

COMPARATIVE ANALYSIS OF SERVICE MARKETING MIX VARIABLES CONSIDERED IN INTERFOOD ORDER SERVICES (Case Study on GoFood and GrabFood)

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Abstract - This study aims to determine whether there are differences in purchasing decisions in the use of GoFood and GrabFood services from the service marketing mix and the most dominant variables in determining purchasing decisions in using GoFood and GrabFood services. The research results prove that there are differences regarding purchasing decisions in the use of GoFood and GrabFood services from the service marketing mix variable. Based on the most dominant variable test using a structure matrix calculation, it can be seen that the price variable is the dominant variable to differentiate customer decisions in using GoFood and GrabFood because it has the greatest closeness value

Keywords: Service marketing mix, Gojek, Grab, Food delivery apps

Abstract-PeThis study aims to determine whether there are differences in purchasing decisions in the use of GoFood and GrabFood services from the service marketing mix and the most dominant variables in determining purchasing decisions in using GoFood and GrabFood services. This research uses this type of research descriptive and comparative with a quantitative approach, which is analyzed using discriminant analysis using Wilks' lambda test, coefficient of determination, Test of Equality of Group Means and structure matrix with SPSS 20.00 software. The population in this study are all people who have used food delivery services, either GoFood or GrabFood. The sample is determined based on the convenience sampling method, as many as 100 respondents. The data collection technique used a questionnaire and documentation method through the official Gojek and Grab websites. The research results prove that there are differences

regarding purchasing decisions in the use of GoFood and GrabFood services from the service marketing mix variable.

Keywords: *Service marketing mix, Gojek, Grab, food delivery applications*

I. Introduction

The development of communication technology has a positive impact on society and business people through the creation of service innovations. For example, delivery services, which make it easier for consumers to get a meal and increase sales for the restaurant industry. Based on changes in the lifestyle of modern society which is completely practical and fast, application-based services are growing rapidly. Service applications that are widely used by Indonesians include Gojek and Grab.

Gojek (PT Aplikasi Karya Anak Bangsa) was founded in 2010 in Jakarta by Nadiem Makarim. Now Gojek is available in 167 cities and districts in Indonesia. Gojek provides online transportation services and various complete features such as GoRide, GoFood, GoSend, GoCar, GoMart, GoBusway, GoBluebird, GoTix, GoBox, GoClean, GoGlam, GoMassage, GoBills, GoPoint, GoPay and others (www.gojek.com). GoFood is the second service after GoRide that is most widely used by Gojek consumers. As many as (73.2%) consumers admit that GoFood is a service they have used. The first position is GoRide at around 85.20%, the third position is occupied by GoCar (54.70%), the fourth position is GoPay (38.70%) and GoSend at twenty-two percent (katadata.co.id).

Grab is an online transportation service founded by Anthony Tan and Hook Ling Tan in 2012 in Singapore. The presence of Grab Indonesia provides many positive sides for the country. From a survey conducted by the Center for Strategic and International Studies (CSIS) and Tenggara Strategics, it shows that Grab contributed IDR 49 trillion to the Indonesian economy in 2018. The largest contribution came from the GrabFood service, which was IDR 20.8 trillion. The survey was conducted of 3,418 respondents from November to December 2018, it was assessed that Grab could meet and generate demand for products and services for informal workers through technology.

Service provider companies are affected by customer ratings and feedback. Therefore, companies need to know what factors are considered by consumers in making decisions about using food delivery services. In connection with the phenomenon of customer satisfaction, the Head of the Indonesian Consumers Foundation (YLKI) Daily Executive, Tulus Abadi noted that more than 41% of online transportation customers have been disappointed by their operations. One of them is food delivery without a special food storage box with a distance of up to 25 km. Prof. Dr.Ir. Nuri Andarwulan, Director of Southeast Asian Food & Agricultural Science & Technology (SEAFEST) said that too much distance can reduce food quality. Other than that,

Consumers can judge the quality of service by comparing the service they receive (perception) with the service they expect (expectation). If consumers are satisfied, there will be rebuying and can further build customer loyalty. Some application deficiencies that have become consumer complaints include expensive shipping costs, errors in the application, as well as fraud and account breaches,

The role of marketing strategy cannot be separated from the marketing mix used by the company. In influencing consumers, companies need planning, monitoring, and concrete and programmed action. The application of an optimal service marketing mix strategy in the available food delivery service applications, namely GoFood and GrabFood, such as providing lower shipping rates, providing various discounted promos, and loyalty points that can be exchanged for attractive rewards will make consumers consider to use these services because they feel more attractive and

provide greater benefits when compared to using food delivery services provided from direct restaurants.

Based on the description above, the researcher is interested in making research and analyzing the differences in the service marketing mix variables that are considered in using food delivery services between GoFood and GrabFood.

II. BASIS OF THEORY AND HYPOTHESIS DEVELOPMENT

2.1 Theory Basis

2.1.1 Marketing

According to Kotler and Keller (2011: 7), marketing is a social and managerial process that allows individuals and groups to get what they need and want through the creation and exchange of products and values with others. According to Laksana (2008: 4) marketing is all activities that offer a product to meet the needs and desires of consumers. Based on this definition, it can be concluded that marketing is an offering activity carried out to meet consumer needs

2.1.2 Services

According to Kotler and Keller (2011: 11), services are all activities or benefits that can be offered by a group to another, which are basically not real and do not result in any ownership. Meanwhile, according to Tjiptono (2015: 23) services are activities, benefits or satisfaction that are offered for sale. Based on this definition, it can be concluded that services are activities or benefits offered for sale and do not result in any ownership. Service characteristics according to Kotler and Keller (2011: 12) intangibility (intangible), inseparability (inseparable), variability (varied), and perishability (not durable).

2.1.3 Service Marketing Mix

The service marketing mix is a set of tools and strategies to achieve goals companies through the 4P marketing mix, namely product (product), price (price), place (place), and promotion (promotion), while in service marketing has several additional marketing tools such as people (people), physical evidence (physical facilities), and process, so it is known as the 7P marketing mix.

a. Product

Products are everything that can be offered to the market to fulfill wants or needs, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas (Kotler and Keller, 2012: 325). Products include product quality, features or completeness, brand name, service, and warranty (Wahyuni., Et al, 2017: 6). Products are the main source of needs that must satisfy consumers. Types of products based on the level include core main products, generic products, expected products, complementary products, and potential products.

b. Price

Price is a tool to communicate the value of the product or the amount of sacrifice made to produce the service. Price indicators that can influence consumer decisions to accept goods and services include price compatibility with the product or service being offered, competitor prices, discounting, accessible to the public and price quotes. Price mix components consisting of dprice list, discount, reward or relief.

c. Place (Place)

Place is the location for the provision of products and services and their distribution. A distribution strategy is needed to make it easier for consumers to find information and product availability (Kotler, 2012: 14). Place variables include location, reach (acesability), distribution channels, and distribution coverage area. As one of the marketing mix variables, place or distribution has a very important role in helping companies ensure their products, because the purpose of distribution is to provide goods and services needed and desired by consumers at the right time and place.

d. Promotion

According to Kotler (2012: 204) Promotion is a marketing activity that seeks to disseminate information, influence, persuade and / or remind target messages of the company and its products to be willing to accept, and be loyal to, the products offered by the company concerned. The function of promotion in the marketing mix is to communicate with the target so that consumers know, know, want and finally buy the product being promoted. The following is the definition of promotion expressed by several experts. Kotler and Keller (2016: 512) mention the promotion mix which consists of eight main communication methods, namely advertising, sales promotion, events and experiences, public relations and publicity, personal selling, direct marketing, interactive marketing, and *word of Mouth Marketing*.

e. Person

People are actors who play an important role in the production and presentation of services, thus influencing buyers' perceptions. Therefore, it is important that all service employee behavior be oriented towards consumers, including skills, attitudes, commitment, and the ability to build good relationships with consumers. This person element has 2 aspects, namely *service people* and customers.

f. Process

Processes according to Zeithaml and Bitner in Hurriyati (2010: 64) are all actual procedures, mechanisms, and activity flows used to deliver services. Process elements are the company's efforts in carrying out its activities to meet the needs and desires of its consumers. Alternatives to changing processes for production efficiency and service delivery include reducing or increasing diversity and reducing or increasing complexity. The importance of this process element especially in service businesses is due to the unsustainable service inventory.

g. Physical Evidence

Physical evidence is something that actually influences consumers' decisions to buy and use the service products offered. The elements included in physical facilities include the physical environment, in this case the physical building, tools, equipment, equipment, logos, colors and other items that are integrated with the services provided, such as tickets, covers, labels, and so on according to Lovelock. in Hurriyati (2010: 64) states that companies through their marketing personnel use three methods in managing strategic physical evidence, namely an attention-creating medium, as message-creating medium, and an effect-creating medium.

2.1.4 Purchase Decisions

According to Kotler and Keller (2016: 214), purchasing decisions are a problem-solving approach consisting of problem recognition, seeking information, several alternative assessments, making purchase decisions, and consumer behavior after buying. According to Kotler (2016: 221) there are five stages that consumers go through in the buying process, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Every consumer goes through these five stages for every purchase made by the consumer.

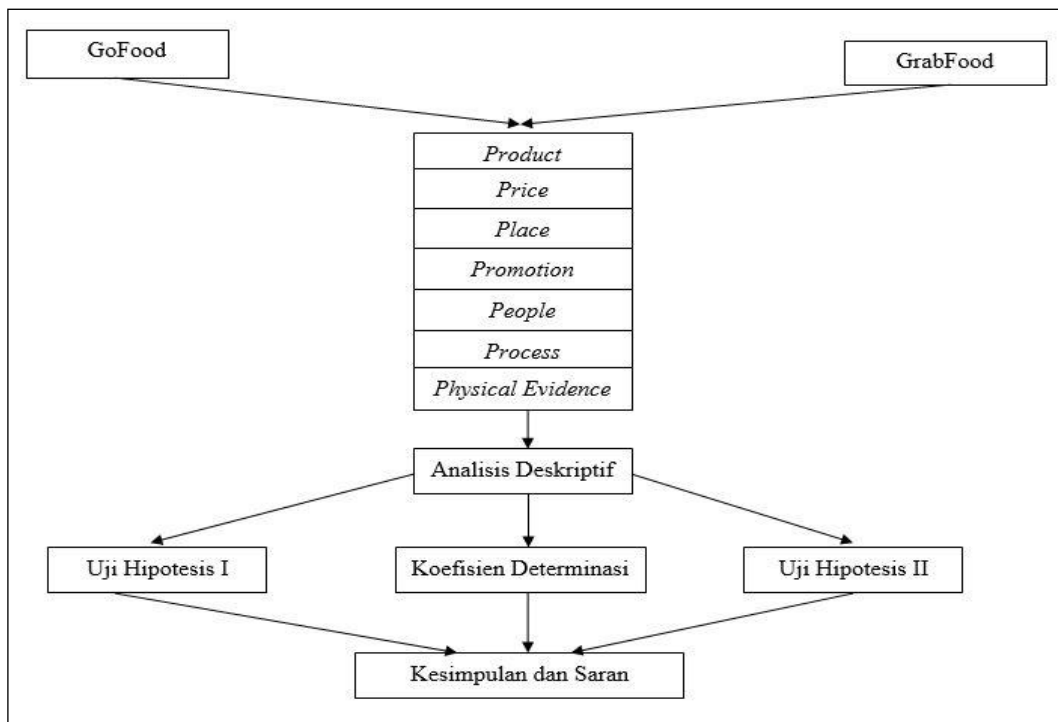
Problem identification is the process by which the buyer begins to recognize a need. Information seeking is carried out through increased attention (mediocre information seeking) and active information (seeking information from all sources). Alternative evaluation by comparing various brands of similar products / services. Purchasing decisions are the stages where consumers form purchase intentions and decide the type of product / service to be purchased. Post-purchase behavior, namely the emergence of perceptions in the form of satisfaction or dissatisfaction levels

2.1.5 Linkage with Research Variables

The consumer's consideration in buying a good / service is based on the benefits and other factors beyond the benefits of the product. Price is a variable that can be controlled by the company to influence consumer purchasing decisions. The location variable needs to be in a strategic place and easily accessible to consumers. Promotion variables aim to convince target customers of the superiority of the goods and services offered. Person variable is influential in providing the best

service to consumers. The process variable is the operational driver of GoFood and GrabFood food delivery service providers in delivering products to consumers. Physical evidence variable is an environment that includes a good level of facilities, where it also influences consumer decisions to buy.

The marketing mix is a tool that includes products, prices, locations, promotions, people, processes and physical evidence used to achieve company goals. The seven elements cannot be separated, because they influence each other. The better the influence provided by the seven elements of the marketing mix, the more consumers desire to make purchases. In Figure 1, the conceptual framework explains that the relationship between the related variables, namely the variables of the service marketing mix that is the consideration of consumers in choosing the available food delivery service.



Picture 1. conceptual framework

2.2 Hypothesis Development

Based on the literature review as described above, the hypothesis that will be developed in this study is that there are differences in purchasing decisions in service use from product, price, place, promotion, people, process and physical evidence variables between GoFood and Grab Food.

III. RESEARCH METHODS

3.1 Research Strategy

The strategy used in this research is descriptive and comparative research methods with quantitative approaches. The descriptive method is a method used to determine the value of the independent variable, either one or more (independent) variables without making comparisons, or connecting with other variables (Sugiyono, 2016: 35). In other words, descriptive research is research whose final results will be able to explain an event or events being investigated by the researcher which will be described in detail based on the research results obtained. Comparative research is research that compares the state of one or more variables in two or more different samples, or two different times (Sugiyono, 2016: 36).

The quantitative method is a research method that is based on a sample of positivism

philosophy, used to examine certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2016: 7).

3.2 Population and Sample

3.2.1 Research Population

The population that will be used in this study are all people who have used food delivery services, either GoFood or GrabFood. Thus, it can be assumed that respondents already know the conditions and uses of GoFood and GrabFood in the Gojek and Grab applications, so that respondents who will fill out the research questionnaire can answer each question item correctly and accordingly.

3.2.2 Sampling and Research Samples

The data collection method used in this study is convenience sampling method. This method is used by researchers because it is considered suitable, it can make it easier for researchers to obtain primary data and does not consider the selection of characteristics of respondents who represent the population as trends about knowledge.

In this study, the determination of the sample size uses the approach developed by Roscoe in Sugiyono (2016: 91) which states that:

1. The appropriate sample size in the study is between 30 and 500.
2. If the sample is divided into categories (for example: male-female, public-private employees and others), the number of sample members for each category is at least 30.
3. If the research will perform multivariate analysis (correlation or multiple regression, for example), then the number of sample members is at least 10 times the number of variables studied.

For example, there are 5 research variables (independent + dependent), then the number of sample members is 50, obtained from the calculation of 10 multiplied by 5.

4. For simple experimental research, which uses an experimental group and a control group, the number of sample members is between 10 and 20 respectively.

Based on the above statement, because the number of variables in this study were 7 variables, referring to point number 3 in Roscoe's opinion means that the sample members to be used are at least 70 respondents. The researcher decided to use a sample of 100 respondents so that the results in this study were better.

3.3 Data and Data Collection Methods

3.3.1 Types of Data

The types of data used in this study are primary data and secondary data. The explanation of each data includes:

1. Primary data

Primary data is data that is collected directly from the source. In this study, the primary data source is the respondent's opinion regarding the food delivery service at GoFood and GrabFood in relation to the variables studied.

2. Secondary data

Secondary data is data collected by other parties and the researcher is the second party who uses the data. Secondary data in this study contains information related to the object of research, namely Gojek and Grab companies. The data was obtained from *website* official company PT Karya Anak Bangsa Application and PT Indonesian Transportation Solutions, articles both journals, internet and other literature related to the discussion of this thesis.

3.3.2 Data Collection Methods

1. Primary data collection

The questionnaire in this study will be given directly to respondents who have met the requirements to be sampled and then asked to answer the questions that have been available regarding the service marketing mix at GoFood and GrabFood. The research questionnaire was arranged systematically in accordance with the research objectives which wanted to find out

whether there were differences in purchasing decisions in the use of GoFood and GrabFood

Variable	Variable Dimensions	Indicator	Item Number
Service Marketing Mix	Product (X1) Kotler and Keller (2012: 4)	1) Product features 2) Service benefits 3) Privileges	1 2 3, 4
	Price (X2) Kotler and Keller (2012: 67)	1) Prices are according to the services offered 2) Discounts 3) Price match for benefits	5, 6 7, 8, 9 10
	Location (X3) Kotler and Keller (2012: 14)	1) The location is easy to reach 2) Strategic location	11 12
	Promotion (X4) Kotler and Keller (2012: 204)	1) Advertising 2) Direct marketing 3) Publicity	13 14 15
	Person (X5) Lovelock and Wright (2011: 19)	1) Service competence 2) Driver appearance	16, 17 18
	Process (X6) Lovelock and Wright (2011: 19)	1) Administration and payment 2) According to the schedule specified	19, 20 21
	Physical evidence (X7) Lovelock and Wright (2011: 20)	1) Amenities 2) Ease of access	22, 23 24

services. After the preparation is complete, the next stage is to make a list of questions based on the indicators and sub indicators obtained from Table 3.1.

Table 3.1. Research Variable Indicators

The questionnaire used in this study is a closed questionnaire using an interval measurement scale, namely the Likert scale model. A closed questionnaire is a questionnaire that is presented with alternative answer choices provided by providing answers (X) chakra or checklist (√) to the answers chosen by the respondent.

Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. Likert scale answers have very positive to very negative gradations as shown in Table 3.2 which is based on a 4-point Likert scale (modified version) by eliminating neutral answer choices, the weight of each respondent's value is added up to obtain a total score.

Table 3.2. Likert Scale Answer Classification

No.	Statement Answer	Score
1	Strongly Agree (SS)	4
2	Agree (S)	3

3	Disagree (TS)	2
4	Strongly Disagree (STS)	1

Source: Sugiyono (2016: 93)

Distribution of questionnaires aimed at 100 respondents using google form. From the target of 100 respondents needed in this study, the researcher got 130 respondents, but from the 130 respondents, after passing the initial screening, only 100 respondents met the criteria.

This research was conducted to reveal whether there are differences in purchasing decisions that are considered in using GoFood and GrabFood services from variables product, price, location, promotion, people, process and physical evidence by using an instrument with a Likert scale model. The use of questionnaires in research with the aim that the statements submitted can record, dig up information, and reveal relevant information.

The next step that must be taken is testing the research instrument. At this stage, it will be carried out by discussing matters related to data preparation, discussing the instruments to be used and the steps for preparing them.

(1) Test the validity of the research instrument

According to Sugiyono (2016: 125) validity is the degree of accuracy between data that actually occurs on the object of research and data that can be reported by researchers. Valid can mean that the instrument used can be used to measure what will be examined appropriately. The results of a study will be said to be valid if there is a harmony between the data that has been obtained and the data that actually occurs on the object under study.

In order to know whether the question items are valid or not, it can be done by correlating the question items with the overall question value. In other words, it will compare the calculation results of r_{tabel} with r_{count} . If the result of r_{count} is greater than r_{tabel} ($r_{count} > r_{tabel}$), it can be said that the questionnaire is valid, but if the $r_{count} < r_{tabel}$ is invalid. Rhitung value obtained from calculations using SPSS software after the data has been collected and processed.

(2) Test the reliability of research instruments

According to Sugiyono (2016: 130) reliability is the degree of data consistency in certain time intervals. Reliability test is used to test the consistency of the answers given by respondents. An instrument being tested can be said to be reliable if the Alpha calculation results obtained from calculations using the SPSS software from the collected questionnaire data are greater than 0.60. If an instrument has been said to be reliable, this means that the instrument has been consistent and stable over time and it can be said that the questionnaire can be trusted.

2. Secondary data collection

Secondary data collection in this study was carried out through documentation. Documentation is collecting data by viewing or recording reports that are already available. The reason documents are used as data to prove research because documents are a stable source, useful as evidence for testing, have natural properties, are easy to find with content review techniques to further broaden knowledge of something being investigated. This technique is used by researchers to obtain data about the company profile from PT Karya Anak Bangsa Application and PT Indonesian Transportation Solutions.

3.4 Variable Operationalization

Operationalization of research variables is the definition of a series of variables used in research writing, with the objective of identifying observable criteria and showing that a concept or object has more than one operational definition. So the operational variable is an explanation of the variables

used in the study. In this study consisted of several variables, the number of variables in this study were 7 variables.

1. Product

Products constitute anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas. In this study, product variables are measured by indicators: The level of diversity of service product features offered, the level of service benefits offered and the privileges of the services offered.

2. Price

Price is the marketing mix that generates revenue, other elements generate costs. In this study, the price variable is measured by indicators: The level of price conformity with quality, the level of discount provided by service providers, the level of price compatibility with benefits.

3. Location

Location is how to distribute products in the form of goods or services that can reach consumers easily. In this study, the place variable is measured by indicators: The level of ease in reaching service locations and the level of strategic locations.

4. Promotion

Promotion is a communication activity between sellers and buyers, either directly or indirectly, which aims to provide explanations to convince potential consumers about the products to be sold in the form of goods and services. The purpose of promotion is to get attention, educate, remind, and convince potential customers. In this study, the promotion variable is measured by indicators: The level of advertisements / information on the internet (official website) is attractive and clear, the level of advertisements / information on billboards, banners and brochures is attractive and clear, the level of advertising delivery and product introduction is good and clear.

5. Person

People or human resources are drivers who interact directly with consumers and their various activities related to services to consumers from before to consumers making purchase transactions. In this study, the person variable is measured by indicators: the level of service that is responsive to consumers, the level of friendly and courteous service to consumers and the level of appearance of a neat and attractive driver.

6. Process

Process is the operational driver of GoFood and GrabFood food delivery service providers in delivering products to consumers. In this study, the process variables were measured by indicators: the level of easy administration and payment processes, the level of administrative processes and fast payments, and the level of food delivery processes according to schedule.

7. Physical evidence

Physical evidence is something that actually influences consumers' decisions to buy and use the service products offered. In this study, the physical evidence variable was measured using indicators: Good level of facilities, level of ease of operating the application.

3.5 Data Analysis Methods

3.5.1 Data Processing Methods

Data processing in this study will use *software*SPSS 22.0 for Windows to make it easier and faster for researchers to do calculations. Before doing data analysis, it is necessary to process the data first. The data processing stage in this study includes editing, coding, and tabulation (Tanze, 2011: 67-68).

1. *Editing*

Editing or checking is checking or reviewing the data that has been collected to find out and

assess the suitability of the data needed and the relevance of the data collected for further processing. Things that need to be considered in this editing are the completeness of filling out the questionnaire, the readability of the writing, the suitability of the answers, and the relevance of the answers.

2. *Coding*

Coding or coding is the classification of answers given by respondents according to their types. In the coding phase, a score and symbol is usually carried out in the respondent's answer so that later it can make it easier to process data.

3. *Tabulation*

Tabulation is a further step after checking and coding. In this stage the data are arranged in tabular form to make it easier to analyze data in accordance with the research objectives. The table used in this study is a frequency table expressed in percent.

3.5.2 Data Presentation Methods

The presentation of the data used in this study is in the form of diagrams and tables to make it easier for researchers to analyze and understand the data so that the data presented is more systematic.

3.5.3 Statistical Analysis of Data

Descriptive data analysis is a statistic that is used to analyze data by describing or describing the collected data as it is without intending to make generalized conclusions or generalizations. Descriptive statistics include the presentation of data through tables, graphs, pie charts, calculation of mode, median, mean, calculation of data distribution through calculating means and standard deviation, calculation of percentages. (Sugiyono, 2016: 207-208).

This study uses discriminant analysis as statistical data. Discriminant analysis can be used to determine the distinguishing variables that distinguish existing population groups and can also be used as a categorization criterion. If two or more populations have been measured in several characters, then it can be built a certain linear function from the measurement where the function is the best differentiating function (separator) for the studied populations and is often called the discriminant function.

Discriminant analysis in this study uses the stages of the analysis process using discriminant analysis according to Widayat (2014: 131), namely: "The analytical tool is used to see the significance of the difference between two or more groups and at the same time see the variables that differentiate between two groups or the more that".

1. Hypothesis test I

Testing of hypothesis I which states that the service marketing mix variable consists of product, price, place, promotion, people, process and physical evidence. has a significant difference simultaneously between GoFood and GrabFood, done using testing tools, namely:

(1) Wilks' Lambda test

If the seven service marketing mix variables simultaneously have a small Wilks' Lambda value, a large F ratio value, and the significance level is below the maximum level of significance of 10%, then hypothesis 1 is accepted.

The first hypothesis question as a temporary answer to the formulation of the second problem is formulated into the following statement:

H0: There is no difference in purchasing decisions in the use of GoFood and GrabFood services from product, price, place, promotion, person and physical evidence variables.

H1: There are differences in purchasing decisions in using GoFood and GrabFood services from product, price, place, promotion, person and physical evidence variables.

Hypothesis testing criteria are:

Receive H0, if significant (= 5%). Thus, there is no difference in purchasing decisions in

the use of GoFood and GrabFood services from product, price, place, promotion, people, process and physical evidence variables. $\geq \alpha$

Rejecting H_0 , if the significance $< (= 5\%)$. Thus, there are differences in purchasing decisions in using GoFood and GrabFood services from product, price, place, promotion, people, process and physical evidence variables. α

(2) Determinant coefficient

The coefficient of determination is calculated from the Canonical Correlation (CR) value squared to CR². This CR² value is used to determine how much the dependent variable can be explained by the independent variable. This means that the seven variables used simultaneously or collectively are considered by consumers in purchasing decisions in using GoFood and GrabFood services at the value of CR², while the rest is influenced by other factors outside the model.

2. Hypothesis test II

The second hypothesis question is a temporary answer to the formulation of problem two with the aim of knowing the most dominant variable in determining purchasing decisions in the use of GoFood and GrabFood food delivery services. Determination of the dominant variable uses the value obtained from the "standardized coefficient". In relative terms, predictors that have a larger "standardized coefficient" contribute to discriminating power to the service marketing mix consisting of product, price, place, promotion, people, process and physical evidence.

(1) *Test of Equity of Group Means*

The criteria used is if the independent variable has an F ratio value greater than other variables and the level of significance is below the maximum level of significance of 10%, then this variable is the dominant variable in differentiating purchasing decisions in using GoFood and GrabFood services.

(2) *Structure Matrix*

In addition to the test of equity of group means, the dominant variable can also be seen from the Structure Matrix, where if this variable has the greatest function value compared to other variables, this variable is the dominant variable in differentiating purchasing decisions in using GoFood and GrabFood services.

IV. RESULTS

4.1 Results and Discussion

4.1.1 Hypothesis Testing I

1. Wilks' Lambda test

Table 4.1. Average value of each variable ($\alpha = 5\%$)

No.	Variable	Wilks' Lambda	Sig.
1.	Product Variable (X1)	1	0.865
2.	Price Variable (X2)	0.98	0.048
3.	Location Variable (X3)	1	0.766
4.	Promotion Variable (X4)	1	0.784
5.	Variable Person (X5)	0.998	0.507
6.	Process Variables (X6)	1	0.922
7.	Variable Physical Evidence (X7)	0.999	0.676

Source: Data processed (2020)

Based on Table 4.9, it can be seen that the average value of each group based on the research variables used shows different numbers. Thus, it is evidently proven that the data obtained has

different mean values. To find out whether the variable respondents indicate a significant difference is to use the Wilks' Lambda value.

Based on the results of the discriminant analysis that has been carried out, it is clear that there is a significant difference, namely the Wilks' Lambda value for the price variable of 0.980 with a significant 0.048. Based on this description, it can be concluded that there are differences between groups regarding product variables, prices, places, promotions, people, processes and physical evidence that consumers consider in deciding to buy using GoFood and GrabFood services.

2. Determinant coefficient

The calculation results show the canonical correlation (CR) value of 0.14 when squared to 0.0196 or 1.96%. This value indicates that 1.96% of the product, price, place, promotion, person, process, and physical evidence variables are simultaneously or jointly considered by consumers in purchasing decisions using GoFood and GrabFood services, while the remaining 98.04% are influenced by other factors outside the model.

4.1.2 Hypothesis Test II

1. Test of Equality of Group Means

Table 4.2. Test of Equality of Group Means
Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Product	1,000	.029	1	198	.865
Price	.980	3,960	1	198	.048
Location	1,000	.089	1	198	.766
Promotion	1,000	.075	1	198	.784
Person	.998	.441	1	198	.507
Process	1,000	.010	1	198	.922
Physical Evidence	.999	.175	1	198	.676

Source: Data processed (2020)

Based on Table 4.10, it can be seen that of the seven variables, namely product, price, location, promotion, people, process, and physical evidence variables, the price variable has an F ratio of 3,960 which is greater than other variables and the value of the significance level is 0.048 which is worth below the level of significance. So, it can be concluded that the price variable is the dominant variable in differentiating consumer purchasing decisions in using GoFood and GrabFood services.

2. Structure Matrix

Table 4.3. Structure Matrix

Variable	Function	
	GoFood	GrabFood
Product	0.452	0.398
Price	1	1
Location	0.452	0.467
Promotion	0.398	0.462
Person	0.425	0.38
Process	0.463	0.488
Physical Evidence	0.408	0.547

Source: Data processed (2020)

Based on the results in Table 4.11, it can be seen that the price variable has the greatest function value compared to other variables, namely 1. Thus, it can be concluded that the price

variable is the dominant variable that differentiates customer purchasing decisions in the use of food delivery services between GoFood and GrabFood.

V. CONCLUSION

5.1 Conclusion

Based on the results of the analysis and discussion described in the previous chapter, regarding the comparison of the service marketing mix variables considered in the decision to use GoFood and GrabFood services, the following conclusions can be drawn:

1. There is a significant difference in the price variable with $\alpha = 0.05$. Thus, it can be concluded that there are differences regarding purchasing decisions in the use of GoFood and GrabFood services from product, price, place, promotion, people, process, and physical evidence variables.
2. The results of the canonical correlation (CR) calculation based on the eigenvalues table show a result of 0.0196. This means that 1.96% of the variance of product, price, place, promotion, people, process, and physical evidence variables is simultaneously or jointly considered by consumers in decisions to use GoFood and GrabFood services, while the rest is 98.04% influenced by other factors.
3. Based on the calculation of the structure matrix, it can be seen that the price variable has a closeness of 1,000. From these results it can be concluded that the price variable is the dominant variable to differentiate customer decisions in using GoFood and GrabFood services.

5.2 Suggestions

Based on the results of this study, several suggestions can be made as follows:

1. For PT Aplikasi Karya Anak Bangsa, it is hoped that it can further improve the quality of the variable price, location, promotion, process and physical evidence on GoFood. One of the ways that can be done is, by being able to reduce the order fee rate for each order, improve the quality of the application so that it has many features but does not have too large a size, increases delivery times and intensifies promotions on social media, as well as updating longer display in the application so that it can be easier to use.
2. For PT Solusi Transportation Indonesia in order to improve the quality of product and people variables. One way that this can be done is by providing training to drivers so that they can provide better service to customers and can develop product features that only GrabFood has so that it has distinctive features when compared to other food delivery services.

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