

PERCEPTION ANALYSIS OF SALES VOLUME ON PARTNER WHO USING THREE FOOD DELIVERY APPS IN SURABAYA

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Abstract: Many culinary entrepreneurs in food delivery apps as promotional media to increase sales volume. By using a smartphone and opening the Grabfood, Gofood and Shopeefood, consumers can order food from culinary entrepreneurs who are culinary partners. The purpose of this study was to determine the perception of sales volume of culinary entrepreneurs who use the application of three food delivery apps as a promotional medium. The selection of a qualitative approach in this research is based on several concepts or opinions, then developed through empirical data collected so that the results of this study can describe a complex reality. The results of this study (1) 21 informants who are culinary partners of three food delivery apps, stated that they were very satisfied, and there was a significant increase in sales volume by 51%. (2) Their daily sales volume is the largest, the first is from Shopeefood at 48.19%, the second is from Gofood at 26.39%, and then is from Grabfood at 25.42%. (3) The supporting factors using three food delivery apps are the Internet Network, Smartphone, and Weather. (4) Inhibiting factors, the lack of ability of business actors to attract potential consumers in intense competition in three food delivery apps.

Keywords: Grabfood, Gofood, Shopeefood, Marketing, Sales Volume

1. Introduction

During the Covid-19 pandemic, the Indonesian government and parties continue to enforce movement restrictions, social distancing, use of masks and staying at home. This demand to decrease direct contact is in line with the development of the use of technology in everyday life. As the digital world develops, more and more digital business apps appear. In 2020, internet user growth was recorded, there was an increase of 25 million internet users or as much as 17% from 2019 data, while 55% of mobile internet users made online purchases through mobile applications, including ordering food online or ordering delivery. One example is the emergence of online food delivery apps. The development of the food delivery service business is a promising big opportunity in the Southeast Asian market, as well as in Indonesia. Several companies in Indonesia that offer food delivery services are Grab with the GrabFood feature, Gojek with the Go Food feature, and Shopee with the ShopeeFood feature. The competition between these three apps seems to be tight, as evidenced by the marketing wars, and the services what they offer. This marketing war started by giving consumers a lot of convenience in using their applications. What's more, discounts are offered to attract more consumers to use their services.

GoFood in 2015 and Grab Food in 2016, both of them dominated the food delivery service market in Indonesia. On January 10, 2021, this green duo must start to be quite wary of the emergence of a new competitor to the orange, namely ShopeeFood. The war started with a price war and massive discounts, previously only between the two business giants GrabFood and GoFood, and now Shopee Food is involved. See what GrabFood and GoFood are doing and they are using predatory promotions and deep discounting tactics. ShopeeFood, a new player in 2021, has a different marketing concept with the green duo. Whatever the three online food delivery apps do, it maximizes the flow of food delivery services. As partners with Grabfood, Gofood and Shopeefood, this growth is very beneficial for the culinary business. Surabaya is a metropolis where online food delivery is very popular with the public. With the Grabfood, Gofood, and Shopeefood applications, by using them as a promotional medium, food providers in the city of Surabaya can get higher orders. The number of orders will certainly be able to increase the sales volume of food providers registered in the three online food delivery apps.

Based on the background described above, the formulation of the problem in this study is as follows: how is the perception of the sales volume of culinary entrepreneurs in Surabaya as application partners for Grabfood, Gofood, and Shopeefood. The purpose of this study was to determine the perception of the sales volume of culinary entrepreneurs in Surabaya as application partners for Grabfood, Gofood, and Shopeefood.

2. Literature Review

Marketing Management

Marketing management is the art and science of selecting target markets and acquiring, retaining and increasing the number of customers by creating, delivering and disseminating superior customer value (Kotler, 2005; 11). Marketing management is the activity of analyzing, planning, implementing, and supervising all activities (programs), in order to obtain a favorable exchange rate with target buyers to achieve organizational goals (Alma, 2004; 130).

Marketing

Marketing is a concept in business strategy that aims to achieve satisfaction for customers or consumers. The success or failure of achieving business goals depends on their expertise in marketing, production, finance, and more. Understanding marketing is a process of moving goods or services from the hands of producers to the hands of consumers. Or, it can be said that marketing is all business activities related to the flow of goods and services from producers to consumers (D.W. Foster, 1985; 8).

Promotion

Promotion (Gitosudarmo, 2012; 67) is an activity carried out to influence consumers to be familiar with the products offered by the company, so that they become happy or like and then make a purchase for the product. The following promotion indicators are as follows: (1) Advertising (2) Personnel Sales (3) Promotions.

Sales Volume

Sales volume is the sales quantity expressed in the number of sales, the number of physical units, or the amount that must be realized. According to Horngren, Foster and Datar cited by Basu Swastha (1998; 58), that sales volume is a measure of company activity related to capacity in units of money or product units where management will try to maintain volume using existing capacity as well as possible.

Grabfood

GrabFood is a food delivery service feature from Grab Indonesia. Founded in June 2012 by Anthony Tan and Tan Hooi Ling, Grab at first launched the MyTaxi app called GrabTaxi in Malaysia. In 2013, GrabTaxi entered the Philippines, Singapore, and Thailand. Then, in 2014, GrabTaxi expanded to Vietnam and Indonesia. Entering 2015, Grab provides package delivery services, namely GrabExpress, in the markets of Indonesia, Vietnam, Malaysia, and Singapore. In January 2016, Grab began to enter the world of FinTech with GrabPay and GrabFood services. The development is getting faster, where in 2020 Grabfood recorded a growth in the number of merchants as many as 950,000 culinary partners, with the gross transaction value of GrabFood reaching IDR 83 trillion. GrabFood is available in 178 cities in Indonesia and 187 cities in Southeast Asia. Grab offers solutions for every day needs with transportation services, food and goods delivery, mobile payments, and digital entertainment.

Gofood

GoFood is a food delivery service feature from Gojek Indonesia. Gojek was founded in 2010, which at that time had three main features, namely GoRide, GoSend, and GoShop. In early April 2015, GoFood was introduced to the wider community. At first, orders could only in cash and Go-Jek Credit, which became the forerunner of GoPay. In 2019, GoFood has partnered with 500,000 merchants, 96% of which are MSMEs, with a monthly transaction volume of IDR 50 million. GoFood has controlled 75 percent of food delivery services in Indonesia. In 2020, Gofood itself has increased the number of partners to as many as 750,000 partners, with GoFood's gross transaction value reaching IDR 28 trillion. In addition to GoFood, Gojek's app includes more than 20 features and services so far.

ShopeeFood

ShopeeFood is a food delivery service feature from Shopee e-commerce. Shopee, led by Chris Feng, has been operating since 2015, is a part of the SEA Group, which is headquartered in Singapore. Shopee is an online shopping center that offers a variety of needs. Seeing such high market interest, Shopee e-commerce doesn't seem to want to lose opportunities. Shopee is starting to spread its wings in food delivery services. Shopee introduced ShopeeFood in Indonesia in early April 2020, Shopee began recruiting driver partners for ShopeeFood at the end of 2020. The Sea Group subsidiary has recruited more than 500 partners selling fast food and drinks in October 2020. On January 10, 2021, ShopeeFood officially has uploaded on Shopee Indonesia's official YouTube channel.

Previous Research

(1) Research conducted by Suastriani, et al. (2021) said that, promotion costs affect sales volume on the advertising dimension. (2) Novitasari, et al. (2021) said that, as one promotion price is significant, and distribution channels have a significant effect on sales volume. (3) Perdiana, et al. (2021) said that marketing mix strategies greatly affect sales volume. (4) Nurwanti, et al. (2021) said that product quality, promotion, and brand image affect sales. (5) Suriyok, et al. (2020) said that, collectively, the promotion mix has a significant effect on sales. While partly the promotion mix, namely advertising has a significant influence on sales (Y). Partially, the promotion mix, namely sales promotion, has no significant effect on sales. (6) Cay, et al. (2020) said that, MSMEs, especially in South Tangerang City, used marketing strategies through E-commerce to influence product sales. (7) Yusnita, et al. (2020) said that, product, price, distribution channel, and promotion together have a significant effect on sales volume. Products, distribution channels, and promotions partially have no significant effect on sales volume. Price partially has a significant effect on sales volume. (8) Naufal, et al. (2020) said that, collectively product, price, location, personnel, promotion, and presentation have a

significant effect on sales volume. Partly product, location, promotion, and presentation have no significant effect on sales volume. Meanwhile, price and personnel have a significant effect on sales volume (9) Murnawat, et al. (2019) said that price had a significant effect on sales volume, and distribution had no significant effect on sales volume (10) Suharmaji (2018) said that, radio advertisements and outdoor advertisements jointly Effect the increase in sales volume. (11) Priyanto, et al. (2018) said that the direct sales method to consumers can increase the sales volume of their products.

3. Method

Types of Research and Description of Research Objects

Researchers used a qualitative approach in this study. Qualitative research methods have the main objective of collecting descriptive data that describes the object of research in detail and depth with the aim of developing a concept or understanding of a symptom (B. Sandjaja, 2006; 49). In this study, the objects of research were 21 Surabaya Culinary Entrepreneurs who used the Grabfood, Gofood, and Shopeefood for a period of more than 6 months.

Data Collection Technique

The presence of researchers directly in the field as a measure of success in understanding the case under study. In this study, the researcher acts as a data collector and as an instrument in an effort to collect data in the field and other documents during October 2021. The data obtained produce descriptive data in the form of pictures, written or spoken words from people and observable behavior.

Data Types and Sources

To obtain accurate and objective data on what is being studied, the researcher considers it necessary to explain the source of the data and its characteristics and the types of data to be collected so that the quality, validity, and accuracy of the data obtained from the information can be experienced (Arikunto, 1992; 144). The types of data in this study are divided into two parts, namely, primary data and secondary data are (Sugiyono, 2011; 402) (1) Primary Data, namely data directly from interviews and observations with 21 culinary entrepreneurs in Surabaya who use three foods online delivery apps. (2) Secondary data, documentaries, articles, results of previous research, and books.

Data Collection Technique

Data collection techniques are carried out in several ways (Saifuddin Azwar, 2010; 146), including (1) Observation. Observations made by researchers are not only seeing, but also the activity of researchers to absorb, observe, interpret and record. (2) Interview. Researchers conducted face-to-face questions and answers with 21 informants. (3) Documentation. Collecting data, images and writings related to the implementation of research.

Data Analysis Technique

Data analysis according to Mogdan and Biklen (Lexy J. Meleong, 2011; 248) is an effort that begins by examining all available data from various sources, namely interviews, observations, which have been written in field notes, personal documents, official documents, pictures, photos, and so on, then arrange them. Researchers analyze the data that has been collected, so that the data can provide a clear meaning.

4. Result and Discussion

Significant Improvement

Directly or face-to-face interviews to obtain valid and accurate data directly from 21 culinary partners who use three food delivery service applications. Researchers conducted interviews with the 21 people, namely Syawal, Adnan Noviansyah, Ayu Anjani, Miftaql Rohmah, Rahendra, Nizar Bachtiar, Basuki, Arifin, Indra, Setyawan, Ikhwanudin, Eko Iswoyo, Nanik, Rosmidar, Sri Hanifah, Tutik, Hamidah, Tri Hariyani, Sawitri, Zulfikar Adiputra, and Lina Gustina. They said that, there was an increase of 51%, before and after using the three food delivery service applications. Before in the sense that they only use one or two applications. Before, their sales volume was 751 orders per day, after using three applications their total sales volume was 1,133 orders per day.

Sales Volume Perception

From the interview results, there are opinions from the 21 people with the perception of sales volume as follows: (1) The first largest number of sales volume is orders from the Shopeefood application, which is 48.19% of total sales per day. (2) The second total sales volume is orders from the Gofood application, which is 26.39% of total sales per day. (3) The third sales volume is orders from the Grabfood application, which is 25.42% of total sales per day.

Supporting Factors

Based on the results of interviews with Basuki, Indra, Ikhwanudin, and Eko Iswoyo, they stated that there are several supporting factors in using three food delivery services as promotional media, namely: (1) Internet network, people are very dependent on the internet network as a primary need for various kinds of food. kinds of needs. With a smooth internet network, the number of online transactions has increased, such as online food ordering transactions on the Grabfood, Gofood, and Shopeefood applications. (2) Smartphones as the lifestyle of today's society, and the millennial generation. Where with smartphones, people can easily shop and order food even if only in the room. (3) Weather plays a significant role in the online food order transaction process. When it rains or when it's hot, potential customers feel reluctant to go out when they need food, so the solution is to order food online.

Obstacle Factors

Based on the results of interviews with Sri Hanifah, Tutik, Hamidah, and Lina Gustina, they argue that there are several inhibiting factors in using the three food delivery services as promotional media, namely (1) Consumers, when they are going to process food order transactions online, they will see how food display and description of the food. When a food provider cannot present an attractive advertising concept, then of course it will not be able to attract consumers to try it. (2) The number of competitors in the Grabfood, Gofood, and Shopeefood will also affect the level of sales, because the more people who use the three applications, the greater the level of competition.

5. Conclusions

Based on the research that has been done, conclusions can be drawn, namely: (1) 21 informants who are culinary partners of three food delivery services, said that they were very satisfied, and there was a significant increase in sales volume by 51%. (2) The Shopeefood application is the first largest in their daily sales volume of 48.19%, the second is 26.39% from the Gofood application, and the third is 25.42% from the Grabfood application. (3) Supporting factors. Internet network, Smartphone as people's lifestyle, and Weather. (4) Inhibiting factors, lack of

ability of business actors to attract potential consumers in intense competition.

Suggestion

Based on the conclusions that have been obtained in this study, there are several suggestions as follows. (1) For the Gojek, Grab, and Shopee, it is hoped that the results of this research will become views, where there is a big opportunity for competitors who will become a threat to these three apps. So, let us hope that the Gojek, Grab, and Shopee will be more innovative in marketing and services, so that they can be superior in this competition. (2) For academics, this research is expected to be a source of knowledge, reference, and reference for all parties who need it for further development. (3) For general readers, this research is expected to provide knowledge to readers about the perception of comparisons of culinary partners who use three food delivery services. (4) For culinary entrepreneurs, research is expected to be a reference in developing creativity and innovation in their business.

Limitations

This study has limitations, namely: (1) Only using 21 informants. (2) Researchers only examine the perception of sales volume of culinary entrepreneurs in using the Grabfood, Gofood, and Shopeefood. (3) Research is limited to the city of Surabaya.

Future Research Opportunities

Based on the limitations of this study, the researchers hope that these limitations will become ideas and opportunities for future research, where future research is expected to be as follows: (1) Research on culinary partners of three food delivery services is not limited to research in the city of Surabaya, but can be broader in 11 cities, namely Jakarta, Surabaya, Medan, Bandung, Denpasar, Semarang, Yogyakarta, Makassar, Malang, Manado, and Palembang. (2) Capability to use quantitative research methods. (3) It is more optimal to use a sample of more than 100 people, namely 411 respondents, using SEM PLS, SEM Amos or SEM Lisrel data processing. (4) Expanding research variables on online food delivery partners, such as Innovation, E-Squal, Partner Loyalty, and Partner Satisfaction.

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