

The Influence Price Discount on Impulse Buying Go-Food Customers in Mannuruki Village Makassar City

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ABSTRACT

This research examines the the effect of price discounts on the impulse buying of Go-Food customers in the Mannuruki sub-district, Makassar City. The purpose of this research is to find out the description of price discounts on Go-Food customers, to determine the level of impulse buying to Go-Food customers, and to find out the effect of price discounts on the impulse buying of Go-Food customers. This research approach is quantitative. This research was carried out in the Mannuruki Village of Makassar City. Sources of data in the study are Go-Food customers in december to january 2021. Data collection techniques in the form of observation, questionnaires and documentation. Data analysis techniques in the form of validity test, reliability test, normality test, descriptive analysis, simple linear regression analysis, t test, correlation coefficient analysis, and analysis of the coefficient of determination. The results of the study indicate that the indicators used in each of these variables indicate where the price discount is in the very good category. Indicators on the impulsive buying variable are in the good category. Based on the correlation test, there is a moderate relationship between the two variables. It can be concluded that there is an influence between discounts on impulse purchases of Go-Food customers in Mannuruki Village, Makassar City.

Keywords: Discounts, Impulsive Purchases, Go-Food.

INTRODUCTION

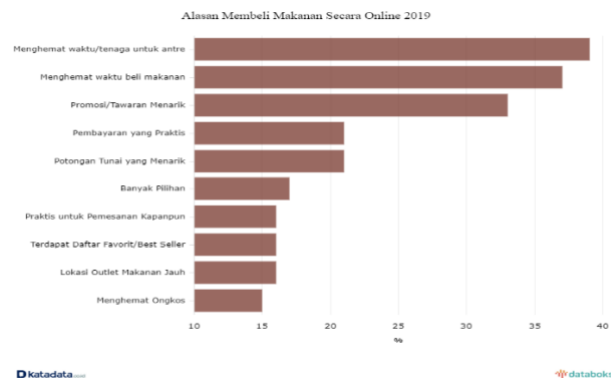
Currently, developments in the era of globalization are running rapidly. New innovations continue to be born to make human work easier. The use of the internet from day to day is also increasing, even the internet has become a lifestyle. All daily activities that are carried out cannot be separated from the internet and even in today's modern era anything is done online or via the internet such as online buying and selling online food online goods delivery online payments services, and pick up online. Based on a survey conducted by The Nielsen Global Survey of E-Commerce (2014), the millennial generation chooses the online route in researching and buying various products or services to meet their daily needs.

In the past four years, various startups transportation sector online such as Gojek, Grab, Maxim, etc. The startup offers passenger transportation services using cars or motorbikes that can be called with a smartphone and offers cheaper prices than conventional taxis. According to a report by the research institute CB Insights in The Global Unicorn Club in 2019, startup that managed to rank first as a startup with the largest valuation in Indonesia was Gojek. Gojek, a company that provides online , recorded a valuation of 10 billion US dollars. nominal makes

Gojek Decacorn Startup the only and the first The services available on the Gojek application other than Go-Ride, namely Go-Food, Go-Car, Go-Send, Go-Mart, Go-Box, Go-Clean, Go-Glam, and Go-Massage, etc.

One of the popular services in the Gojek application besides Go-Ride is the Go-Food service which offers online food delivery services. Based on the results of research by The Nielsen in 2019, Go-Food has become the most popular online food delivery service, which has managed to dominate 75% of the online food delivery market in Indonesia and the number of Go-Food transactions has doubled to reach more than 50 million. transactions throughout Southeast Asia every month. Go-Food has succeeded in conquering the market, even though in The Nielsen's research it was found that as many as 84% of Indonesians use more than 1 food-delivery application.

Nielsen Singapore conducted a survey of 1,000 respondents in Jakarta, Yogyakarta, Bandung, Surabaya, Balikpapan, Medan and Makassar. As many as 95% of them bought ready-to-eat food in the last three months. Of this number, 58% of them use food delivery services via applications such as Go-Food and GrabFood. The average respondent orders 2.6 times per week. Reflecting on this data, according to him, food delivery services have a lot of potential. The respondents surveyed were aged 18-45 years and used food delivery services in the last three months. The survey was conducted online with up to 25 minutes, during 17-29 May 2019. The margin of error for this survey is 3.1%. The following are the results of the Nielsen Singapore Report survey:



Picture 1.1 Graph of Reasons for Buying Food Online
Source: *Nielsen Singapore Report 2019*

The survey results above show, as many as 58% of Indonesians choose to buy ready-to-eat food through an online via cellphone or the second highest after eating at a place chosen by 80% of respondents. The main reason consumers choose online is that it can save time or effort to queue and wait, this reason was chosen by 39% of respondents. applications online could save time or energy in traveling to buy food. As for 33% of respondents reasoned online provide attractive promotions or offers. In addition, practical payment options and attractive cash discounts also encourage people to buy onlinefood by 21% of respondents. The variety of choices from the food menu is the fifth reason chosen by 17% of respondents.

Based on the survey results, attractive promotions/offers are the reason with the third highest percentage of the ten reasons with a percentage of 33% so that researchers are interested in making price discounts as an independent variable in this study.

Go-Food also often offers various promos such as discount vouchers and monthly shipping fee vouchers with terms and conditions that apply. Discount promos given by Go-Food are usually 30%, 50%, up to 75% and can be used together with shipping discount vouchers. This also makes customers use Go-Food services more often because in addition to being practical, they are also more efficient (www.gojek.com).

Promo discount prices given on a large scale can generate consumer desire to buy goods that are not really needed in the near future. Every consumer has a different behavior and often changes in buying products. From a previous planning perspective, buying a product can be divided into planned and unplanned buying behavior. Consumers' planned buying behavior, consumers will plan what types of products to buy before entering the store. Spontaneous unplanned buying without any plan before entering the store.

The buying behavior of Indonesian people at this time tends to be consumptive, consumers often make purchases that exceed the initial purchase plan. This shows that people often make unplanned purchases or what is commonly referred to as impulse buying. In fact, the concern that often haunts consumers when shopping is the price that is cheaper than the normal price, which cannot be obtained at any time other than on this occasion because vouchers the discount Go-Food have a certain period of time, so that consumers feel the need. of great urgency that necessitates addressing these concerns. Conditions like this can encourage customers to make impulse purchases.

Researchers have made initial observations on May 29, 2021 by conducting interviews with several Go-Food who are in the Mannuruki Village, Makassar City. From the information obtained, customers made Go-Food without a purchase plan because they started with opening the Gojek application to use the Go-Ride or Go-Send, but then advertisements for discounted prices appeared that were in effect at that time. Finally, they spontaneously order food or beverage products that are currently in the promo period without any consideration, because in their opinion the discount promo or voucher cannot be obtained at any time.

Discounts offered by Go-Food can benefit some consumers and create negative perceptions for other consumers. With this impulsive purchase, consumers tend to ignore all the negative consequences of purchasing, one of which is the incompatibility of product quality obtained when buying at normal prices, and has a consumptive nature due to uncontrolled purchases and in the end consumers will be more extravagant than usual. To find out more deeply the effect given by price discounts on impulse purchases to Go-Food in the Mannuruki Village, Makassar City, a study is needed on the buying behavior of customers on Go-Food. Based on the description above, the researcher is interested in conducting research with the title "The Effect of Price Discounts on Impulsive Purchases of Go-Food in Mannuruki Village, Makassar City".

RESEARCH METHODS

The design of this study used a descriptive quantitative research type. Quantitative approach can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with

the aim of testing hypotheses that have been established. set. This study uses a descriptive approach, namely research that uses observations, interviews or questionnaires on the subject under study. Through this approach, the researcher will explain what actually happened about the situation being studied.

In this study, the variables studied were the effect of price discounts on impulse buying. The population of this study was 12,082 using purposive sampling, meaning that the sample was selected based on certain selected criteria, which included in the researcher's criteria there were only 100 samples.

According to Sugiyono (Sugiyono, 2017) Accidental sampling is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample. Therefore the respondents who were taken as samples were customers in Mannuruki Village who used the Go-Food application in ordering food. Data collection techniques used are observation, interviews, questionnaires (questionnaire) and documentation. The data that has been obtained from the research results are processed using data analysis and using the SPSS 25 software application which consists of Validity Test, Reliability Test, Normality Test, Descriptive Statistical Analysis, Simple Linear Regression Analysis, Product Moment, and Coefficient of Determination Analysis.

RESEARCH RESULTS AND DISCUSSION

The description of the data in this study is to provide an overview or explanation of the research that has been carried out in the field. To obtain data on the subject of the study, the researcher used an instrument in the form of a questionnaire (questionnaire). The questionnaire consists of 15 questions in the form of statements with five alternative answers. With details on the number of questions for the discounted variable (X) there are 6 questions and for the impulsive buying variable (Y) there are 9 questions. The questionnaire with 15 items was recapitulated or tabulated to determine the value of the questionnaire based on the frequency of respondents' answers and the percentage of respondents' answers to each question. Research questionnaires were distributed to 100 Go-Food customers in Mannuruki Village, Makassar City who had been selected as research samples.

Respondents' response data regarding Go-Food discounts in Mannuruki Village, Makassar City. The discount variable (X) is in the very good category with a percentage of 83.50 percent with the first indicator, namely the amount of the discount with the level of achievement of a score (83.80%) in the very good category, the second indicator is the period of the discount, the level with the achievement of a score (85.30%) in good category, and the third indicator, namely Types of Products that Get Discounts, with a score of 81.40% in very good category.

Respondents' response data regarding impulsive purchases of Go-Food customers in Mannuruki Village, Makassar City. The impulse buying variable (Y) is in the good category with a percentage of 74.58 percent with the first indicator being Spontaneity of Purchases with a score achievement level of (73.80%) in good category, the second indicator is Purchasing Without Consideration with a score attainment level (69, 10%) good category, the third indicator is Purchasing Because of Something Interesting with a score achievement level (81.90%) in very good category, and the fourth indicator is the feeling of having a product for sale immediately with a score achievement level (73.90%) good category.

The results of the research that were collected for both the independent variable (X) and the dependent variable (Y) were then processed using a simple linear regression test, it can be said that the analysis of the regression equation calculation obtained a value of $a = 5.998$ and $b = 1.100X$ so that the regression equation is $Y = a + bX$, $Y = 5,998 + 1,100X$. based on the results of the coefficient of determination (R Square) obtained the value of 0.202 which means that the effect of the independent variable (price discount) on the dependent variable (impulse purchases) is 20.2 percent, while the remaining 79.8 percent is influenced by other variables not examined in this study.

Based on the results of the simple linear regression test, it shows that there is a positive and significant effect, this means that the proposed hypothesis is accepted. This study shows that price discounts play an important role in impulsive purchases of Go-Food customers in Mannuruki Village, Makassar City.

CONCLUSION

Based on the results of the research analysis and discussion that has been explained, it can be concluded that the description of the price discount for Go-Food customers in the Mannuruki Village, Makassar City is included in the very good category, where the customers who are the majority respondents chose to strongly agree with the statement formulated in the three indicators on The discounted variable is the amount of the discount, the period of the discount, the type of product that gets the discount. The level of impulsive purchases of Go-Food customers in the Mannuruki Village, Makassar City is included in the good category, where the customers who are the majority respondents chose to agree with the statement formulated in four indicators on the impulsive buying variable, namely the spontaneity of purchases, purchases without consideration, purchases because of something unexpected, attractive, and the feeling of having the product on sale immediately. The discount variable has a moderate relationship to impulse buying. The effect of price discounts (X) on impulse purchases (Y) is 20.2 percent, meaning that 20.2 percent of impulse purchases (Y) are influenced by price discounts (X) while the remaining 79.8 percent is influenced by other variables not examined in this study. this research.

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