Analysis of Consumer Behavior, Service Quality, Company Image, and Price on Purchase Decisions Using the Go-Jek Application Go-Food Features in the New Habit Period (Study on Employees of PT. Citra Adi Sarana Indonesia Gresik Branch)

Abdul Ghofur[1*], Abid Muhtarom[2], Noer Rafikah Zulyanti[3], Miftakhul Arif[4]

[1,2,3,4] Lamongan Islamic University

Article Information

A B S T R A C T

The development of the world of transportation in modern times is growing rapidly. This is evidenced by the number of transportation services that have followed the times, for example the transportation application that is widely used by the community, one of which is Go-Jek. Go-Jek is widely used for transportation services other than as a transportation service to take someone to their destination. But Go-Jek is now used for food delivery services called Go-Food. The object of this research is a study at Karywan PT. Cita Adi Sarana Indonesia, Gresik Branch. This research is quantitative in nature by providing questionnaire data to the sample of researchers. This is the sample of researchers as many as 60 people. The analytical tools in this study are validity, reliability, classical assumptions, multiple correlation, multiple linear regression, coefficient of determination, t test, and F test. Service quality (X2), company image (X3), and price (X4) have tcount> ttable, namely Consumer Behavior tcount 2,374> ttable 2,004, Service Quality tcount 2,278> ttable 2,004, Company image tcount 2,288> ttable 2,004, and Price tcount 2.683> t table 2.004 means that the results are considered that all independent variables partially influence the Purchase Decision. In the F test, it states that Fcount> Ftable, namely 20.234> 2.54, which means that the independent variable has a silmutan effect on Purchasing Decisions. In this study, the linear regression equation is $Y = 0.158 + 0.246X1 + 0.281X2 + 0.241X3 + 0.251X4$, which means that the Service Quality (X2) variable is the most dominant variable in purchasing decisions. This is based on the results of the regression value which is greater than the value of the other independent variables, namely 0.281.

Keywords: *Consumer Behavior, Service Quality, Company Image, Price and Purchase Decision.*
JEL Classification Code: D11, M10, J50

Author correspondence:
E-mail: abdullghofur1@gmail.com

INTRODUCTION

The development of the world of transportation in modern times is growing rapidly. This is evidenced by the number of transportation services that have followed the times, for example the transportation application that is widely used by the community, one of which is Go-Jek. Go-Jek is widely used for transportation services other than as a transportation service to take someone to their destination. In today's millennial era, many have used this application and it can be accessed on their respective gadgets. Consumers can easily use it without having to be bothered. However, Go-Jek can now be used for food delivery services called Go-Food.

The Go-Food feature in Go-Jek is now widely used by the public to meet the needs of each consumer. Currently the world is experiencing an outbreak of the COVID-19 virus which causes negative impacts in various aspects of life, especially in the economic field. This epidemic requires all people to stay at home while maintaining health protocols such as keeping a distance, washing hands, and wearing masks. From this outbreak, many public places were closed to the public, to prevent the virus from spreading. This is also felt by people who have businesses in the food sector, such as outlets or restaurants that are empty of visitors because there is a sense of concern. In a new normal or transitional life from the COVID-19 virus outbreak to new habits by implementing health protocols , so people often use the Go-Jek application to meet their needs, especially in buying food. In addition, to prevent competition in the world of online applications, companies must pay attention to Consumer Behavior, Service Quality, Company Image, and Price so that consumers in making purchasing decisions remain the same in choosing the Go-Jek application.

Sehiffman and Kanuk (2008:6) in the research of Qz, Aldo Fatoni et al (2017:3) Consumer Behavior or consumer behavior is a person's way of decision-making techniques and utilization of existing resources such as effort, time, money, to buy an item that consumed. Consumer Behavior or consumer behavior is also shown through searching, purchasing, using, evaluating, and determining a product or service that is expected to be in accordance with consumer needs.

Service Quality or service quality according to (Kotler, 2013: 34) in the research of Iqbal, Muhammad et al (2020: 230) is a performance in the form of intangible actions in ownership of goods and offered by someone to others. Service quality is in the form of long-term and the results of an assessment of customer satisfaction, meaning that quality provides momentum to consumers in strengthening ties with the company, in the long term this relationship requires the company to understand the needs and desires of customers.

Kotler (2012) in Nofiyanto's research, Komarudin (2019:32) Company image is a way for companies to prepare or think about, identify and position companies or their products in order to form a good image for society or consumers. Informing a good impression and continuously developing the quality of the company both in terms of products, and services also influence buyers to use the products produced by the company. According to Kotler and Keller (2014: 67) in R's research, Fadhil Fadhlur (2017: 55) price includes the marketing mix that manifests costs or revenues. In the price or the price has a program that is tailored to the characteristics of the product, channel and communication that takes a lot of time.

METHODOLOGY

Researchers use this type of quantitative research, by distributing questionnaires. The researcher used the sampling technique of PT. Citra Adi Sarana

Indonesia Gresik Branch as many as 60 people. The analytical tools used are Validity, Reliability, Classical Assumptions, Multiple Correlation, Multiple Linear Regression, Coefficient of Determination, t-test, and F-test.

RESULT AND DISCUSSION

The following is a validity test with the results stating that all Consumer Behavior, Service Quality, Company Image, Price, and Purchase Decision variables have rcount > rtable which means they are valid.

Table 1
Validation Test Results

No	Variabel / Indikator	r_{hitung}	r_{tabel}	Keterangan
1.	Consumer Behavior (X_1) Indikator • ($X_1.1$) • ($X_1.2$) • ($X_1.3$)	.657 .740 .688	.254 .254 .254	Valid Valid Valid
2.	Service Quality (X_2) Indikator • ($X_2.1$) • ($X_2.2$) • ($X_2.3$)	.797 .850 .800	.254 .254 .254	Valid Valid Valid
3.	Company Image (X_3) Indikator • ($X_3.1$) • ($X_3.2$) • ($X_3.3$)	.879 .855 .848	.254 .254 .254	Valid Valid Valid
4.	Price (X_4) Indikator • ($X_4.1$) • ($X_4.2$) • ($X_4.3$)	.696 .707 .721	.254 .254 .254	Valid Valid Valid
5.	Purchase Decision (Y) Indikator • (Y.1) • (Y.2) • (Y.3)	.833 .834 .789	.254 .254 .254	Valid Valid Valid

The result of the calculation states that Crobach's Alpha > 0.60 which means that all indicators in the variables of Consumer Behavior, Service Quality, Company Image, Price, and Purchase Decision are reliable. The following are the results of the reliability test as follows:

Table 2
Reliability Test Result

No	Variable	Cronbach"s Alpha	r_{table}	Note
1.	Consumer Behavior (X_1)	.769	.60	
2.	Service Quality (X_2)	.833	.60	
3.	Company Image (X_3)	.850	.60	Reliabel
4.	Price (X_4)	.776	.60	
5.	Purchase Decision (Y)	.774	.60	

The results of the normality test explain the Normal P.P Plot Regression Plot Standardized Residual data is spread on a diagonal line and the distribution is followed by the direction of the diagonal line of the graph, so this study is normally distributed. The results of the multicollinearity test in this study stated that the tolerance value 0.10 or the same as the VIF value 10 so it can be concluded that this regression equation model does not occur multicollinearity and this research can be said to be ideal. From the results of this test, it is stated that it is good, because the results obtained are that the scatterplot points spread below or around 0 on the Y axis with no particular pattern.

Multiple correlation test results show that the correlation coefficient between the variables Consumer Behavior, Service Quality, Company Image, and Price with the dependent variable Purchase Decision is 0.772. This means that the relationship between the variables is very strong with the coefficient interval value between 0.60 - 0.799 which means Strong. The results obtained by multiple linear regression in this study obtained a regression equation, namely $Y = 0.158 + 0.246X1 + 0.281X2 + 0.241X3 + 0.251X4$, from this equation it can be seen that the most dominant variable on the purchase decision is the Service Quality variable (X2) because the value the highest regression among other variables.

The coefficient of determination (Rsquare) obtained is 0.595. So it can be concluded that 59.5% of Purchase Decisions are influenced by independent variables, namely Consumer Behavior (X1), Service Quality (X2), Company Image (X3), and Price (X4), and 40.5% Purchase Decisions are influenced by variables other. From the t-test, this study explains that the variables Consumer Behavior, Service Quality, Company Image, and Price have t-count > t-table, which means that there is a partial effect on Purchase Decision. The results of the research on the t-test are Consumer Behavior t-count 2,374 > t-table 2,004; Service Quality t-count 2,278 > t-table 2,004; Company Image t-count 2,288 > t-table 2,004; Price t-count 2,683 > t-table 2,004. The results of the F test in this study state that F-count > F-table, which means that the variables Consumer Behavior (X1), Service Quality (X2), Company Image (X3), and Price (X4) have a simultaneous influence on Purchase Decision. This is evidenced by the results of the study, namely F-count 20.234 > F-table 2.54.

The results of the t-test state that there is an influence between the Consumer Behavior variable on Purchase Decision with a value of t-count 2,374 > t-table 2,004. Consumer Behavior in determining purchasing decisions in using the Go-Jek application, the Go-Food feature is currently increasingly being carried out by many consumers. This application is easily found by the public because of developments in the digital era that has developed rapidly, for that consumer behavior is very easy to determine purchasing decisions by using the Go-Jek application. The opinion of the same research was carried out by Qz, Aldo Fatoni, et al (2017).

The results of the t-test state that there is an influence between the Service Quality variable on the Purchase Decision with a value of t-count 2,278 > t-table 2,004. Service quality must pay attention to consumer satisfaction in determining purchasing decisions so that consumers do not choose the wrong choice in determining purchases. Good service quality provides a good relationship with consumers so that consumer purchasing decisions have increased. The opinion of same research was carried out by Raymond (2017).

The results of the t-test state that there is an influence between the Company Image variable on the Purchase Decision with a value of t-count 2,288 > t-table 2,004. A good corporate image given by

the company will provide positive value for consumers. The company's image is formed in order to increase the purchasing power of consumers so that the purchasing decisions made provide an increase. The opinion of the same research was carried out by Qz, Aldo Fatoni, et al (2017).

The results of the t-test state that there is an influence between the Price variable on the Purchase Decision with a value of t-count 2,683 > t-table 2,004. The price determined by the company is relative by not burdening consumers so that consumers in making purchasing decisions still remain with the same choices. The opinion of same research was carried out by Tambunan, and Krystia (2012).

CONCLUSION

The results of the t-test were obtained which stated that the variables Consumer Behavior, Service Quality, Company Image and Price had a partial effect on Purchase Decision. It is concluded that it is stated that tcount > ttable, namely Consumer Behavior tcount 2,374 > ttable 2,004, Service Quality tcount 2,278 > ttable 2,004, Company Image tcount 2,288 > ttable 2,004 and Price tcount 2,683 > ttable 2,004. The results of the F test explain that the value of Fcount > Ftable means that the variables Consumer Behavior, Service Quality, Company Image, and Price have a simultaneous effect on Purchase Decision with the result that Fcount 20.234 > Ftable 2.54. From the results of multiple linear regression, it is stated that the regression equation is $Y = 0.158 + 0.246X1 + 0.281X2 + 0.241X3 + 0.251X4$, from this equation it can be seen that the most dominant variable on Purchase Decision is the Service Quality variable (X2) because the regression value is the most dominant. high among other variables.

REFERENCE

Iqbal, Muhammad dkk. 2020. *Analisis Pengaruh Kualitas Pelayanan dan Promosi Terhadap Keputusan Pembelian Pada Merchant Go Food Festival Duta Mall Banjarmasin.* JIEB : Jurnal Ilmiah Ekonomi Bisnis. JIEb Jilid 6, No 2, Juli 2020. ISSN Online 2615-2134. STIE Pancsetia, Banjarmasin.

Nofiyanto, Komarudin. 2019. *Pengaruh Iklan dan Kualitas Layanan Terhadap Keputusan Transaksi dengan Citra Perusahaan Sebagai Variabel Intervening (Studi Kasus di Bank BRI Syariah KCP Kendal).* Institut Agama Islam Negeri Salatiga, Salatiga.

Qz, Aldo Fatoni, dkk. 2017. *Variabel-Variabel yang mempengaruhi Keputusan Pembelian Konsumen dalam Menggunakan Jasa Transportasi Go-Jek Surabaya.* Jurnal Bisnis Indonesia Vol. 8 No. 1 April.

R, Fadhil Fadhlur R. 2017. *Pengaruh Kualitas Pelayanan, Harga, Citra Perusahaan Terhadap Loyalitas dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Gojek Malang (Studi Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Islam Malang).* Universitas Islam Malang, Malang.