

Consumer Preferences in Choosing Online Food Delivery Services in Jakarta

Ramon Hurdawaty^{1*}, Kenny Dylun²
¹²Sahid Polytechnic

email: ¹ramon.hurdawaty@polteksahid.ac.id, ²2018147084@polteksahid.ac.id

Received on 29 April 2024	Revised on 29 May 2024	Accepted on 29 May 2024
------------------------------	---------------------------	----------------------------

ABSTRACT

Purpose: This research aims to determine consumer preference factors when purchasing Jakarta's online food delivery services.

Research methods: This study uses a comparative quantitative method. Data was obtained by distributing online questionnaires via Google form to 100 users of Online Food Delivery Services (Grab-Food et al.) in Jakarta. In this study, the sample was determined by purposive sampling. Researchers conducted a one-way ANOVA test to see if there were differences in respondents' preferences. The preference factors used are transaction, price, and promotion.

Results and discussion: Research has been conducted to understand consumer preferences in popular food delivery services such as Go-Food, GrabFood, and ShopeeFood. Understanding these preferences is critical for companies to tailor their services and offerings to meet their customers' needs and expectations better. The research results show differences in consumer preferences when choosing online food delivery services.

Implication: By leveraging this research, all stakeholders can contribute to a more competitive, user-friendly, and innovative food delivery landscape. Go-Food, Grab-Food, and Shopee-Food can continue to innovate, develop transaction systems so that users are more comfortable making transactions when using the Food Delivery Service application, provide prices according to the quality provided, and take a more innovative and creative promotional approach so that many users can know the promotion.

Keywords: Online Food Delivery Service, Preference, Go-Food, Grab-Food, Shopee-Food

INTRODUCTION

In this millennial era, business competition in Indonesia is growing and developing rapidly. Driven by technological advances, every business actor must continue to develop so that the business they run can compete and survive in this millennial era. Many business actors continue to innovate and grow in running their companies and can compete with other developed businesses. The culinary business is one of the fields that continues to develop following the development of increasingly advanced technology and has considerable profit potential. The development of the culinary business, especially in big cities that have a population with dense activities. This means culinary business entrepreneurs must adjust to the dense activities of people who increasingly order food using delivery services.

Several online food and beverage delivery services are proliferating in Indonesia today, including Grab-Food, Go-Food, and Shopee-Food, the rulers and pioneers in online food and beverage delivery services. According to the results of online research conducted by digital research company Snapcart Indonesia (2021), 54% of respondents chose Grab-Food as the food and beverage delivery service application chosen by respondents, Go-Food at 34% as the food and beverage delivery service application chosen by respondents, and Shopee-Food at 12% as the food and beverage delivery service application selected by respondents.

Go-Jek is one of the startup companies in Indonesia that fulfills customers' needs for practical and easy transport. By using internet-based technology, Go-Jek makes traveling easier. Go-Food is an online food and beverage delivery service provided by Go-Jek. This highly developed market share certainly provokes other competitors to compete, and one of them is the Grab application, which is an online-based application such as Go-Jek that presents transportation services and online food and beverage delivery services (Food et al.) to participate in working on land in the culinary business to win the competition. In May 2016, Grab presented Grab-Food as an online food and beverage delivery service similar to Go-Food.

PT Shopee International Indonesia is gearing up to compete with companies with similar features, such as Go-Food and Grab-Food. In April 2020, Shopee-Food launched its new feature, Shopee-Food, which only offers frozen foods, soft drinks, cakes, and processed foods, but in early 2021, Shopee-Food started delivering food and drinks online. There is a difference between Shopee-Food, Go-Food, and Grab-Food, where Shopee-Food is a service that emerged from e-commerce. At the same time, Go-Food and Grab-Food exist in the application, starting with online motorcycle taxi services.

The presence of three features of online food and beverage delivery services certainly raises consumer preference factors for choosing and using online food and beverage delivery service features. According to research conducted by Andreas (2019), which analyses customer preferences for online food and beverage delivery services (Food et al.), factors such as transactions, prices, and promotions influence customer preferences for online food and beverage delivery services. For this reason, further research must be conducted by comparing three food delivery services (Go-Food et al.).

According to Chandrasekhar (2019), the research results indicate that consumers prefer uniqueness in terms of price, quality, and delivery of online food and beverage services. Consumer preference is the primary motivator for business owners to indulge in online delivery services to satisfy customer demands and needs further (Ramanan et al., 2021).

According to Das (2018), consumers prefer online food delivery services for convenience, ease of use, and time-saving benefits. Rewards and cashback also influence consumers when choosing online food delivery service providers. According to Kim Dang et al. (2018), consumers' preference for online food products is influenced by convenience and price, and they are concerned about food hygiene and safety information.

This study aims to determine why consumers are interested in using online food and beverage delivery services. It will start by examining factors such as transactions, prices, and promotions that affect consumer preferences in choosing online food and beverage delivery services and how much significance

consumer preferences have in choosing online food and beverage delivery services.

RESEARCH METHODS

The research method used in the study is a comparative quantitative approach. Quantitative research is a method for conducting research based on the philosophy of positivism (Sugiyono, 2019). This method can be said to be a scientific method because it has scientific principles that are concrete, certain, systematic, measurable, and rational. The purpose of comparative research is to determine the differences between two or more variables in different samples at different times (Sugiyono, 2019). In this study, the authors used a comparative method to compare consumer preferences for using three delivery online services: Go-Food, Grab-Food, and Shopee-Food. This study has variables, namely consumer preferences, and 3 sub-variables, namely transactions, prices, and promotions.

The sampling technique used is purposive sampling, where the sample is taken based on a certain criterion with the aim that the sample can be taken with certain criteria that still enter a certain population. In this study, the criteria for respondents that the author wants are users of online food service services, namely Go-Food, Grab-Food, and Shopee-Food, in the Jakarta area. The sample in this study amounted to 100 samples. Data collection using an online questionnaire. The data analysis used is a validity test, reliability test, normality test, homogeneity test, descriptive analysis, and one-way ANOVA test.

RESULTS AND DISCUSSION

Validity Test

Table 1: Go-Food Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
Question 1	46.90	59.266	.671	.910	Valid
Question 2	47.03	59.757	.621	.912	Valid
Question 3	47.10	54.024	.831	.901	Valid
Question 4	47.13	56.257	.696	.908	Valid
Question 5	47.53	50.947	.813	.902	Valid
Question 6	47.57	53.013	.714	.907	Valid
Question 7	47.40	57.145	.516	.917	Valid
Question 8	46.90	59.886	.489	.916	Valid
Question 9	47.27	58.133	.578	.913	Valid
Question 10	47.07	55.789	.692	.908	Valid
Question 11	47.13	56.395	.805	.904	Valid
Question 12	47.10	57.472	.598	.912	Valid

[Source: own primary data, 2022]

Table 1 shows the pre-test results for 30 respondents. There are 12 questions regarding consumer preferences for Go-Food, and the corrected item-total correlation results show 12 valid questions with a value of $r_{count} > r_{table}$

(0.361). Therefore, it can be concluded that the 12 questions regarding consumer preferences for Go-Food are valid and can be used for further analysis.

Table 2: Grab-Food Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
Question 1	46.90	59.266	.671	.910	Valid
Question 2	47.03	59.757	.621	.912	Valid
Question 3	47.10	54.024	.831	.901	Valid
Question 4	47.13	56.257	.696	.908	Valid
Question 5	47.53	50.947	.813	.902	Valid
Question 6	47.57	53.013	.714	.907	Valid
Question 7	47.40	57.145	.516	.917	Valid
Question 8	46.90	59.886	.489	.916	Valid
Question 9	47.27	58.133	.578	.913	Valid
Question 10	47.07	55.789	.692	.908	Valid
Question 11	47.13	56.395	.805	.904	Valid
Question 12	47.10	57.472	.598	.912	Valid

[Source: own primary data, 2022]

Table 2 shows the pre-test results for 30 respondents. There are 12 questions regarding consumer preferences for Grab-Food, and the corrected item-total correlation results show 12 valid questions with a value of r count $> r$ table (0.361). Therefore, it can be concluded that the 12 questions regarding consumer preferences for Grab-Food are valid and can be used for further analysis.

Table 3: Shopee-Food Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Keterangan
Question 1	47.70	48.976	.591	.911	Valid
Question 2	47.73	47.168	.716	.906	Valid
Question 3	47.67	45.402	.789	.902	Valid
Question 4	47.57	50.392	.635	.910	Valid
Question 5	47.67	47.195	.774	.903	Valid
Question 6	47.83	48.902	.564	.913	Valid
Question 7	47.83	49.109	.675	.908	Valid
Question 8	47.67	49.885	.647	.909	Valid
Question 9	47.83	49.730	.658	.909	Valid
Question 10	47.77	45.564	.760	.903	Valid
Question 11	47.70	50.424	.599	.911	Valid
Question 12	47.77	51.633	.494	.915	Valid

[Source: own primary data, 2022]

Table 3 shows the pre-test results for 30 respondents. There are 12 questions regarding consumer preferences for Shopee-Food, and the Corrected Item-Total Correlation results show 12 valid questions with a value of $r_{count} > r_{table}$ (0.361). Therefore, it can be concluded that the 12 questions regarding consumer preferences for Shopee-Food are valid and can be used for further analysis.

Reliability Test

Table 4: Go-Food Reliability Test

Statistics	
Cronbach's Alpha	N of Items
.916	12

[Source: own primary data, 2022]

Table 4 shows the results of Cronbach's Alpha on Go-Food, with a value of 0.916, more significant than 0.6. Thus, the questionnaire is reliable and can be used for further analysis.

Table 5: Grab-Food Reliability Test

Statistics	
Cronbach's Alpha	N of Items
.895	12

[Source: own primary data, 2022]

Table 5 shows the results of Cronbach's Alpha on Grab-Food, with a value of 0.895, greater than 0.6. Thus, the questionnaire is considered reliable and can be used for further analysis.

Table 6: Shopee-Food Reliability Test

Statistics	
Cronbach's Alpha	N of Items
.915	12

[Source: own primary data, 2022]

Table 6 shows the results of Cronbach's Alpha on Shopee-Food with a value of 0.915 greater than 0.6, so the questionnaire is considered reliable and can be used for further analysis.

Normality Test

Table 7: Normality Test

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
x_total	.087	100	.059
y_total	.086	100	.067
z_total	.088	100	.055

a. Lilliefors Significance Correction

[Source: own primary data, 2022]

The normality test in Table 7 uses One-Sample Kolmogorov Smirnov, which shows that the data is usually distributed with a significant value greater than 0.05.

Homogeneity Test

Table 8: Homogeneity Test

		Levene's Test for Equality of Variances	
		F	Sig.
xyz_total	Equal variances assumed	3.418	.066
	Equal variances not assumed		

[Source: own primary data, 2022]

Data is homogeneous if the significant value is greater than 0.05, while if the significant value is smaller than 0.05, then the data is not homogeneous. Based on Table 8, the significant value is 0.066 > 0.05, so it is said that the data is homogeneous.

Descriptive Analysis (Mean) Transaction Factor

Table 9: Transaction Mean Test

Questions	Mean Go- Food	Mean Grab- Food	Mean Shopee- Food	Preferenc e
Using <i>E-Wallet</i> in transactions is my consideration for choosing (Go-Food et al.) as a <i>Food Delivery Service</i> .	4.57	4.54	4.48	Go-Food
Various payment options are my consideration for choosing (Go-Food et al.) as a <i>food delivery service</i> .	4.52	4.3	4.34	Go-Food

[Source: own primary data, 2022]

The table above shows that in the Go-Food transaction factor, Go-Food gets the mean with the highest number, namely 4.57, which means that respondents strongly agree that the use of e-wallets in transactions is a consideration for choosing Go-Food as the Online Food Delivery Service they chose. Regarding diverse payment options, Go-Food also gets the highest mean value at 4.52, which means that respondents strongly agree that Go-Food has a variety of payments, so it is a consideration for choosing Go-Food as the chosen Food Delivery Service.

Price Factor

Table 10: Price Mean Test

Questions	Mea n Go- Food	Mean Grab- Food	Mean Shope e- Food	Preferenc e
More affordable prices encourage me to choose (Go-Food et al.) as the <i>Food Delivery Service</i> .	4.49	4.32	4.43	Go-Food
The price of the services provided is my consideration when choosing (Go-Food et al.) as the food delivery service.	4.36	4.41	4.29	Grab-Food
The price given to (Go-Food et al.) is better than other <i>Food Delivery Services</i> .	4.17	4.09	4.27	Shopee- Food
Go-Food, Grab-Food, and Shopee-Food are food delivery services that	3.95	4.12	4.28	Shopee- Food

have the most affordable service charge prices.

[Source: own primary data, 2022]

The table above shows that in the Go-Food price factor, the mean with the highest number is 4.49, which means that respondents agree that a more affordable price encourages consumers to choose Go-Food as the Food Delivery Service to be used. In the appropriate price factor as a consideration for choosing a Food Delivery Service, Grab-Food has the highest mean with a value of 4.41, where respondents agree that the price is by the services provided as a consideration for respondents choosing Grab-Food as the Food Delivery Service used.

In the price factor given is better than other Food Delivery Services, Shopee-Food has the highest mean with a value of 4.27, where respondents agree that the price given by Shopee-Food is better than other Food Delivery Services. In the sub-variable Food Delivery Service has the most affordable service charge price, Shopee-Food has the highest mean value with a value of 4.28, which means Shopee-Food has the most affordable service charge price.

Promotion Factor

Table 11: Promotion Mean Test

Questions	Mean Go-Food	Mean Grab-Food	Mean Shopee-Food	Preference
Attractive promotional advertisements are my consideration for choosing (Go-Food et al.) as a <i>Food Delivery Service</i> .	4.15	4.05	4.16	Shopee-Food
Discounts are my consideration for choosing (Go-Food et al.) as a food delivery service.	4.51	4.49	4.47	Go-Food
I use (Go-Food et al.) because people recommend it	4.2	4.42	4.14	Grab-Food
The number of discounts given by each shop listed in (Go-Food et al.) was my consideration when choosing (Go-Food et al.) as a food delivery service.	4.49	4.45	4.52	Shopee-Food
The company's good name (Go-Food et al.) helped me choose a Food Delivery Service.	4.39	4.36	4.42	Shopee-Food
Ease of communication with sellers helped me choose (Go-Food et al.) as a Food Delivery Service.	4.47	4.46	4.42	Go-Food

[Source: own primary data, 2022]

The table above shows that in the promotion factor where attractive promotional advertisements are considered by respondents to choose Food Delivery Service, Shopee-Food has the highest mean value of 4.16, where respondents agree that respondents consider attractive promotional advertisements to choose Shopee-Food as Food Delivery Respondent's preferred service. Price cuts or discounts are a consideration for respondents when choosing a Food Delivery Service; Go-food has the highest mean value with a value of 4.51, where respondents strongly agree that price cuts or discounts are a consideration for respondents when choosing Go-Food as a Food Delivery Service.

Grab-Food as an application recommended by other people is a consideration for respondents in choosing Food Delivery Service; grab-food has the highest mean value with a value of 4.42 where respondents agree that applications recommended by other people are a consideration for respondents in choosing Grab-Food as Food Delivery Respondent's preferred service. The number of discounts given by each registered shop is a consideration for respondents in choosing a Food Delivery Service; shop-food has the highest mean value with a value of 4.52, where respondents strongly agree that the number of discounts given by each shop is a consideration for respondents in choosing Shopee-Food as Food Delivery Service of the respondent's choice.

The good name of the company is a consideration for respondents in choosing a Food Delivery Service; shop-food has the highest mean value with a value of 4.42, where respondents agree that the good name of the company is a consideration for respondents in choosing Shopee-Food as the Food Delivery Service of choice for respondents. Ease of communication with sellers is a consideration for respondents in choosing a Food Delivery Service; go-food has the highest mean value with a value of 4.47, where respondents agree that ease of communication with sellers is a consideration for respondents in choosing Go-Food as the Food Delivery Service of choice for respondents.

One-Way ANOVA Test

Table 12: One-Way ANOVA Test

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.056	2	.028	10.177	.012
Within Groups	.017	6	.003		
Total	.073	8			

[Source: own primary data, 2022]

The One-way ANOVA test is a parametric test that aims to determine whether there is an average difference between two or more sample groups. Based on Table 12, the results that can be concluded are that there are differences in consumer preferences in using Online Food Services, namely Go-Food, Grab-Food, and Shopee-Food because the results in Table 12 show that

the significant value is 0.012, less than 0.05, where H_0 is rejected, and H_a accepted. H_a is accepted, proving that there are differences in consumer preferences in using Online Food Services, namely Go-Food, Grab-Food, and Shopee-Food.

CONCLUSION

Research has been conducted to understand consumers' varying preferences when it comes to using popular food delivery services like Go-Food, GrabFood, and ShopeeFood. Understanding these preferences can be crucial for companies to tailor their services and offerings better to meet the needs and expectations of their customers. The mean test and ANOVA analysis findings indicating differences in consumer preferences among these platforms are particularly insightful. This suggests that consumers are not treating these services as homogenous options but instead making conscious choices based on their preferences. Ultimately, understanding consumer preferences in the food delivery landscape is essential for these companies to remain competitive, attract new users, and retain existing customers. By staying attuned to these preferences and adapting accordingly, Go-Food, GrabFood, and ShopeeFood can continue to thrive in the dynamic and ever-evolving food delivery services.

The research results suggest that food delivery services have become increasingly popular, with consumer preferences becoming a key driving factor for businesses to engage with online delivery services to meet customer demands and needs better. These implications highlight the importance of understanding consumer preferences in this dynamic market. By leveraging this research, all stakeholders can contribute to a more competitive, user-friendly, and innovative food delivery landscape. Go-Food, Grab-Food, and Shopee-Food can continue to innovate, develop transaction systems so that users are more comfortable making transactions when using the Food Delivery Service application, provide prices according to the quality provided, and take a promotional approach that is more innovative and creative so that many users can know the promotion.

REFERENCES

- Alma, B. (2013). *Marketing Management and Services Marketing*. Bandung: Alfabeta.
- Chandrasekhar, N., Gupta, S., & Nanda, N. (2019). Food Delivery Services and Customer Preference: A Comparative Analysis. *Journal of Foodservice Business Research*, 22(4), 375–386. <https://doi.org/10.1080/15378020.2019.1626208>
- Das, J. (2018). Consumer Perception Towards 'Online Food Ordering And Delivery Services': An Empirical Study. *Journal of Management (JOM)* Volume 5, Issue 5, September-October 2018, pp. 155–163. <http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=5&IType=5>
ISSN Print: pp. 2347-3940
- Erwanto, A. P. (2020). *The Influence of Promotions and Customer Delivery Service on Repatronage Intention at Mcdonald Gresik, Kota Baru* (Doctoral dissertation, Universitas Muhammadiyah Gresik).
- Frank, Robert H. (2011). *Microeconomics and Behavior*. Eighth edition, Mc.Graw. Hill International Edition.

- Habibi, H., & Mardhiyah, A. (2021). Analysis of the Implementation of Pickup and Delivery Services on Consumer Loyalty (Study at Medan Shoe Washing). *Jurnal Publik Reform*, 8(1), 51-68. <https://doi.org/10.46576/jpr.v8i1.1472>
- Kim Dang, A., Xuan Tran, B., Tat Nguyen, C., Thi Le, H., Thi Do, H., Duc Nguyen, H., Hoang Nguyen, L., Huu Nguyen, T., Thi Mai, H., Dinh Tran, T., Ngo, C.Q., Thi Minh Vu, T., Latkin, C.A., Zhang, M.W., & Ho, R.C. (2018). Consumer Preference and Attitude Regarding Online Food Products in Hanoi, Vietnam. *International Journal of Environmental Research and Public Health*, 15. doi: [10.3390/ijerph15050981](https://doi.org/10.3390/ijerph15050981)
- Kotler, P., & Gary Armstrong (2012). *Marketing principles*. Edisi 13, Jilid.1 Jakarta: Erlangga.
- Laksana. F. 2019. *Practical Understanding Marketing Management*. Edisi 1. Khalifah Mediatama. Depok.
- Lolowang, I. R. (2019). The Influence of Consumer Perceptions and Preferences on the Decision to Purchase a Premium Type House (Study of Consumers in Kawanua Emerald City Akrland Manado. *Jurnal Riset Bisnis dan Manajemen*, 7(1). <https://ejournal.unsrat.ac.id/v3/index.php/jrbm/article/view/22235>
- Ramanan, V, Malathi, N, HS Kruthartha. (2021). A Study on Consumer Preference towards Food Delivery Brands. *International Journal of Business Management Insight & Transformations* Vol 2 No 2. <http://management.eurekajournals.com/index.php/IJBMIT/article/view/631/707>
- Sugiyono. (2019). *Quantitative and Qualitative Research and R&D Methodologies*. Bandung: ALFABETA
- Tjiptono, F. (2015). *Marketing Strategy 4th edition*. Yogyakarta: Andi
- Turban, E. David King. Jae Lee. Ting-Peng. And Decorrah C. Turban. (2010). *Electronic commerce*. Managerial perspective Global. Edition (6 edition). New Jersey: Pearson