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Analysis Consumer Preference In The Use of GoFood Services

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ABSTRACT

In this modern era, all activities can be carried out easily because of the rapid technological progress. Technology really helps human needs and can't be separated from human lifestyles. The easy of technology and communication that developed has changed the consumption patterns of the people, especially in ordering online food delivery. Now people tend to buy food through digital applications rather than cooking. The highest frequency of food orders is dominated by the use of delivery as much as 2.6 times a week.

This study aims to find out which combinations of attributes that make GoFood choose by consumers, and to find out which attributes are the most dominant. This research is a quantitative study with conjoint analysis techniques. The results showed that the combination of attributes were cheap prices, attractive promotions, safe security, fast time & delivery and ease of payment using cash. The results of the study also showed that the safety attribute was the most important attribute.

Keywords: Conjoint Analysis, Consumer Preference, GoFood, Online Food Delivery.

INTRODUCTION

Rapid progress in the field of information technology is very influential in various aspects of human life. One of them is how humans conduct transactions in the business world. The internet is a very influential thing in this change. The internet is a global network that uses universal standards to connect millions of different networks. The internet can dramatically reduce transaction costs and agencies that most organizations face [1].

In 2018, the number of active internet users based on eMarketer data reached 123 million people, almost half of the population in Indonesia. British research institute, Merchant Machine, released a list of 10 (ten) countries with the fastest growing e-commerce in the world. Indonesia leads the ranks of these countries with a growth of 78% in 2018.

The number of internet users in Indonesia, which is more than 100 million users, is one of the forces driving e-commerce growth in Indonesia[2]. Along with the development of technology, marketing

media products, and services penetrated mobile devices called M-Commerce. Mobile Commerce (M-Commerce) can be understood as electronic transactions and communications carried out using mobile devices such as smartphones or tablets and generally using wireless connections[3].

The phenomenon of changes in shopping behavior of some people, from the initial diligence, to do it in retail stores directly (offline), is now beginning to shift to shopping patterns through online applications (online), increasingly assertive. Changes in lifestyle trends have also been a factor driving domestic consumption last year. The Head of the Central Statistics Agency (BPS), Suhariyanto, stated that the ease of technology and communication that has developed lately has changed people's consumption patterns, especially about food. BPS sees now people tend to buy food through digital applications rather than cooking[4].

Garick said that the highest frequency of ordering food was dominated by the use of delivery as much as 2.6 times a week. Garick revealed the reason people use the food delivery service, which is because they want to save time and energy to queue and wait [5].The presence of GoFood in Indonesia made the food delivery service popular because of the characteristics of the lazy Indonesian population and not all restaurants in Indonesia have a delivery service[6].Nadiem Makarim said that the food delivery service (GoFood) and mobile payment (GoPay) contributed more revenue than the GoRide service[7].Based on Gojek's internal data, GoFood's service is claimed to be 4 (four) times greater than its competitors. Even the GoFood market share in Indonesia reaches 75-80%[8].

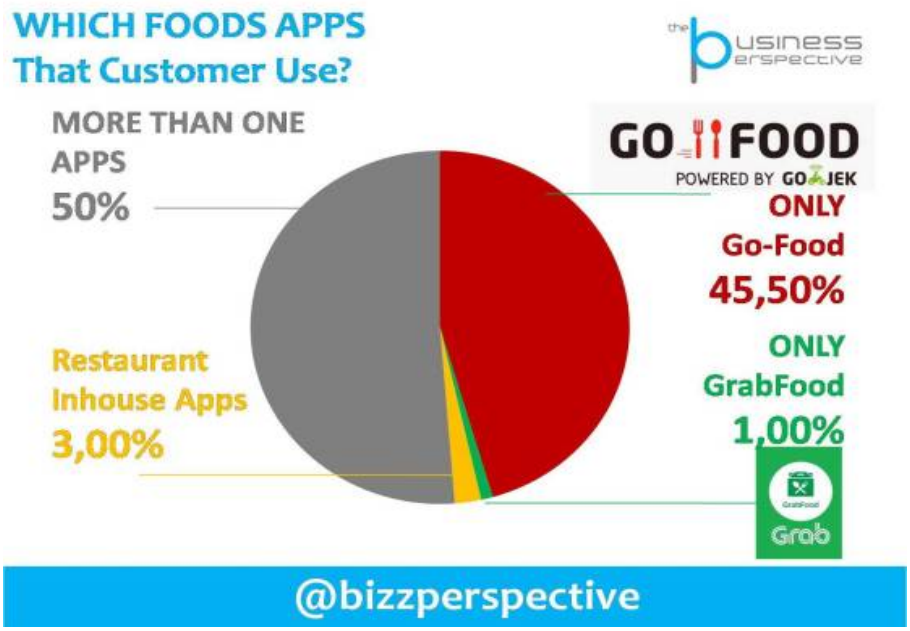


Figure 1. Online Food Delivery Application User Data
Source : Business Perspective (2016).

Based on a survey conducted by Business Perspective in 2016 with 400 respondents. There are 182 respondents (45.50%) who only have a GoJek application to order food. This figure is very far compared to the number of respondents who only have Grab applications and inhouse applications from restaurants, respectively 4 and 9 respondents (1% and 3%). A total of 205 respondents (50%) claimed to have various applications. But specifically, the majority of respondents claimed to use

GoFood to order food. Which means that the number of GoFood users is greater than its competitors[9].

Research objectives

1. To find out combinations of attributes that make gofood selected by consumers.
2. To find out attributes are the most dominant.

LITERATURE REVIEW

Marketing

Marketing is an activity in the economy that helps in creating value for customers and build strong relationships to take value from customers as return[10] [11].

Marketing management

Marketing management is the activity of analyzing, planning, implementing, and controlling various programs arranged in the formation, construction, and maintenance of profit generated from transactions/exchanges through market targets to achieve corporate goals in the long term, including goods, services, and ideas that depend on exchange with the aim of producing satisfaction for the parties concerned[10] [12].

Services

Production services can be bound or not bound to a physical product. Services can be defined as any action or action that can be offered by one party to another party which is basically intangible and does not result in ownership of something[13].

Consumer behavior

Consumer behavior is a study that studies consumer actions and the processes used by consumers when searching for purchases, uses, evaluations, and disposal of products, services, experiences, or ideas to satisfy the needs and desires of consumers and the impact of these processes on consumers [14] [15] [16].

Consumer preference

Consumer preference is an analysis of consumers of the goods or services they choose and they want[17].

Four approaches in explaining how consumer preferences[18]:

1. The classical boundary approach
2. Indifferent curve approach
3. Reaveled preference approach
4. Attribute approach

This study uses attribute approach because GoFood services are related to attributes or characteristics inherent in GoFood services.

The framework in this study was adopted from 3 previous studies conducted by [19] [20] [21]. However, the research attributes that the authors use in this study do not cover the whole, only a few

attributes that have in common between one study with another research and the most relevant to the research conducted by the author.

In the study of [19] the attributes adopted are only Price and Promotion because the price attribute has similarities with the research of [20], this is following the results of his study in which the price attribute is one of the highest attributes.

While promotion also has similarities with the research of [21], this is following the results of his research in which promotion attributes are the most dominant attributes. Then in the study of [20] the author adopted the security attribute because it has an element of relevance to this research in terms of GoFood consumer data security. this is following research conducted by [22] where security attributes are the most dominant attributes in the results of his research.

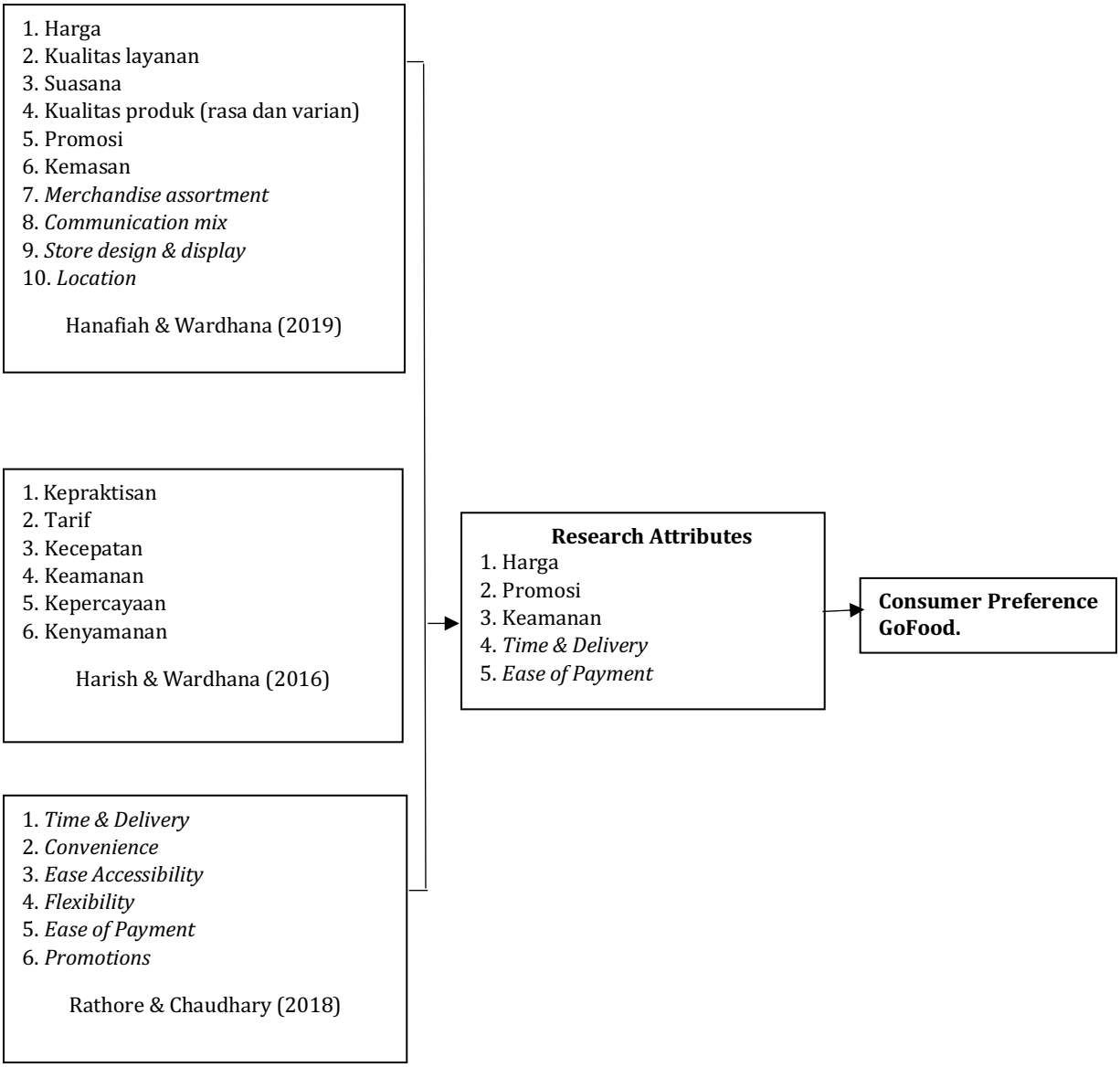


Figure 2. Framework

Source : Authors' preparations were adopted from 3 previous studies (2020).

Furthermore, in the [21] research the authors adopted the time & delivery and ease of payment attributes because the time & delivery attributes have similarities to the research conducted by [20] this is consistent with the results of [21] where the time & delivery attribute is one of the attributes that has the highest value in the results of his research. While the ease of payment attribute was adopted because it's relevant to this study in terms of making payments on GoFood services.

METHODS

This study uses quantitative methods with the aim of descriptive research. The unit of analysis in this study is individual and the involvement of the writer is minimal and the time of implementation of this study is cross-sectional. The population of this study is all GoFood consumers spread throughout Indonesia whose numbers are not known with certainty.

Therefore the authors used the Bernoulli formula to calculate the number of samples used in this study and the samples in this study were 384 rounded up to 385 samples. Data collection techniques in this study used a questionnaire that was distributed to various social media and addressed to the research sample.

The analysis technique used in this study is conjoint analysis with the full-profile method, which means the respondent will provide an assessment in the form of rating to each available profile[23]. In this study, the authors adopted 5 (five) attributes that are consumer preferences in using GoFood services from 3 (three) previous studies, the attributes is price, promotion, security, time & delivery, and ease of payment.

Tabel 1. Research attributes and level

Attributes	Levels
Price	Cheap Expensive
Promotion	Attractive Not attractive
Security	Non safe Safe
Time & Delivery	Slow Fast
Ease of Payment	Cash Non cash

Source: Authors' (2020).

In this study authors used 5 attributes with 10 levels. Based on this, the possible stimuli that appear are 2x2x2x2x2 = 32 stimuli. From these results it will be troublesome for respondents to provide an evaluation then it can be reduced by the following formula[24]:

Minimum Stimuli Number = Number of levels - Number of Factors + 1 = 10-5 + 1= 6 stimuli.

But the processed using SPSS 24 produces 8 (eight) stimuli, because this study uses a fractional factorial design approach that is defined by [23] as a profile design method that only uses part of the profile that might be needed to estimate results based on assumed composition rules. The main objective is to reduce the number of evaluations collected while still maintaining orthogonality

between levels and estimated parts worth. To achieve this goal is to design a profile that can estimate only a portion of the total possible effect. Designs can be made well by referring to published sources.

[23] also defined that ortohonality is mathematical constraints that require that estimated parts worth must be independent of each other. In conjoint analysis, orthogonality refers to the ability to measure the effect of changing each attribute level and separating it from experimental errors. So those stimuli that are not possible to be evaluated are not included, therefore this study uses 8 (eight) stimuli.

Data Sources

If viewed from the data source, the data collection can use primary sources and secondary sources[25].

Primary Sources

Primary sources are data sources that directly provide data to data collectors. Based on the explanation, the primary data in this study used a questionnaire that was distributed through online media to predetermined respondents, which is GoFood consumers in Indonesia. A Questionaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer[25].

Secondary Sources

While secondary sources are sources that do not directly provide data to data collectors, for example through other people or documents. In this study secondary data obtained from books, websites and previous research to support the theoretical research[25].

RESULTS

Data collection was carried out using a Google Form questionnaire distributed to various social media. The number of respondents obtained was 433 respondents. However, to obtain valid data, the distributed questionnaire can only be filled out by respondents who have met certain criteria, namely people who have used GoFood, through the screening questions included in the questionnaire prepared. From the results of these criteria, the number of valid respondents filled out the research questionnaire as many as 403 respondents and the number of invalid respondents as many as 30 respondents.

Test of significance and predictive accuracy

Measurement of correlation, both Pearson and Kendall produces a relatively strong correlation number if above 0.5. This proves that there is a strong relationship between Estimates and Actual[25].

Tabel 2.Test of Significance and Predictive Accuracy

	Value	Sig.
Pearson's R	,932	,0000
Kendall's tau	,643	,0000

Source: Authors' processed using SPSS.

After processing data using SPSS 24, it can be seen that the correlation value according to Pearson is 0.932 while the correlation value according to Kendall is 0.643. Based on the correlation values according to Pearson and Kendall, this study has a relatively strong correlation number because the number is above 0.5. Then the significance level according to Pearson is 0,000 and the significance level according to Kendall is 0.013. If the probability (significance) <0.05 then Ho is rejected. Then it can be concluded that the two correlations are significant because the significance value of both of them is below 0.05 and it shows that Ho is rejected which means there is a correlation or a strong relationship between ESTIMATES and ACTUAL[25].

Utility value of each attribute level

Utility value is an assessment at each level of attributes obtained from the opinions of respondents then processed using SPSS.

Tabel 3.Utility value of each attribute level

Utilities			
		Utility Estimate	**Std. Error**
Price	Cheap	,249	,161
	Expensive	-,249	,161
Promotion	Attractive	,221	,161
	Non attractive	-,221	,161
Security	Safe	,398	,161
	Non safe	-,398	,161
Timeanddelivery	Fast	,248	,161
	Slow	-,248	,161
Ease of Payment	Cash	,110	,161
	Non cash	-,110	,161
(Constant)		2,576	,161

Source: Authors' processed using SPSS.

Based on these data it can be concluded that the safe level is the most dominant level with an utility value of 0.398, followed by cheap level with an utility value of 0,249, then fast level with an utility value of 0,248, attractive level with an utility value of 0.221, and the last one is cash level with an utility value of 0,110.

Utility value of each combination card

Consumer preferences for each card profile are shown through the large utility value of each combination card.

Tabel 4.Utility value of each combination card

Card	Total Usability Value
1	1,22
2	0,23
3	-0,28
4	-0,01
5	-0,28
6	0,068
7	0,066
8	-1,00

Source: Authors' Processed

To get the utillity value on each combination card can be done by adding up each utility value from the attribute level contained in each attribute combination card (Best, 2013). It can be seen that the highest utility value of the 8 (eight) attribute combination is card number 1 (one) of 1.22 and the lowest utility value is card number 8 (eight) of -1.00. The combination of card number 1 (one) consists of low price, attractive promotion, safe level of security, fast time & delivery, and ease of payment using cash. While the combination of card number 8 (eight) consists of high prices, unattractive promotions, insecure security, slow time & delivery, and ease of payment using cash.

Importance value of each attribute

The level of importance is how important the attributes of this study are based on the opinions of respondents. If the attribute is of high value then the attribute is increasingly important for the respondent and if the attribute is of low value then the attribute is considered not important for the respondent[23].

Tabel 5.Importance value of each attribute

Attribute	Value
Security	26,58
Price	20,74
Promotion	19,39
TimeandDelivery	18,34
EaseofPayment	14,94

Source: Authors' processed using SPSS.

It can be seen that the highest importance value is in the security attribute with the importance value of 26.58%, then followed by the price attribute with the importance value 20.74%, the promotion attribute with the importance value 19.39%, the time & delivery attribute with the importance value 18, 34%, and the last attribute ease of payment with an importance value of 14.94%.

CONCLUSION

In this study there are several attributes and levels that are analyzed based on the level of usefulness and importance. The attributes used in this study are price, promotion, security, time & delivery and ease of payment. All attributes are processed using SPSS and produce a combination of attributes and levels of each attribute.

Surveying GoFood consumers, the sample of this study is all GoFood consumers in Indonesia who contribute uncertainty. Therefore, the authors use the Bernoulli formula to determine the number of samples in this study and the minimum sample of 385 respondents must be taken. In this study the sample obtained was 403 respondents. The sampling technique used was purposive sampling so that the respondents in this study were GoFood consumers in Indonesia.

After the data is collected then the data is processed using SPSS 24. The results of the utility value (utility) for each attribute level obtained by the safe level has the highest utility value (utility) of 0.398. And the last is to calculate the customer value index to get the total value of utility (utility) from each attribute combination card.

From the calculation of the customer value index shows card 1 (one) has the highest utility value of 1.22 followed by card 2 (two) with utility value of 0.23 and card 6 (six) with value of utility (utility)

of 0.068. Therefore, conclusions can be drawn from combination card number 1 (one) which is the highest combination card by consumers for using GoFood services, followed by card 2 (two) and card 6 (six).

In addition, the purpose of this study is also to know the most dominant attributes. Based on the results of the importance of each attribute obtained, shows that the most dominant attribute is security, therefore GoFood is considered to maintain the safety of consumer data, because these attribute are the most important by consumers for using GoFood services.

Based on these combinations it can be seen that the safe level is the most dominant level, as evidenced by the utility value of 0.398. And the security attribute is the most dominant attribute with the importance value of 26.58%.

Based on the conclusions above, it is recommended that GoFood be able to maintain competitive pricing, provide promotions that are always attractive to consumers, maintain order time & delivery by specified estimates, then develop ease of payment by using non-cash payment methods so that consumers are not only interested use cash spreads, but are also interested in using non-cash payments provided by GoFood.

And also maintain the security of consumer data, which has been considered the most important for consumer in using GoFood services to continue to compete and become the first choice for consumers. As well as suggestions for future research, you can use a different approach so that research continues to grow.

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