

Factors That Affect Consumers Using the GO-JEK GO-FOOD Feature Application (Study on Students of Makassar State University Faculty of Social Sciences Business Administration Study Program)

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ABSTRACT

Go-food is a service feature provided in the Go-jek application that serves *food delivery service*. Go-food comes as a solution for city communities that have high mobility, time constraints, and high need for food is now able to be resolved with the existence of Go-food. The purpose of this study is to find out how strong factors in influencing and knowing from several factors which are most dominant in decision making using the Go-jek go-food feature application in students majoring in business administration of the faculty of social sciences. The type of method used is descriptive quantitative. The data source is primary data, data processing using SPSS 25. Samples from this study were taken by 100 respondents. Sampling techniques are *purposive sampling*. Data retrieval techniques are carried out by coesioner and observation. Data analysis techniques used with descriptive statistical analysis and inferential analysis. The results of this study show factors: distribution, promotion and culture have a significant effect / very strong. The most dominant factor in influencing the decision to use the Go-jek go-food feature is the promotion factor which has a value percentage of 0.441.

Keywords: Consumer behavior, Purchasing Decisions, Go-food.

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INTRODUCTION

According to Mujiyana & Elissa (2013) :*Online shopping* is a process where consumers directly buy goods, services and others from a seller interactively and real-time without an intermediary media through the Internet. Activities of purchasing goods and services through Internet media. In its development, the internet today is not only as a medium of information and communication, but the internet is able to increase one's income in the economy. In addition to increasing one's income, the Internet is able to fulfill people's desire to shop practically, namely by online shopping (Online Shop).

E-business is the practice of implementing and managing key business processes such as product design, raw material supply management, manufacturing, sales, order fulfillment, and service provision through the use of computerized communication technology, computers, and data. (Steven Alter. Information System: Foundation of E-Business. Prentice Hall. 2002). Consumer behavior is a process that is passed by a person in finding, buying, using, evaluating and acting after the consumption of products, services and ideas that are expected to meet his needs (Schiffman Dan Kanuk 2000).

According to Kotler and Keller (2009), consumer behavior is a study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their desires and needs. According to Basu Swastha (2000:10), consumer behavior is the activities of individuals directly involved in obtaining and using goods and services, including the decision-making process on the preparation and determination of such activities. The purchasing decision process of each consumer varies because it is influenced by factors that determine consumer decisions consisting of environmental influences, individual differences and consumer psychological processes and marketing strategies. (Engel, et al., 2002).

According to Setiadi (2003) culture is the determinant of one's desire and behavior that is most fundamental in decision making and purchasing behavior.. According to Kotler (2009), social classes are relatively homogeneous and enduring groups in a society, organized hierarchically and whose membership has similar values, interests, and behaviors. According to Setiadi, N.J (2003), motivation is a willingness to issue a high level of effort towards the goals to be achieved, conditioned by the ability of efforts to meet an individual's needs.

According to Engel, et al. (1993 in Sumarwan, 2003), attitudes show what consumers like and dislike. Furthermore Sumarwan (2003), stated that attitude is an expression of consumer feelings about an object whether liked or not, belief in the various attributes and benefits of the object. According to Assael (1992 in Setiadi, 2003), consumer learning is a change in behavior that occurs as a result of his past experiences. Consumer Behavior is the activities of individuals who are directly involved in obtaining and using goods and services including the decision-making process on the preparation and determination of such activities (Swastha et al., 2000).

But not many people know the dominant factor behind consumers using the Go-Jek go-food feature. Therefore, the authors are interested in conducting research on factors that affect consumers using the Go-Jek go-food feature app. From the above problem, the author is interested to research a research title "Factors That Affect

Consumers Using Go-Jek Go-Food Feature Application (Student of Business Administra Science Program of Makassar State University)".

Method

The design used in this research is quantitative research that is to conduct hypothesis testing in accordance with the formulation of the problem studied so that there can be known or no significant correlation between distribution, promodi and cultural relationship to consumer decisions using gojek application gofood feature in students of makassar state university faculty of social sciences business administration study program. The population targeted by this research is students of makassar state university faculty of social sciences business administration study program amounting to 375 people. Sampling techniques in this study using purposive sampling method, thenumber of samples determined as many as 100 people. The type of data used in this study is primary data. Primary data, namely data obtained from respondents' responses to question items asked in kuesoner.

Data collection techniques are carried out by means of Field Research Field Research, Finding and obtaining data from students as respondents who are research researchers. The method used is observation, questionnaire. Observation, Conducting direct observation and studying matters related to research directly on students of makassar state university faculty of social sciences business administration study program in Makassar. Questionnaire. Ask questions that have been prepared online by disseminating polls..

RESEARCH AND DISCUSSION RESULTS

Respondent response data on Factors Affecting Consumers Using gojek App Gofood Feature (case study of Makassar State University Students Faculty of Social Sciences Business Administration Study Program, then for the first indicator of distribution, the average respondent gave an agreed answer of 60 people (60%), based on observations made by researchers on the use of gojek, showed that gojek service has a fast response, professionalism and polite driver pelampilan, indicators of both promotions, most respondents gave agreed answers of 66 people (66%), based on observations made by researchers on the use of gojek that provides good promo facilities, *Go-Pay delivery* promo, free addition of menus, advertising, viral marketing and monthly *events*, the third *indicator*, dominated by the most respondents' answers is agreed as many as 52 people (52%) based on observations made by researchers on the use of gojek that became a habit in the current era. In the respondent's response regarding consumer decisions in using the gojek app gofood feature with the average Indicator respondent giving an agreed answer of 44 people (44%).

The results of this study showed that the_{results} of the T test analysis showed that the calculated T value of 18,581 is greater than the_{table} T value of 1,664 this means that there is a

partial significant influence between consumer behavior and consumer decision satisfaction using the gojek app gofood feature on the maghasiswa of makassar state university faculty of social sciences business administration. So the proposed hypothesis that "consumer behavior in the face of consumer decision satisfaction using the gojek app gofood feature on the maghasiswa of makassar state university faculty of social sciences business administration study program" is accepted. From the test results of correlation between consumer behavior and consumer decisions obtained correlation of 0.897 is at intervals of 0.80 - 1.00 which means that the contribution of consumer behavior to consumer decisions has a very strong level of influence / high.

CONCLUSION

Based on the results of the study will be presented some conclusions, namely, based on the results of correlation coefficient analysis, correlation coefficient results are obtained to 0.897, so it can be concluded that there is a relationship with a very high correlation rate in consumer behavior variables with significant consumer decisions using the gojek application gofood feature in the Makassar State University Student Faculty of Business Administration. excellent category. This can be seen from descriptive analysis, which shows 3 indicators are in high categories namely distribution, promotion and culture., based on the results of correlation analysis can be concluded that there is a significant relationship with a strong correlation between consumer behavior and consumer decisions. It is recommended that distribution, promotion and culture need to be maintained in order to increase the use of gojek app to help the company's innovation. Other companies are also expected to be able to form a good organizational culture in helping companies be more innovative.

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