whether a questionnaire is valid. The questionnaire is said to be valid when the question is asked on the questionnaire. In this study will be used validity test with confirmatory factor analysis (CFA) using software SPSS 26, each item of the statement must have factor loading $> 0,40$ and significant at the level of significance 5%. According to Hair, et al. (1998) the minimum size to be able to perform factor analysis is 50. A Kaiser Meyer Olkin Measure of Sampling Adequacy value above 0.5 and having a significance below 0.50 indicates that a variable can be analyzed further. Table 2 shows that all statements are declared valid because each statement that is the indicator of each variable has been perfectly extracted.

Based on KMO and Bartlett's values in Table 3, the factor analysis model used meets the goodness-of-fit criteria. This is demonstrated by KMO scores of 0.620 (>0.50) and Bartlett's test of sphericity significance of 0,000 (<0.005). The reliability test aims to measure the reliability and stability of a research instrument. This test is a stage after the validity test is considered completed The reliability measurement of this research instrument is carried out using the cronbach alpha coefficient. Based on the results of variable relativity testing using the help of the program SPSS 26 for Windows obtained the cronbach alpha of each variable as follows:

Table 2. T Test Results (Partial Test) Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	std. Error	Betas				tolerance	VIF
(Constant)	24.025	5,338			4,501	.000		
Price	.111	.132	.102		2,835	006	.952	1050
Quality Service	.082	.176	.056		2,466	043	.984	1016
Promotion	.219	.230	.117		2,956	003	.950	1,052

a. Dependent Variable:
Purchase Decision

The test results obtained with SPSS for the variable X2 (Quality of Service) obtained the value of t count =2,466 with a significance level of 0.043. By using a significance limit of 0.05, the significance value is below the 5% level, which means that Ho is rejected and Ha is accepted. Thus, the second hypothesis is accepted. The results of testing with SPSS obtained for the variable X3 (Promotion) obtained the value of t count =2,956 with a significance level of 0.003. By using a significance limit of 0.05, the significance value is below the 5% level, which means that Ho is rejected and Ha is accepted. Thus, the third hypothesis is accepted. The coefficient of determination (R²) essentially measures how far the model's ability to explain the variation in the dependent variable. The value of the coefficient of determination can be seen in Table 5.7 below:

**Table 3. Result Coefficient of Determination (R²)
 Summary modelb**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.886a	.034	.008	1869

- a. Predictors: (Constant), Promotion, Service Quality, Price
 b. Dependent Variable: Purchase Decision

Source: Primary data processed, 2023

The results of the calculation using the SPSS version 26 program can be known that the determination coefficient (R²) obtained is 0.886. This means that 88.6% of purchasing decisions can be explained by price variables, quality of service and promotion, while the remaining 11.4% of purchase decisions are influenced by other variables not studied in this study. The price applied by ShopeeFood can improve Purchase Decisions, Good Quality of Service can improve Buying Decision and Good Promotion can improve Shopping Decision for students in the UK.

The higher the price, the higher the purchase decision, the better the quality of service, the greater the purchasing decision, and the better promoted the student's purchase decision during the Covid pandemic. This was also demonstrated by previous research that mentioned that the variables Service Decision, Price Perception and Sales Promotion influenced the Purchase Decision on Shoppe Food services in Yogyakarta City. From the partial test results showed that the variables Quality of Service, Price Perception and Sales Promotion influenced the Purchase Decision on Shoppe Food services in Yogyakarta City. As the level of service, price and promotion improves, the decision to buy on the Shoppe Food service in Yogyakarta City also increases. (Edward, 2020). Other research supporting this study carried out by Sasongko (2020) variables Price, Quality of Service, and Promotion simultaneously or simultaneously had a positive and significant impact on purchasing decisions using Shoppe-Food services in Sukoharjo County.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that there is an influence of price, promotion and quality of service on consumer decisions in using ShopeeFood services in the Islamic University of Bandung environment at the time of the Covid-19 pandemic. This research shows that ShopeeFood is still the best choice by students of Islam University Bandung due to the price, promotion and quality of its services. Promotion becomes the main goal of students to survive using ShopeeFood. In addition, the quality of the service of the drivers is also one of the good benefits received by the students of Islam University Bandung.

Based on the analysis and discussion as well as the conclusions obtained, there are a number of suggestions submitted by the authors where entrepreneurs are expected to provide affordable prices and pay attention to the benefits received by consumers and improvement in the quality of services. This is so that consumers can refund the purchase not only because of the presence of promotions, but for further investigation to be able to use other research methods and add various variables and can implement on other online reviews.

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