

Impact of Promotion Mix on Grabfood Merchant Customer Purchase Decision in Jabodetabek

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Abstract

The impact of the Covid-19 pandemic made the increase of online-based culinary businesses and caused the desire and need for food and beverage ordering also increased. This research activity will discuss customer purchase decisions at Grabfood merchants in Jabodetabek with quantitative methods using testing techniques validity, reliability, classical assumptions, model feasibility, and Analysis Regression Linear Multiple and in the collection of research samples conducted applying accidental sampling with survey methods through Questionnaires distributed as many as 40 samples as research instruments to find out respondents' opinions on the impact of promotion mix with variables Ads, Promotions, and Publicity. The results of the study in the form of data on the impact of Advertising, Promotion, Publicity that affect significantly and positively on customer purchase decisions, this is supported by 81.4% of respondents who choose the Grabfood application as a means or medium to buy food and the intensity of increased promotions made by merchants or parties. Grabfood applicator itself. Based on the results of significant research it was found that Promotion Mix with subvariable Advertising, Promotion, and Publicity had a significant and positive effect on customer purchase decisions at Grabfood Merchant in Jabodetabek.

Keywords

grabfood; promotion mix (advertising, promotion, & publicity); purchasing decision of the customer



I. Introduction

The industry that is currently trending is culinary business. Excellent and correct management of tourism destinations is needed to feel at home and stay longer in tourism destinations that they think are comfortable for them to remain in the tourism destinations they visit. (Pradini et al., 2021) The increase in the number of culinary business workers is an event where there is an urge to open a new business or culinary business. Culinary business becomes the choice of the community with the reason of running a business easier to do compared to other businesses. Furthermore, culinary business is also much in demand by the community because it does not require large capital costs and can be done by all circles. In the era of globalization, where everything is required to be easy, and change is certainly faster. Globalization has also spread to all corners of the world. And of course, these lifts remote areas feeling close to current technological advances as a result of globalization. According to (Rudy, 2021) Globalization is an event that can no longer survive. Globalization itself has a very significant impact on the development of the times, especially in Indonesia. Technological advances continue to increase, through technology that uses the internet network can make it easier for us to make transactions effectively. One of the causes of good information and communication technology is that the business sector is also open with various business models such as transportation through online media. The combination of internet services and platforms is more effective and allows

marketing to communicate faster despite being within different reach and locations. Advances in information technology include the use of smartphones that allow users to be able to access all the information they need only from the mobile phones they have.

Seeing the potential of one of the companies that can take advantage of this opportunity is PT Solusi Transportasi Indonesia through the Grab application has an online-based service, Grabfood which was inaugurated in 2016, Grabfood is a food ordering and delivery service that can be accessed via smartphone with a variety of food and beverage merchant options that facilitate consumers in ordering.

The services or products produced by a business entity in its marketing activities will not be able to find customers by itself. Therefore, product marketing manufacturers need customers who are relevant or in accordance with the results of the product. And one of the many efforts that manufacturers apply to marketing activities with an orientation to achieve the lifting of product results is by doing promotions. The targets and achievements of the promotion will not be realized without the implementation of the promotion carried out strategically. The selection of appropriate means for advertising promotion policies, appropriate communication efforts for direct sales activities, as well as parties that companies can cooperate to carry out publicity functions, or procurement time of sales promotion activities, which are several examples of promotion mix management efforts including advertising, promotion and publicity. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

Later customers who have confidence with the brand, then they will be confident and satisfied from the product they choose, the internal factors are very influential on the customer's purchasing decision to meet the needs. Where advertising is a communication effort that disseminates information, gives influence, provides persuasive, and reminds target customers to companies and products that are dhasilkan in order to be accepted and loyal to the product (Cipto, 2011). Appropriate advertising will provide an increase in consumer satisfaction (Swastha & Irawan, 2004). Advertising is useful in providing support to the marketing strategy carried out, speeding up the efforts of strategic communication for marketing to the target customer. Without advertising, other strategies will also be difficult to reach customers because the tendency of consumers to seek satisfaction not only from the quality and brand image but with the advertising displayed will also be very supportive to create confidence to provide satisfaction for these consumers.

The research conducted is expected to facilitate and as a view for young businesspeople in the country who intend to start a culinary business. Knowing whether advertising, promotion and publicity can have a major influence or impact on customer decisions, young readers and entrepreneurs expect to leverage similar marketing strategies in their business processes. For this reason, researchers want to examine whether Advertising, Promotion and Publicity as free variables can have an influence on Customer Purchasing Decisions. In the study, researchers used Customers who use the Grabfood App as a sample because researchers are interested in knowing and analyzing whether the promotional mix as a free variable can have an influence on Customer Purchase Decisions. Referring to the description described, researchers are interested in carrying out research "The Impact of Promotion Mix on Grabfood Merchant Customer Purchase Decision in Jabodetabek".

II. Research Method

2.1 Research Design

This study uses quantitative analysis methods using primary data obtained by distributing questionnaires to respondents using the Merchant Grabfood service application and secondary data obtained in books or website articles related to this study.

This study uses multiple linear regression analysis that aims to determine the amount of impact of independent variables namely Promotion Mix (Promotion X1, X2 Advertising, and X3 Publicity) on dependent variables i.e., Customer Purchase Decisions (Y) with the following formation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y	= Customer Purchase Decision
a	= Constant
X1	= Ads
X2	= Promotion
X3	= Publicity
b1 b2 b3	= Regression coefficient
e	= Error

2.2 Population and Sample

a. Population

According to (Ferdinand, 2014) the population is appointed as a whole element in the form of events, things or individuals with homogeneous characteristics that become the center of attention of researchers. The population in this study was someone who took advantage of the Merchant Grabfood app on food and beverage purchases.

b. Samples

According to (Ferdinand, 2014) the sample is defined as a subset of the population, including several members of the population. This subset is collected because many cases cannot be a representative of a population called a sample. Measurement of a sample is a step to determine the size of the sample. (Malhotra, 2010) revealed that the sample was a subgroup of an element of the population selected to participate in a study. Determination of sample quantity in research conducted using roscoe theory formula. Roscoe's theory says that in the study will carry the process of analysis with cholera or regression in double. The quantity of sample members is at least 10 times more than the research variable (Sugiyono, 2010). So, because this study consists of 4 variables, then the number of samples is $4 \times 10 = 40$ respondents.

2.3 Data Collection Technique

This data collection technique in the study conducted applies data collection instruments by distributing questionnaire sheets to respondents. Questionnaire or also referred to as questionnaire is a relatively efficient data collection technique if the researcher knows exactly the variables to be measured, as well as what the expectations of the respondents. This technique is a data collection technique with efforts to provide a set of questions for respondents to be given answers to get information (Sugiyono, 2012). Through data collection efforts in the form of questions to respondents about the impact of advertising, promotion and publicity that make respondents able to express answers in the form of writing.

Questionnaire

In this study will be used questionnaires in the collection and measurement of data as measured by the likert scale, a scale that aims to provide measurements on the attitudes, views and opinions of individuals about an object. This object is specifically defined by the author to be a research variable (Siregar, 2016). Problem or choose one of five answer options provided with a score assessment. The highest score is given a score of 5 for a strongly agreed answer (SS), and the lowest score is given a score of 1 for a strongly disagreed answer (STS), with the following table:

Table 1. Likert Scale Measurements

Category	Score
Strongly Disagree (STS)	1
Disagree (TS)	2
Neutral (N)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Data Processing, 2022

2.4 Hypothesis Test Analysis

In this study will be tested hypotheses to provide temporary pick-up about symptoms and facilitate the expansion of knowledge in certain fields. Provide a relationship statement that can be tested. The research hypothesis is as follows:

H1: Advertising has a significant and positive effect on customer purchase decisions

H2: Promotions have a significant and positive effect on customer purchase decisions

H3: Publicity has a significant and positive effect on customer purchase decisions

H4: Advertising, Promotion and Publicity have a significant and positive effect on customer purchase decisions

The study will also measure the level of results using the Classical Assumption Testing and Model Feasibility Testing to obtain linear regression results that meet the BLUE (Best Linear Unbiased Estimator) criteria. The Classical Assumption Test aims to produce an accurate analysis of data filled with Normality, Multicollinearity, Heteroskedasticity and Auto Correlation Tests. Model Feasibility Testing must be met with Coefficient of Determination (R²), Stimulant Test (Test F), Partial Test (T Test)

III. Results and Discussion

3.1 Results

a. Characteristics of Respondents Demographically

1. Gender

Table 2. Gender

Gender	Sum	Percentage
Man	21	52,5%
Woman	19	47,5%
Sum	40	100%

Source: Data Processing, 2022

Referring to the results of the data in table 2 of the results of the study through the dissemination of this questionnaire indicates that the number of respondents who are male is worth 52% or equivalent to 21 respondents. As for the female gender is 48% or equivalent to 19 respondents. Thus, it is seen that customers who apply Merchant Grabfood are more male.

2. Age

Table 3. Age

Age	Sum	Percentage
18-25 Years	33	82,5
26-35 years	2	5%
36-35 Years	3	7,5%
<45 Years	2	5%
Total	40	100%

Source: Data Processing, 2022

Based on table 3 characteristics in the age category known the number and percentage of age of respondents aged 18 - 25 years as many as 33 people or 82.5%, respondents with an age range between 26-35 years amounted to 2 people or equivalent to 5%, respondents with an age range between 36-45 years amounted to 3 people equivalent to 7.5% and respondents aged <45 years with the number of people or 5%. Dominated by the age of 18-25 years.

3. Work

Table 4. Work

Work	Sum	Percentage
employee	14	35%
Student	23	57%
Other Jobs	3	7,5%
Total	40	100%

Source: Data Processing, 2022

From the questionnaire data on the table, the number of respondents whose jobs are students as many as 23 people or 57%, respondents whose jobs are employees as many as 14 people or 35% and respondents who have other jobs as many as 3 people or 8%.

Based on the results of questionnaires obtained that the number of customers based on the work of respondents is more dominated by respondents whose jobs are students.

b. Validity Test

Table 5. Validity Test

No.	Variable	r count	r table	Code	Ket
1	Advertising (X1)	0,830	0.3120	X1.1	Valid
2		0.866	0.3120	X1.2	Valid
3		0.921	0.3120	X1.3	Valid
4		0,880	0.3120	X1.4	Valid

5		0,437	0.3120	X1. 5	Valid
6	Promotion (x2)	0,733	0.3120	X2.1	Valid
7		0.816	0.3120	X2.2	Valid
8		0.799	0.3120	X2.3	Valid
9		0.767	0.3120	X2.4	Valid
10		0.723	0.3120	X2.5	Valid
11	Sublistity (x3)	0.609	0.3120	X3.1	Valid
12		0.742	0.3120	X3.2	Valid
13		0.763	0.3120	X3.3	Valid
14		0.492	0.3120	X3.4	Valid
15		0.732	0.3120	X3.5	Valid
16	Purchasing Decision (Y)	0,817	0.3120	Y1.1	Valid
17		0.855	0.3120	Y1.2	Valid
18		0.836	0.3120	Y1.3	Valid
19		0,787	0.3120	Y1.4	Valid
20		0.719	0.3120	Y1. 5	Valid

Source: SPSS, processed 2022

Referring to the acquisition of the results of the research validity test process in table 5 all items are declared valid. The criterion is the value of Pearson Correlation (r calculate) exceeds the value of the table r , with the following criteria:

- a) If the value r calculates $> r$ the table indicates that the instrument is valid
- b) If the value r calculates $< r$ of the table indicates that the instrument is invalid

The value of the table r is obtained by calculating the degree of freedom from the data which is 40 (n). Furthermore, based on the results of data processing using SPSS software version 25, it is understood that all r values calculated for significance level 0.05 table value for $n = 40$ with significance level of 0.05 is 0.3120.

c. Reliability Test

Table 6. Reliability Test

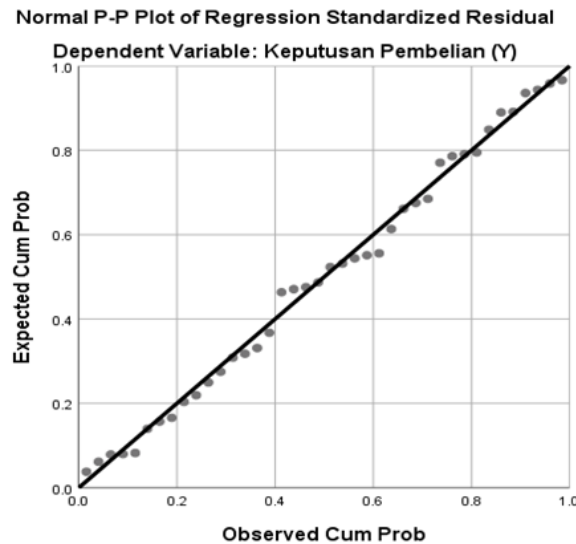
Cronbach's Alpha	N of Items
0.888	20

Source: SPSS, processed 2022

Referring to the results of reliability test results, Cronbach's Alpha (α) score of 0.888. It is thus declared reliable because the acquisition of Cronbach's Alpha (α) exceeds 0.60. The results of processing table 6 data can be known that 20 variable items are reliable.

d. Testing Classic Assumptions

1. Normality Test



Source: SPSS 25, processed 2022

Figure 1. Normality Test

From Figure 1, normal Probability plots show existing data that are spread clustered around the diagonal to the assumption that the regression model has been in accordance with the conditions of assumption of normality.

2. Multicollinearity Test

Table 7. Multicollinearity Test

Coefficients ^a								
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.614	3.519		1.311	.198		
	Impact of Advertising (X1)	.343	.111	.369	3.080	.004	.845	1.183
	Promotional Impact (X2)	.296	.135	.282	2.199	.034	.739	1.353
	Publicity Impact (X3)	.578	.164	.418	3.524	.001	.861	1.162

a. Dependent Variable: Purchasing Decision (Y)

Source: SPSS 25, processed 2022

In table 7 it can be known that the Variance Inflation Factor (VIF) value of the advertising variable, is 1,183, the promotion variable is 1,353 and the publicity variable is 1,162. Of the three variables, the VIF value is less than 10, so it can be said that between independent variables there is no multicollinearity problem.

3. Autocorrelation Test

Table 8. Autocorrelation Test

Summary Model					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.750a	.563	.527	2.543	2.083
a. Predictors: (Constant), Publicity Impact (X3), Advertising Impact (X1), Promotional Impact (X2)					
b. Dependent Variable: Purchasing Decision (Y)					

Source: SPSS 25, processed 2022

Autocorrelation is the correlation between residual in period and residual for the previous period (t-1). The autocorrelation test process method utilizes the Durbin-Watson (DW) test process. Based on Table 8 it can be known that the DW value is 2,083.

Based on the following decision:

- a) $DU < DW < 4-DU$ means the absence of autocorrelation
- b) $DW < DL$ or $DW > 4-DL$ means rejected or there is autocorrelation
- c) $DL < DW < DU$ or $4-DU < DW < 4-DL$ means there is no definitive conclusion.

DU and DL values can be obtained with the Durbin-Watson statistical table. With $n = 40$ and $k = 3$, $dl = 1.3384$, and $DU = 1.6589$ so that the values $4-DU = 2.3414$, and $4-DL = 2.6516$.

Durbin Watson's value of 2,083 is located between $DU < DW < 4-DU$ so that the results do not occur autocorrelation. Thus, in linear regression models there is no correlation between independent variables and no autocorrelational disturbances either positive or negative in regression models.

4. Heteroskedasity Test

Table 9. Heteroskedasity Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.750	. 1,999		1.876	.069
Advertisement	.009	.063	.026	.147	.884
Promotion	-.011	.077	-.027	-.143	.887
Sublistity	-.092	.093	-. 175	-.989	.329

a. Dependent Variable: ABS_RES

Source: SPSS 25, processed 2022

Referring to the results of ouput table 9 the significant value of each independent variable both advertising, promotion and publicity greater than $\alpha = 0.05$ means that none of the independent variables influence dependent variables so it can be concluded that the regression model does not present heteroskedasticity and research can continue.

e. Model Feasibility Testing

1. Determination Coefficient Test (R2)

Table 10. Determination Coefficient Test (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750a	.563	.527	2.543

a. Predictors: (Constant), Publicity Impact (X3), Advertising Impact (X1), Promotional Impact (X2)

b. Dependent Variable: Purchasing Decision (Y)

Source: SPSS 25, processed 2022

Based on table 10 obtained an R2 value of 0, 563 or 56.3%. This means that the independent variables in the study (Advertising, Promotion and Publicity) have a proportion of the influence on the dependent variable (Customer Purchase Decision) of 56.3% while the remaining 43.7% is affected by other variables not described in the linear regression model.

2. Stimulant Test (F-Test)

Test hypotheses between advertising, promotion, publicity and customer buying decisions can be used by looking for F Test statistics by comparing F_{count} with F_{table} :

a) Ho: It is alleged that Advertising (X1), Promotion (X2) and Publicity (X3) in simultaneously have no real and significant effect on customer purchase decisions.

b) Ha: It is alleged that Advertising (X1), Promotion (X2) and Publicity (X3) simultaneously have a real and significant effect on a customer's purchasing decisions.

Through the criteria of the test process by comparing F_{count} with F_{table}

1) Ho: Rejected, if $F_{count} > F_{table}$ (α 0.05)

2) Ha: Accepted, if $F_{count} < F_{table}$ (α 0.05)

Significance on this test is useful in determining whether independent variables developed in the research conducted can explain the variation in *dependent* variable changes. The test results are as follows:

Table 11. Test F

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	300.121	3	100.040	15.467	.000b
	Residual	232.854	36	6.468		
	Total	532.975	39			
a. Dependent Variable: Purchasing Decision (Y)						
b. Predictors: (Constant), Publicity Impact (X3), Advertising Impact (X1), Promotional Impact (X2)						

Source: SPSS 25, processed 2022

From table 11 it is known that the acquisition of F_{hi} numerica value of 15,467 with a significant 0.000, after the value of F is calculated it must be sought the value of F_{table} (α 0.05) and $df_1 = 3 : df_3 = 40-4-1$ is 2.87. Because the value of F_{count} is greater than F_{table} ($15,467 > 2.87$) or can be stated if H_0 is rejected, it means that Advertising, Promotion and Publicity together – have a significant effect on the Purchase Decision of Grabfood Merchant Visitors in Jabodetabek.

3. Partial Test (T-Test)

The hypothesis submission test between Advertising, Promotion and Publicity to Customer Purchase Decision can be used by looking for t test statistics with the criteria providing a comparison on the acquisition of t_{count} and t_{table} values as below:

H_0 : Rejected, If $t_{count} > t_{table}$ where α 0.05/3 ($dk = n-k-1$)

H_a : Accepted, If $t_{count} < t_{table}$ where α 0.05/3 ($dk = n-k-1$)

The t test using coefficients analysis with SPSS 25 processing obtained the following data:

Table 12. T Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,614	3.519		. 1,311	. 198
Advertisement	. 343	. 111	. 369	3.080	.004
Promotion	. 296	. 135	. 282	2,199	.034
Sublistity	. 578	. 164	. 418	3.524	.001

Dependent Variable: Customer Purchase Decision

Source: SPSS 25, processed 2022

a) Ad Variable Coefficient Test

From table 12 above it can be explained that the influence of advertising value t_{count} amounted to 3,080 and significant data 0.004. While the influence of advertising from the value of the t_{table} on $dk = n-k-1$ ($40-3-1$) (α 0.05) so that it obtained a t_{table} of 2,030. Because $t_{count} > t_{table}$ that is ($3,080 > 2,030$). therefore, it can be drawn conclusions H_0 declared rejected, which means that the variable Advertising (X1) has a positive and significant influence on the purchasing decision of Grabfood Merchant customers in Jabodetabek.

b) Promotion Variable Coefficient Testing

From table 12 above it can be explained that the effect of promotion of the calculated value of 2,199 and the signification of the data obtained on X2 is 0.034. While the promotional influence of the value of T_{table} on $dk = n-k-1$ ($40-3-1$) (α 0.05) so that T_{table} obtained 2,030. Because $T_{count} > T_{table}$ is ($2,199 > 2,030$) therefore it can be concluded bring H_0 declared rejected, or variable Promotion (X2) positively and significantly affect the decision to buy *Grabfood Merchant* customers in Jabodetabek.

c) Promotion Variable Coefficient Testing

From table 12 above it can be explained that the effect of promotion of the calculated value of 3.524 and the signification of the data obtained on X3 is 0.001. While the influence

of publicity of the value of the t_{table} on $dk = n - k - 1$ ($40 - 3 - 1$) ($\alpha 0.05$) so that the value of the t_{table} is obtained at 2,030. Because $t_{count} > t_{table}$ namely ($3,524 > 2,030$) it can therefore be concluded that H_0 is reportedly rejected, or variable Publicity (X3) has a positive and significant influence on the purchase decision of *Grabfood Merchant* customers in Jabodetabek.

3.2 Discussion

The results of the questionnaire have been shared with about 40 respondents who use *Merchant Grabfood*. The results of the validity and reliability tests in table 11 and table 12 showed that all statements used in the questionnaire used in this study were valid and reliable. From the equation of linear regression in multiple terms, obtained results such as the following:

Table 13. Multiple Linear Regression Analysis Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,614	3.519		.1,311	.198
Advertisement	.343	.111	.369	3.080	.004
Promotion	.296	.135	.282	2,199	.034
Sublistity	.578	.164	.418	3.524	.001

a. Dependent Variable: Customer Purchase Decision

Source: SPSS 25. Processed 2022

The reference to the visualization of table 13 can be explained the multiple linear regression equations obtained from research including:

$$Y = 4,614 + 0.343 X1 + 0.296 X2 + 0.578 X3$$

From the equation above can be described as follows:

- Constant = 4,614
- The ad variable regression coefficient (X1) values a positive value of 0.343. This shows that if the Variable Advertising on *Grabfood Merchants* the better the fish is enforced then the Customer Purchase Decision will increase by itself.
- The regression coefficient value of the Promotion variable (X2) generates a positive value of 0.296. This shows that if the Promotion Variables in *Grabfood Merchants* increasingly show customer interest then the Customer Purchase Decision will increase by itself.
- The regression coefficient value of publicity variable (X3) is positive and is 0.578. This shows that if the Publicity Variable in *Grabfood Merchants* is increasingly supportive or plays a role in the relationship between customers and sellers then the Customer's Purchase Decision will increase by itself.

From the equation it can be concluded that there is a positive relationship between Advertising, Promotion and Publicity to Customer Purchase Decisions. Can be seen from table 13 Positive Relationships between these variables have the meaning that if each free variable increases then increasing the bound variable.

Based on the regression equations found in this study, there is a recommendation that follows the conclusions of this study. The hypothesis test of the study said H_0 was rejected so the results of the hypothesis test said that variables free (*independent*) advertising, promotion and publicity give a positive and significant impact on variables bound (*dependent*) customer buying decisions.

Referring to the table it is seen that publicity becomes the largest contributor to influence in making an impact on customer buying decisions. Or it could be said that this study found an equation that says that publicity is a significant variable that impacts purchasing decisions. Or to put it another way, if *Merchant Grabfood Jabodetabek* wants to improve customer purchase decisions, the first thing to pay attention to and develop is the publicity variable.

Table 14. Recapitulation of Results of Variable Significance of Research

	Hypothesis	T Count	T Table	Significance	Result Research
H1	Advertising has a positive and significant effect on customer purchase decisions at <i>Merchant Grabfood Jabodetabek</i>	3,080	2,030	Significant	Supported
H2	Promotions have a positive and significant effect on customer purchase decisions at <i>Merchant Grabfood Jabodetabek</i>	2,199	2,030	Significant	Supported
H3	Publicity has a positive and significant effect on customer purchase decisions at <i>Merchant Grabfood Jabodetabek</i>	3,524	2,030	Significant	Supported

Source: Primary Data, processed 2022

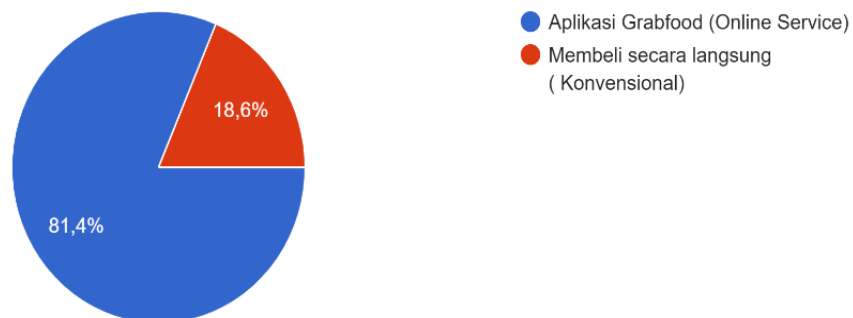
Based on the table above can be concluded as follows:

1. The results of the analysis in this study obtained that advertising had a positive and significant effect on the purchasing decision of Merchant Grabfood Jabodetabek customers. The analysis is strengthened by the results obtained through several tests and T test results, obtained a significant value of $3,080 > 2,030$) it can be concluded that publicity variables have a positive and significant influence on the purchasing decisions of Grabfood Merchant customers in Jabodetabek.
2. Promotion has a positive and significant influence on the variables of Customer Purchasing Decisions at Merchant Grabfood Jabodetabek. This means that promotions given by Grabfood to customers include advertisements displayed through social media, television, and print media, promoting sales in the form of discounts or vouchers, participating in public relations by sponsorship and special events and direct marketing by offering products through Grabfood Merchant notifications can be received by customers well. The results of the study are supported by hasl research (Setyaningrum & Wati, 2019) that The Promotion Variables have a positive & significant influence on customer purchase decisions at Merchant Grabfood Jabodetabek. Thus, the fourth hypothesis that provides a statement that the Promotion has an influence on the variables of the Purchase Decision of Customers who have made Purchases at The Merchant Grabfood Jabodetabek.

3. Referring to the acquisition of research results from the multiple linear regression analysis process shows that Publicity has a positive and significant influence on customer purchase decisions at *Merchant Grabfood* Jabodetabek. These results are in line with previous researchers by (Sandy, 2014) with the result of influence for publicity on purchasing decisions is significant and positively influential.

4. Impact of Promotion Mix on Grabfood

Based on the results of the above research where *Grabfood* is indeed the main driver of the company's growth. Seeing the food delivery model become a business that gives a big influence and no wonder *Grabfood* settled on food delivery as its main pillar. And some Jabodetabek people in general indeed, more often use *the grabfood* application than buy directly.



Source: Data Processing, 2022

Figure 2. Application Usage Decisions

With the survey results 81.4% owned by jabodetabek people who choose *the Grabfood* Application to buy food, considering the existence of social distancing where people are required to keep their distance and in alternative ways can order food or drinks without having to come to the restaurant and 18.6% owned by the restaurant. Jabodetabek people who decide to buy food directly or conventionally. Based on the results of the survey also stated that the number of consumers or customers who ordered food using *the grabfood* application in 2019 was 72.1% and in 2020 as much as 27.9%.

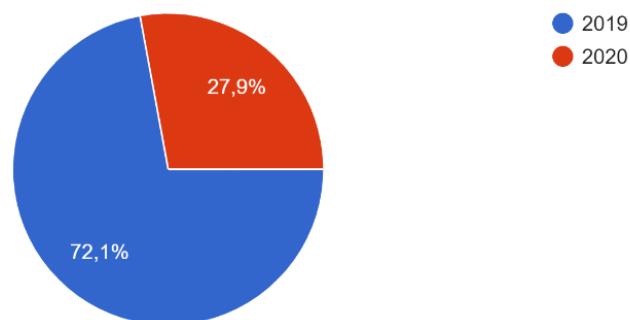


Figure 3. Year of Use of Grabfood App

The number of active *users of Grabfood* has increased significantly throughout 2019. In the same year, *Grabfood* also achieved growth of 5.2 times total sales or *gross merchandise value* (GMV) throughout jabodetabek region. There are two promotions that are in demand by consumers, including free ongkor send and discounts. The Covid-19 pandemic also drove an increase in the value of food orders through the *Grabfood* platform. This is because the amount of food ordered increases due to the increasing number of orders eaten together.

Based on Grab’s findings in 2020/2021, food reviews are the biggest factor in encouraging Indonesians to try new restaurants, which is 76 percent, on grabfood delivery service feature. The Covid-19 pandemic also drove an increase in the value of food orders through the *GrabFood* platform. This is because the number of foods ordered increases due to the increasing number of orders for shared food. The number of consumers ordering food for 2020 increased to 72 percent from 61 percent in 2019.

Table 15. Annual Percentage Comparison

Year		
2019	2020	2021
61%	72%	76%

Based on the data of the table above as a whole *Grabfood* users in Jabodetabek has increased significantly from 2019-2021.

IV. Conclusion

Referring to the acquisition of the results of *Grabfood Merchant* research in Jabodetabek that has been analyzed, from the discussion can describe several conclusions, among others:

1. Advertising has a positive and significant impact on the variables of customer purchasing decisions. This can be interpreted if the advertisement against the use of *Grabfood Merchant* in Jabodetabek is further improved, then ordering both food and beverages further increases the purchase decision of *Grabfood Merchant customers*.
2. Promotions have a positive and significant influence on the variables of customer purchasing decisions. This can be interpreted if the Promotion against the use of *Grabfood Merchant* in Jabodetabek is further improved, then ordering both food and beverages further increases the purchase decision of *Grabfood Merchant* customers due to attractive promotions.
3. Publicity exerts a positive and significant influence on the variables of a customer's purchasing decision. This can be interpreted if publicity for the use of *Grabfood Merchant* in Jabodetabek is further improved, then ordering both food and beverages further increases customer purchase decisions at *Merchant Grabfood*.
4. Advertising, Promotion and Publicity simultaneously exert a significant influence on the variables of the Customer's Purchasing Decision. In the results of this study, advertising variables have a factor that is very influential on the Purchase Decision of *Grabfood Merchant Customers* in Jabodetabek.

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