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The Influence of E-Service Quality, Sales Promotion and E-Security on Decisions to Use Lonline Delivery Message Service during Pandemic (Case Study of Go-Food Users) in Salatiga

Dewa Rendrahadi Wijaya
Universitas Kristen Satya Wacana

Abstract

The impact of Covid-19 has been felt in the food and beverages sector, which is mostly run by micro, small and medium enterprises (MSMEs) (Thaha, 2020). Gojek is an application that is currently being used by the public. The Go-food feature on Gojek makes food and beverages MSME businesses start to be helped by the e-service quality, sales promotion, and e-security offered by this application. This study aims to find the influence between the variables of e-service quality, sales promotion, and e-security with the decision to use the application. In this study, researchers used quantitative research. The population in this study were people in Salatiga who had used the Go-Food application. The number of samples used were 200 samples and the sampling technique used was purposive sampling and the instrument used in the questionnaire was the Likert scale. The data were tested using multiple linear analysis techniques. After testing, the results show that e-service quality, sales promotion, and e-security have a significant influence on decisions to use online delivery service applications.

Keywords
e-service quality; sales promotion; e-security

I. Introduction

During the current pandemic, it has a negative impact that affects and changes the lives of the entire world's population(Saputra, et al, 2021). As of May 20, 2021, Indonesia recorded a total of 5,797 Covid-19 cases with a total of 1,758,898 cases(Guritno and Rastika, 2021). From the changes caused by Covid-19, a very large influence is felt by the world economic sector which has to face very formidable challenges, in order to stabilize and normalize the world situation.(Junus et al., 2020). The impact of Covid-19 has been felt in the food and beverages sector, which is mostly run by micro, small and medium enterprises (MSMEs).(Thaha, 2020). In explanation(Waseso and Laoli, 2020)said that there were 37,000 MSMEs who reported that F&B MSMEs were very seriously affected by the presence of the Covid-19 pandemic, marked by 56% experiencing a decline in sales, 15% reporting problems with the distribution of goods, 4% experiencing difficulties in raw materials, and 22% experiencing problems in the distribution of goods. financing aspect. Although there is pressure from external MSMEs, to increase sales, of course, internal MSMEs also need encouragement, so that they can build trust and run normally again as before, by continuously improving e-service quality.(Chandra and Wirapraja, 2020).

Apart from the e-service quality provided by consumers in deciding purchases, consumers in general will look for and sort out which ones they will buy, one way to introduce and increase product visibility to potential consumers is through promotions.(Sustainable, 2017). Promotions can foster consumer interest in making decisions in using the Go-Food feature to order food and drinks online. According

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to(Firmansyah, 2019)Promotion is an activity that aims to provide information, stimulate, and remind the presence of a brand and product in the company. One type of promotion that the Go-Food feature relies on is sales promotion. Where in this sales promotion consists of various coupon offers, price packages, and subscription rewards that can encourage customer attraction in deciding to use the Go-Food feature on the Go-Jek application. As research conducted by(Widyastuti and Sulistyowati, 2021)get the results that e-service quality and sales promotion are factors that have a significant influence on usage decisions in the study of Go-Jek users in Surabaya.

In using the Go-Food feature, consumers also expect data security in conducting transactions, therefore e-security is also one of the driving forces for consumers to use the application.(Muhammad Irham Farohi, 2017). In the current rapid development of technology, there are still some consumers who are afraid to make purchases of food or beverages using the Go-Food application, this is based on the fear of consumers of cybercrime.(Prasetyo and Purbawati, 2018). In transactions, it is undeniable that there are obstacles that will later harm consumers materially, this becomes a challenge for Go-Jek to improve the security of Go-Food feature user data.(MA Sari et al., 2020). There is data in the research(Goddess, 2020)and(Al-khayyal et al., 2020)that e-security is one of the factors that influence the decision to use in an application. However, these data are in contrast to research(Saefudin, 2017);(Yanissa, 2020)who get the results that e-security does not have a significant influence on decisions to use an application.

With the phenomenon experienced by MSMEs in the F&B (food and beverages) sector at this time, it is greatly boosted by the Go-Jek application, especially Go-Food.(Junus et al., 2020).This increase was caused by people's fears of the Covid-19 pandemic, which in the end consumers used the Go-Food platform to overcome their fears by ordering food without leaving the house.(Ikhsania and Pawitri, 2020). In 2015 Go-Jek launched a food delivery feature known as Go-Food, at the beginning of its launch Go-Food had 15,000 business partners from MSMEs to luxury restaurants in the Greater Jakarta area.(Maulana, 2015). This figure jumped significantly to 50% during the Covid-19 pandemic(Jatmiko, 2021). The increase in the number of partners is also accompanied by an increase in the use of the Go-Jek application, especially Go-Food because the partner's customers switch from ordering conventionally to online.(Widyastuti and Sulistyowati, 2021)

This research is a modification of previous research conducted by(Widyastuti and Sulistyowati, 2021), But in this study the researcher added e-security as a new variable because the better e-security is applied, the higher the decision to use(Goddess, 2020). From the results of the description above, the research problem that can be investigated is the effect of e-service quality, sales promotion, and e-security on usage decisions.

II. Review of Literature

2.1 E-Service Quality

E-service qualityis a benchmark for a website to be able to be a facility for purchasing, delivering, and purchasing products efficiently and effectively(Ashoer, 2019). Similar to research(Wu, 2016)which explains that e-service quality is a continuation or development of service quality from traditional methods to electronic services. Service quality is the main force that can drive the sustainability of a business and a competitive advantage(Puriwat and Tripopsakul, 2017). As in research(Daryanti and Shihab, 2019)e-service quality as a means of evaluating and comprehensively assessing consumers for an

advantage and quality displayed via the internet, besides e-service quality is the extent to which a web can provide facilities or transactions that are efficient and effective. With e-service quality provided by several companies will satisfy or not to customers, because the quality of service provided will affect the level of customer satisfaction and usage decisions as conveyed by(Lupiyoadi, 2018). Other opinion according toDavid (2018)A company needs to provide quality services because it is a source of competitive advantage. In the current technological developments, the quality of service or e-service quality is a very important indicator to measure the decision to use and customer satisfaction with the services provided by the company.

2.2 Sales Promotion

Kotler and Keller (2014) said that sales promotion is the basis for promoting a service/product, for profit, mostly not long term, which is planned to stimulate greater or faster purchase of the product by consumers. According toPeter and Jerry (2014)Sales promotion is a direct stimulus to consumers to make purchases. From the above opinion it can be concluded that sales promotion is a marketing strategy that is carried out in the short term in the form of several incentive tools used to stimulate the purchase or sale of a product more quickly.

2.3 E-security

Guinalı and Flavia (2006) defines security perception as the possibility of consumers' subjective belief that their personal information (in civil and monetary aspects) will not be seen, manipulated, and stored by other parties as long as the information data is entered and stored, thereby continuously increasing user trust expectations. In research(Anandita and Saputra, 2014)that security assurance plays an important role in building trust by reducing consumer anxiety about misuse of personal data. Backed by research(Hayuningtyas, 2015)which shows that security or e-security is the most important factor to influence consumers when deciding to choose goods or companies online.

III. Research Method

This type of research is quantitative by using explanation (Explanatory Research). The explanatory method, which is a type of research where the variables in this study are processed and the results are explained clearly about the influence between each variable (Sugiyono, 2012). The independent variables in this study are good corporate governance and financial performance, the dependent variable used is profit growth.

IV. Result and Discussion

4.1 Validity test

Preliminary research was conducted by involving 35 respondents. This study was used to determine whether the empirical indicators are valid and reliable or not in the variables of e-service quality, sales promotion, e-security, and usage decisions. The statement in the research instrument is declared to have passed the validity test if Rcount > Rtable. The amount of Rcount for each item of the variable statement of e-service quality, sales promotion, e-security, and usage decisions can be seen in the following table.

Table 2. Validity Test Results

	Q	rxy	</>	rtable	Information
e-Service Quality	Q1	0.541	>	0.3338	VALID
	Q2	0.762	>	0.3338	VALID
	Q3	0.688	>	0.3338	VALID
	Q4	0.608	>	0.3338	VALID
	Q5	0.597	>	0.3338	VALID
	Q6	0.544	>	0.3338	VALID
	Q7	0.613	>	0.3338	VALID
	Q8	0.578	>	0.3338	VALID
	Q9	0.711	>	0.3338	VALID
	Q10	0.519	>	0.3338	VALID
	Q11	0.689	>	0.3338	VALID
	Q12	0.536	>	0.3338	VALID
	Q13	0.604	>	0.3338	VALID
	Q14	0.358	>	0.3338	VALID
	Q15	0.535	>	0.3338	VALID
	Q16	0.604	>	0.3338	VALID
	Q17	0.358	>	0.3338	VALID
Sales Promotion	Q1	0.328	>	0.3338	VALID
	Q2	0.444	>	0.3338	VALID
	Q3	0.518	>	0.3338	VALID
	Q4	0.669	>	0.3338	VALID
	Q5	0.696	>	0.3338	VALID
	Q6	0.673	>	0.3338	VALID
e-Security	Q1	0.736	>	0.3338	VALID
	Q2	0.591	>	0.3338	VALID
	Q3	0.648	>	0.3338	VALID
	Q4	0.690	>	0.3338	VALID
Usage Decision	Q1	0.671	>	0.3338	VALID
	Q2	0.622	>	0.3338	VALID
	Q3	0.664	>	0.3338	VALID
	Q4	0.585	>	0.3338	VALID
	Q5	0.685	>	0.3338	VALID
	Q6	0.508	>	0.3338	VALID

4.2 Reliability Test

The reliability test which was carried out in the pre-test of this study involved 35 respondents. Each research variable passed (moderate reliability) if Cronbach's Alpha value > 0.5. The results of the pre-test of this study can be seen in the following table.

Table 3. Reliability Test Results

Variable	*Cronbach's Alpha*	Information
e-Service Quality	0.926	Reliable
Sales Promotion	0.869	Reliable
e-Security	0.879	Reliable
Usage Decision	0.903	Reliable

Based on the results of the reliability test from the table above, it can be concluded that all research instruments from each variable of e-Service Quality, Sales Promotion, e-Security, and Decision to Use are declared reliable and consistent. This is because the result of Cronbach's Alpha value > 0.5.

From the results of the validity test and reliability test on the pre-test research that has been done, the research instrument is declared valid and reliable. Furthermore, as many as 33 statements will be used for further research.

4.3 Characteristics of Respondents

This section will describe the characteristics of respondents who have been grouped by researchers into several sections, such as gender, age, domicile, and have a Go-Jek account and have used the Go-Food feature.

Table 4. Characteristics of Respondents

No	Category	Sub Categories	Frequency	Percentage
1	Gender	Man	75	37.5%
		Woman	125	62.5%
2	Age	16-20	69	34.5%
		21-25	125	62.5%
		26-30	4	2%
		30-35	1	0.5%
		36-40	1	0.5%
		>40	0	0%
3	Long time using Go-Food	< 1 Year	23	11.5%
		< 2 Years	61	30.5%
		< 3 Years	65	32.5%
		> 4 Years	51	25.5%
4	Domiciled in Salatiga	Yes	200	100%
		Not	0	0%
5	Have a Go-Jek account and have used the Go-Food feature	Yes	200	100%
		Not	0	0%

Source: Primary Data Processed (2022)

Characteristics of respondents in this study will be described in the table of respondents' characteristics. Based on table 4, the number of respondents who are female is the most with the acquisition of a percentage value of 62.5%. Then the age category is dominated by respondents aged 21-25 yearsas much62.5%. This is because at this interval the age of student respondents is often encountered by researchers. A total of 32.5% of respondents used the Go-Food feature for < 3 years.

4.4 Classic assumption test

a. Normality test

In normality testing with Kolmogorov Smirnov, get the Asymp result. Sig. (2 tailed) of 0.200. This value is greater than the significance in this study, namely 5% or 0.05, it can be concluded that the data is normally distributed. The results of the normality test can be seen in table 5 below.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.21917114
Most Extreme Differences	Absolute	.050
	Positive	.037
	negative	-.050
Test Statistics		.050
asymp. Sig. (2-tailed)		.200c,d

Source: Processed primary data (2022)

b. Multicollinearity Test

Furthermore, the researchers conducted a multicollinearity test, this test was used to determine whether or not there was a correlation between the independent variables. The results of the tests carried out by the researchers obtained the Tolerance value of 0.476, 0.829, and 0.452, which means the value is > 0.10, and the VIF value is 2.102, 1.207, and 2.211 which means the value is < 10.00, so from this value it can be concluded that there is no multicollinearity in the data. The results of the multicollinearity test can be seen in table 6 below.

Table 6. Multicollinearity Test Results

Coefficientsa		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
e-Service Quality(X1)	.476	2.102
Sales Promotion(X2)	.829	1,207
e-Security(X3)	.452	2.211

Source: Processed primary data (2022)

c. Heteroscedasticity Test

Then the heteroscedasticity test was carried out to see if there was a similarity in the variance of the residuals in the regression model. The heteroscedasticity test in this study used 2 testing techniques, namely by looking at the Scatterplots graph and the Spearman Rho test. The results of the scatterplot graph are shown in Appendix 1. that the points are spread out and do not form a pattern, so it can be interpreted that the heteroscedasticity test with the scatterplot graph states that the data does not occur heteroscedasticity. Then tested using Spearman Rho test showed that the value of Sig. (2 tailed) on both independent variables > 0.05, it can be interpreted that there are no symptoms of heteroscedasticity in the data of this study. Spearman Rho heteroscedasticity test results can be seen in table 7 as follows.

Table 7. Heteroscedasticity Test Results

Correlations

			e-Service Quality (X1)	*Sales Promotion* (X2)	*e-Security* (X3)	Usage Decision (Y)
Spearman Rho	*e-Service Quality*(X 1)	Correlation Coef.	1,000	.392	.675	.669
		Sig. (2-tailed)	.	.000	.000	.000
		N	200	200	200	200
	Sales Promotion (X2)	Correlation Coef.	.392	1,000	.436	.435
		Sig. (2-tailed)	.000	.	.000	.000
		N	200	200	200	200
	e-Security(X3)	Correlation Coef.	.675	.436	1,000	.734
		Sig. (2-tailed)	.000	.000	.186.	.000
		N	200	200	200	200
	Usage Decision (Y)	Correlation Coef.	.669	.435	.734	1,000
		Sig. (2-tailed)	.617	.000	.000	.
		N	200	200	200	200

Source: Processed primary data (2022)

Furthermore, to determine the significant linear relationship between the independent variable and the dependent variable, the researcher used a linearity test. The results of this linearity test produce numbers 0.137 for the e-Service Quality variable (X1), 0.156 for the Sales Promotion variable (X2), and 0.139 for the e-Security variable (X3) (so it can be interpreted that there is a significant linear relationship between e-Security). Service Quality (X1), Sales Promotion (X2) and e-Security (X3) with a decision to use (Y) because the Deviation from Linearity Sig. value obtained is > 0.05. The results of the linearity test X1, X2 and X3 can be seen in table 8 as following.

Table 8. Linearity Test Results

ANOVA Table

		Sig.
Y1*X1	Deviation from Linearity	.137
Y1*X2		.056
Y1*X3		.139

Source: Processed primary data (2022)

4.6 Average of Empirical Indicators Used

In this study using a Likert scale in data measurement techniques. On the Likert scale, an interval measurement scale is needed by averaging the respondents' results to analyze the data. According to Boone Jr & Boone, (2012) by using the average response from respondents, it can be classified in measuring responses. For the type of classification of the average results of the respondents, it can be seen in table 9 below.

Table 9. Measurement Scale

interval	Classification
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Average
3.41 – 4.20	Tall
4.21 – 5.00	Very high

Source: Boone Jr & Boone, (2012)

The results obtained in this study can be seen in table 10 below:

4.7 Hypothesis Testing: Multiple Linear Analysis

After the data is declared and proven to pass the classical assumption test, the researcher then proceeds with the multiple linear regression test. This analysis is used to determine how much influence e-Service Quality (X1), Sales Promotion (X2) and e-Security (X3) have on the Decision to Use (Y).

a. T Uji test

To see which variable has the dominant influence and to determine the effect of the independent variable on the dependent variable partially, the authors use the t test. If later the significant value is less than 5% or 0.05, it can be interpreted that the variable has a partial influence, and is explained as follows:

Table 10. T. Test Results

Coefficientsa

	Unstandardized Coefficients B	t	Sig.
(Constant)	1,400	1.095	.275
e-Service Quality	.107	4.879	.000
Sales Promotion	.138	2,937	.004
e-Security	.749	8069	.000

Source: Processed primary data (2021)

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$\mathbf{Y = 1.400 + 0.107X1 + 0.138X2 + 0.749X3}$$

Y : Usage Decision
X1 : e-Service Quality
X2 : Sales Promotion
X3 : e-Security

Based on Table 11 T-Test Results above, it can be interpreted as follows:

1. The constant value is known to be 1,400. This means that, if e-*ServiceQuality, Sales Promotion,*and e-Security does not decrease and increase or remain, then the value of the Decision to Use will remain at a constant value of 1,400.
2. The coefficient value of e-Service Quality as X1 is 0.107, this value is positive. It can be interpreted that there is a positive relationship between e-Service Quality as X1 and Usage Decision as Y, so that if e-Service Quality increases, Usage Decision will also increase.

3. The value of the Sales Promotion coefficient as X2 is 0.138, this value is positive. It can be interpreted that there is a positive relationship between Sales Promotion as X2 with Usage Decisions as Y, so that if Sales Promotion increases, Usage Decisions will also increase.
4. The value of the e-Security coefficient as X3 is 0.749, this value is positive. It can be interpreted that there is a positive relationship between e-Security as X3 with Usage Decisions as Y, so that if Sales Promotion increases, Usage Decisions will also increase.

b. F Uji test

The F test is useful to determine the effect of the independent variable on the dependent variable together or simultaneously. Still the same as the other tests if the significance value is less than 0.05, then the regression model is significant, and is explained as follows:

Table 11. Results of the Coefficient of Determination

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810a	.656	.651	2.23663

Source: Processed primary data (2022)

Table 12. F. Test Results

ANOVAa

	Sum of Square	df	Mean Square	F	Sig.
Regression	1872,523	3	624,174	124.772	.000b

Source: Processed primary data (2022)

Based on Table 13 above, it can be seen the value ofF Countof 124.772, and the value ofF Tableof 2.650 and the significance value gets a value of 0.000. This means that the variables of e-service Quality, Sales Promotion and e-Security have a simultaneous effect on the Usage Decision variable, because the Fcount > Ftable (124.772 > 2.650), and the significance value < 0.05 (0.000 < 0.05). The magnitude of the contribution of e-Service Quality (X1), Sales Promotion (X2) and e-Security (X3) to the Decision to Use (Y) in Table 12 The Coefficient of Determination results can be seen in the Adjusted R Square value of 0.651 or 65.1%, while 34.9% is influenced by among other variables not examined by the researchers in this study.

To find out whether the hypothesis that has been proposed in this study is acceptedoris rejected, then the hypothesis is tested using the T test and F test, which will be explained as follows:

1. The influence of e-Service Quality on the Decision to Use Online Delivery Service.
2. The results obtained from the partial regression analysis that has been carried out, the high influence of e-Service Quality (X1) on the Decision to Use Online Delivery Service (Y) is seen in the regression coefficient b, which is 0.107 with a significance value of 0.000 which means <0.05, so it can be concluded that concluded that e-Service Quality (X1) has a significant effect onDecisionUse of Online Delivery Service (Y).
3. The influence of Sales Promotion on the Decision to Use Online Delivery Service.

4. The results obtained from the linear regression analysisPartialthat has been done, the high influence of Sales Promotion (X2) on the Decision to Use Online Delivery Service (Y) is seen in the regression coefficient b, which is 0.138 with a significance value of 0.004 which means <0.05, it can be concluded that Sales Promotion (X2) has a significant effect on Decision to Use Online Delivery Service (Y).
5. The influence of e-Security on the Decision to Use Online Delivery Service.
6. The results obtained from the linear regression analysisPartialthat has been done, the high influence of e-Security (X2) on the Decision to Use Online Delivery Service (Y) can be seen in the regression coefficient b, which is 0.749 with a significance value of 0.000 which means <0.05, it can be concluded that e-Security (X2) has an effect on significant to the Decision to Use Online Delivery Service (Y).

V. Conclusion

Based on the results of existing research, it can be concluded that:

1. e-Service Quality(X1) Has a Significant Influence on Decisions to Use Online Delivery Service (Y), seen in the regression coefficient b which is 0.107 with a significance value of 0.000 which means <0.05, it can be concluded that e-Service Quality (X1) has a significant effect onDecisionUse of Online Delivery Service (Y)
2. Sales Promotion(X2) Has a Significant Influence on Decisions to Use Online Delivery Service as seen in the regression coefficient b, which is 0.138 with a significance value of 0.004 which means <0.05, it can be concluded that Sales Promotion (X2) has a significant effect on Decisions to Use Online Delivery Service (Y) .
3. E - Security(X3) Has a Significant Influence on Decisions to Use Online Delivery Service (Y), seen in the regression coefficient b, which is 0.749 with a significance value of 0.000 which means <0.05, it can be concluded that e-Security (X2) has a significant effect on Decisions to Use Message Services. Online Delivery (Y).

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