Analysis Influence Go-Food Plus Member Promotion and Service Quality on User Loyalty in the Go-Jek Application

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Abstract - The aim of this research is to analyze the influence of promotions, service quality and user loyalty on the Go-Jek application. Mediating variables and to find out the most dominant variables on promotion, service quality and user loyalty on the Go-Jek application. The analytical method in this research uses quantitative methods, descriptive analysis methods . The test stage carried out was a data analysis test in this research using a linear regression analysis test , t test, f test. The data used in this research used a questionnaire instrument and valid data was collected from 100 respondents. The sampling method in this research is a purposive sampling technique. The research results show that the variables of promotion, service quality and user loyalty have a positive and significant influence on the consumer variables of Go-Jek application users.

Keywords: Promotion, Service Quality, User Loyalty

I. INTRODUCTION

Currently, several countries and even the whole world have entered the digital era. Digital developments towards technology have developed very rapidly and have given rise to new technologies. This has a positive impact and opportunities for business people. Many business people are competing to innovate and invest in technology to develop their business. This is of course not without reason, apart from the technological era which requires business people to develop, another thing is because of the Covid-19 pandemic several years ago which changed the activity pattern of market needs and encouraged business people to take advantage of new opportunities that emerged as a result of the pandemic situation and also technology advances.

Several years ago, when the Covid-19 pandemic began, government regulations came into effect to limit people's activities from leaving the house. This changes people's behavior patterns as consumers and has positive and negative impacts on business people. Many business people are having difficulty dealing with the Covid-19 pandemic, quite a few of their businesses have ended up going out of business. Go-jek also experienced the impact of the Covid-19 pandemic, including its service products such as Go-clean and Go-Massage which experienced a decline and were eventually eliminated. However, even though some of its flagship products have sunk, several other products such as Go-food, Go-Med, Gomart and Go-shop have experienced significant increases. According to data from CNBC Indonesia, it is even stated that the increase in transactions from Go-jek products such as Go-food, Gosend, Go-mart and Go-med has increased up to 3 times. Some of Go-Jek's products, one of which is Go-Food, has ultimately become the people's choice to meet people's consumption needs amidst people's limited activities to leave the house.

With extraordinary experience during the pandemic, Go-jek has reached 64 million users in 2022 (data source: katadata.co.id). Even the data source is from LD FEB UI entitled "The Impact of the Gojek Ecosystem on the Indonesian Economy 2021: Supporting National Economic Recovery." Not only that, consumers also spend more than a quarter of their monthly income in this ecosystem. (LDFEB UI:2021)

Apart from Go-jek, one of its rivals, Grab, experienced the same experience, although not as high as Go-jek. It was recorded that Grab users also experienced an increase as did Go-Jek users. It is recorded that in 2022 Grab users will reach 30.9 million users (based on CNBC Indonesia data).

Currently, Indonesia has begun to gradually recover and be free from the pandemic. President Jokowi as the leader of the Republic of Indonesia announced that the status of the Covid-19 pandemic in Indonesia will soon be downgraded to endemic. In this way, community activities that were previously limited are now starting to gradually return to normal. People are starting to move and carry out their routine activities as usual before the Covid-19 pandemic occurred.

This will certainly have an impact on changes in people's activity patterns as consumers in fulfilling their daily needs, which is usually called the new normal. Of course, this also has an impact on people's consumption power regarding the use of Go-Food services, which are usually used by people as a medium to support their daily needs. Thus, even though Go-Jek remains in first place compared to its competitors and has experienced large profits based on increased revenue during the pandemic, Go-Jek still has to innovate in its products and services to maintain its ranking and maintain the influence of loyalty from its users to use Go-Jek products. especially Go-food services.

To maintain the influence of loyalty among Go-Food service users, Go-jek launched a member promotion for Gofood service users with the name Go-Food Plus promotion. GoFood Plus is a subscription package for GoFood customers to get free delivery at restaurants marked GoFood Plus. This program provides postage subsidies and can even provide free shipping for Go-Food users just by paying a subscription fee. Of course, this program is packaged with attractive offers for loyal go-food users.

II.   THEORETICAL FRAMEWORK

1. Promotion Program

Promotion is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or consume them. (Source: Wikipedia). Promotional programs are important activities and have an important role so they must be planned carefully.

To be able to organize promotional activities, we also have to know what are the indicators of the promotion. So that the activities planned can be right on target and in line with expectations. There are several promotion indicators according to Kotler and Armstrong (2019:62), namely:

a. Advertising is a form of non-personal promotional channel using various media to stimulate purchases.
b. Sales promotion is one of the company's efforts to encourage the purchase or sale of products, one of which is by providing price discounts.
c. Public relations is a company's effort to promote or protect the image of the company or product with various programs that have been designed by the company.

2. Service quality

According to Tjiptono (2016:59) service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires. The better the quality of service provided, the happier customers will be and it is possible to increase customer loyalty towards the products or services we provide.
According to Kotler and Keller (2016: 284), there are five indicators of service quality, including:

a. Reliability
     Reliability is the company's ability to provide services as

promised, reliably, accurately and consistently.

b. Responsiveness (Responsiveness)
     Responsiveness is the ability to provide customer service quickly and hear and resolve customer complaints.

c.   Guarantee (Assurance)
     Guarantee is measuring the employee's ability and politeness as well as the trustworthy nature of the employee.

d. Empathy (Empathy)
     Empathy is providing sincere and individual or personal attention given to consumers by trying to understand consumer desires.

e.   Tangibles
     Tangible is the appearance of physical facilities, good equipment used to provide services to consumers.

3. Loyalty
A loyalty program is a marketing strategy designed to encourage customers to continue shopping or using the business services associated with the program. (wikipedia). This strategy can encourage the formation of customer loyalty or buyer loyalty so that buyers are always loyal to continue making transactions and choosing the products or services being sold.

According to Tjiptono (2002), there are six indicators that can be used to measure consumer loyalty, namely:
a.   Repeat purchase
b.   Habits of consuming the brand,
c.   Always liked the brand,
d.   Still choose that brand,
e.   Convinced that the brand is the best,
f.   Recommend brand

III.   METHODOLOGY

Quantitative methods, descriptive and causal analysis methods are used in research. The aim of this descriptive research is to create systematic, factual and accurate descriptions, images or paintings regarding the facts, properties and relationships between the phenomena being investigated. (Andriyani, Y., & Zulkarnaen, W., 2017:94), using linear regression analysis techniques and using IBM SPSS as a data processing program. In hypothesis testing, use the t test or F test so that you can find out how big the influence is partially or simultaneously. This research will examine the variables:

a.   Independent Variable
     Independent variables: Promotion (X1) and Service Quality (X2)
b.   Dependent Variable
     Dependent variable User Loyalty (Y).

c.   Population and Sample
     The population in this research was 64 million Go-Jek application users. On the other hand, the sample in this research uses the concept of Hair, et.al (2017), the minimum number of samples that should be used is 10 times the number of all indicators, while the number of

samples in this study is 12 x 10 = 120 respondents. Purposive sampling used uses Go-food service criteria.

d.   Test Data Analysis

The data analysis test in this research uses a linear regression analysis test.

IV.   RESULTS AND DISCUSSION

Table a.1Descriptive Statistics

Descriptive Statistics					
	N	Min	Max	Mean	Std. Dev
1. promotion					
1. Placement of go-food plus ads on the main page of the go-food service is appropriate and informative	120	2	5	3.93	0.413
2. The offer of discounts and free shipping on Go-food is also attractive and makes you want to try it	120	2	5	4.00	0.410
3. The go-food plus program can help increase the income of food MSMEs who are go-food partners	120	1	5	4.00	0.367
2. Quality of Service					
4. Go-food plus provides free delivery and discounts at restaurants that are in high demand by go-food users	120	2	5	4.03	0.365
5. Food delivery time to users arrives on time	120	3	5	4.06	0.269
6. Restaurants or drivers always confirm to Go-Food Plus users if the food they ordered is not available or has run out	120	4	5	4.12	0.322
7. Go-food plus drivers always wear Go-Jek uniforms and appear neat and polite	120	3	5	4.06	0.298
3. Loyalty					
8. As a user of the go-food service, purchase a re-subscription package for the go-food plus service when the subscription period has expired	120	1	5	3.98	0.467
9. You as a go-food service user like the services provided by the go-food plus service	120	1	5	4.00	0.367
10. You as a go-food service user remain loyal in choosing the go-food plus service even though there are other brands that have the same service	120	1	5	4.00	0.389
11. You as a go-food service user are sure that the go-food plus service is the best and can meet your needs	120	1	5	4.00	0.367
12. As a user of the go-food plus service, you will recommend the go-food plus service to other people	120	3	5	4.07	0.310
Valid N (listwise)	120				

4.1 Descriptive Analysis

The final calculation of the descriptive analysis of the variables in Table 1. The promotion variable has a mean score of 11.93, the service quality variable has a score of 16.27 and the loyalty variable has a score of 20.05 from a total number of correspondents of 120 people.

Table a.2 Questionnaire calculation results

Question	Number 1	2nd	The 3rd	To 4	5th	6th	7th	8th	9th	10th	11th	The 12th
STS	1	7	5	9	8	14	9	7	5	5	5	10
SS	114	109	112	107	111	106	109	108	112	113	112	108
N	0	1	2	3	1	0	2	2	2	0	2	2
S	5	3	0	1	0	0	0	2	0	1	0	0
SS	0	0	1	0	0	0	0	1	1	1	1	0

The results of the independent variable were 120 respondents with the answer "Agree" dominating the existence of Go-Food Plus.

a.   Dependent Variable

From the analysis of image table a.2, many respondents agree with the existence of Go-Jek Plus and its influence on Go-Jek services.

b.   Purposive Sampling

The sample for the Go-Jek Plus service was 120 respondents, where the respondents consisted of 100 people who were busy, such as working or outside the home. Then there were 20 respondents who were not too busy or often at home.

c.   Instrument Test

➢ **Validation Test**

Based on table a.2, it can be seen that all questions in the variable "Agree" with the existence of Go-Jek Plus

➢ **Reliability Test**

Based on table a.2, a reliability test was carried out on questions that were stated to be agreed. A variable is said to be reliable if the answers to questions are always consistent. So the answer "agree" meets the requirements or is reliable

4.2 Hypothesis Test Results

a.   t test

The influence of the hypothesis is a test carried out to prove the research hypothesis. The hypothesis in this research is related to whether or not there is a significant influence of the independent variable partially on the dependent variable. The hypothesis test used is the t test. Comparing sample questions between variables X1 and X2 with Y.

Table a.3 Results of equation 1 t test

Coefficients [a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Conclusion
	B	Std. Error	Beta			
1 (Constant)	0.800	0.466		1,715	0.089	
1. Placement of go-food plus ads on the main page of the go-food service is appropriate and informative	0.440	0.092	0.389	4,790	0,000	Accepted
4. Go-food plus provides free delivery and discounts at restaurants that are in high demand by go-food users	0.362	0.104	0.283	3,481	0.001	Accepted

Based on the results of the t test hypothesis in equation 1 shown in the table above, it can be concluded that the dependent variable number 8 is that the respondents as users of the go-food service will purchase a repeat subscription package for the go-food plus service again when their subscription period has expired.

Table a.4 Results of equation 2 t test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Conclusion
		B	Std. Error	Beta			
1	(Constant)	1,150	0.492		2,340	0.021	Accepted
	2. The offer of discounts and free shipping on Go-food is also attractive and makes you want to try it	0.298	0.082	0.314	3,615	0,000	
	5. Food delivery time to users arrives on time	0.409	0.126	0.282	3,251	0.002	

a. Coefficients

Based on the results of the t test hypothesis in equation 2 shown in the table above, it can be concluded that the dependent variable number 10 is that the respondents as users of go-food services remain loyal in choosing the go-food plus service even though there are other brands that have the same service.

Table a.5 Results of the 3 t test equations

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Conclusion
		B	Std. Error	Beta			
1	(Constant)	0.300	0.322		0.933	0.353	Accepted
	3. The go-food plus program can help increase the income of food MSMEs who are go-food partners	0.672	0.064	0.672	10,581	0,000	
	7. Go-food plus drivers always wear Go-Jek uniforms and appear neat and polite	0.249	0.078	0.203	3,192	0.002	

a. Coefficients

Based on the results of the t test hypothesis in equation 3 shown in the table above, it can be concluded that the dependent variable number 11 is that the respondents as users of go-food services believe that the go-food plus service is the best and can meet your needs.

b. F test

The F test is used to determine whether there is a significant influence between the independent variables simultaneously on the dependent variable. This hypothesis testing is carried out by comparing sample questions on variable X1 and variable X2 with variable Y.

Table a.6 Results of equation 1 f test

Model		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
1	Regression	7,686	2	3,843	24,595	<.001 b	Accepted
	Residual	18,281	117	0.156			
	Total	25,967	119				

Based on the results of the f test hypothesis in the table above, the value obtained for the dependent variable in number 8 is that respondents as users of the go-food service purchased a re-subscription package for the go-food plus service when the subscription period had expired. Then Predictors: (Constant) in variable number 4 that Go-food plus provides free shipping and discounts at restaurants that are in high demand by Go-food users and in the variable number 1 test Placement of Go-food plus ads on the main page of the go-food service food is appropriate and informative

Table a.7 Results of equation 2 f tests

Model		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
1	Regression	4,426	2	2,213	19,074	<.001 b	Accepted
	Residual	13,574	117	0.116			
	Total	18,000	119				

Based on the f test hypothesis in the table above, the value obtained is that dependent variable number 10 results in respondents as users of go-food services remaining loyal in choosing go-food plus services even though there are other brands that have the same service. Then Predictors: (Constant), in the test results for variable number 5. The time for food delivery to users arrives on time and the results for variable number 2 with the result that the discount offer and free shipping on Go-food plus is interesting and makes respondens want to try it

Table a.8 Results of the 3 f test equations

Model		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
1	Regression	9,561	2	4,780	86,857	<.001 b	Accepted
	Residual	6,439	117	0.055			
	Total	16,000	119				

Based on the results of the f test hypothesis in the table above, the value obtained is that dependent variable number 11 respondents as users of go-food services believe that go-food plus services are the best and can meet the respondents' needs , then Predictors: (Constant) in variable number 7 with the results that Go-food plus drivers always wear Go-Jek uniforms and have a neat and polite appearance and in test variable number 3, the Go-Food Plus program can help increase the income of food MSMEs who are Go-Food partners.

V. CONCLUSION

Based on the results of analysis testing and discussion, it can be concluded that promotion, service quality and user loyalty have a good effect on Go-Jek application user satisfaction. The dominant variable or the one that has the greatest contribution in explaining consumer satisfaction with Go-Jek application user service is the service quality variable. while the dominant variable or the one that has the biggest contribution in explaining the loyalty of Go-jek application users is the promotion variable.

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