
The Influence of Online Food Delivery Services and Prices on Increasing Turn of Sales on Culinary Business: Case Study on Go-Food

Muhammad Reynaldi¹, Mustafa Kamal²

¹SEBI: Email: muhammadreynaldi401@gmail.com

²SEBI Lecturer : Mustafa.kamal@sebi.ac.id

ABSTRAK. *This study aims to examine the effect of online food delivery services and prices on increasing sales turnover of culinary businesses in Kemang District, Bogor Regency. This research is a quantitative study with a population of Go-jek partner culinary businesses in Kemang District, Bogor Regency. The sampling technique in this study used a purposive sampling technique. The number of samples is 100 culinary entrepreneurs who partner with Gofood in Kemang District, Bogor Regency. The research data were analyzed using PLS-SEM (Partial Least Square–Structural Equation Modeling) with SmartPLS software. The results of this study indicate that online food delivery services and prices have a significant effect on increasing sales turnover of culinary businesses in Kemang District, Bogor Regency. So it can be concluded that culinary business people in Kemang District, Bogor Regency need to pay attention to online food delivery services and prices as factors that result in an increase in sales turnover.*

Keywords: *Business Sales Turnover; Go-food; Online Food Delivery Service; Price*

1. INTRODUCTION

Business culinary is one _ growing business _ fast in a number of year last and can continue to grow in the future. Because industry culinary is business that can produce profit start millions until hundreds million every the month . This data in line with data held by the Economics Agency Creative Indonesia (Bekraf). Quoted from the Ministry of Tourism and Creative Economy, it is stated that the culinary sub-sector contributes a sizeable contribution, which is 30% of the total revenue of the tourism and creative economy sectors. The culinary industry has a very strong potential to develop, so the government will help this sub-sector to continue and be more advanced (Ministry of Tourism and Creative Economy, 2016) .

There are always new trends in the culinary business world During man need food as needs base nor needs social . As in the era of globalization economy which is in tandem with the rapid development of technology coupled with the impact of covid19 which in the end has an impact on the patterns or ways of consumption and spending of the people, who used to be

used to going to buy food at places where sellers trade, now changing the way to do this by making more use of online delivery services (Ministry of Republic of Indonesia Industry, 2021) . This is because people need convenience in all aspects of life in a more practical way, so that it can shorten time and does not interfere with work (Indraswarri & Kusuma, 2018, p. 64) .

One of the services that is widely used by the community in supporting their needs and providing convenience for shopping for food and beverages is GoFood, GoFood is considered to provide convenience for consumers to obtain the desired food and drinks from various restaurant choices only through smartphone media without having to visit food and beverage stores. the. (gobiz, 2020)

Besides give convenience to consumers , the convenience or benefits of the online food delivery service gofood are also felt by business people , because has help give wide access _ to those who want innovate in the culinary field without big capital(Suryadi & Ilyas, 2018, p. 76). In business the culinary arts of SMEs entrepreneurs have many who weave partnership with company Go-Jek through feature Go-Food app gives contribution positive on improvement turnover sale effort culinary (Wardiningsih, 2021, p. 45).

With the facts on the benefits of gofood that have been described above, now gofood continues to be the market leader in food-delivery services with a market share of around 70-75% in Indonesia (Gojek, 2021) . However, lately, micro, small and medium enterprises in the food and beverage business are feeling indecisive and sad, Due to GoFood in March 2021 implementing a new scheme to withdraw their commission, from previously only 20 percent of each product sold has now changed to Rp. 20 percent + a thousand to culinary businesses who join GoFood through the GoBiz application. (gobiz, 2021)

From the new provisions issued by Go food, it is considered burdensome for MSME actors in the culinary field. As stated by Mr. Sugiono, the owner of the Martabak Sami Eco business which has been established since 2014 and began offering partnerships in 2018. When interviewed, Mr. Sugiono said that the latest commission scheme was very burdensome for him, because then the price of the product had to be increased and made current sales decline because it was felt the price of the product becomes more expensive and it is also feared that the product price will not be able to compete .

In the phenomenon faced by culinary business actors above, it is known that if MSMEs increase product prices to follow the increase in the new Gofood profit sharing scheme, this will result in decreased sales due to the increase in product prices and it is feared that prices will not be able to compete with competitors.

Error in determination price can cause various consequences and effects or lasting impact. If a business actor takes a price fixing action that violates ethics, it can cause the business actor to be disliked by the buyers, even the buyers can take a reaction that can bring down the good name of the business actor. (Muslimin et al., 2020a) . In the business world, price can indeed be said to be one that determines the success of a company because price determines how much profit the company will get from selling its products in the form of

goods or services. Business people must be careful in determining prices, because if the price is set too high it will cause sales to decline, whereas if the price is set too low it will reduce the profits earned by business people (Veithzal Rivai Zainal, Nurul Huda, Dr. Ratna Ekawati , 2018) .

In the culinary business world to be able to reap a large turnover does not only focus on a factor that has become an obligation, such as the production of good quality food, but the success of a culinary business in the midst of wide competition is also determined by the implementation of strategies or other factors such as which resulted from a pre-survey that had previously been carried out, which revealed that online food delivery services and prices most dominantly affect the increase in sales turnover of the culinary business.

2. LITERATURE REVIEW

2.1 Sales Turnover

Sales turnover is an important measure of business performance benchmarks, knowing the amount of turnover can help business people find out how effective the company is in generating sales and income (Swastha Basu & SE, 2008, p. 136) . Also explained by Swastha and Irawan in their book entitled *Modern Marketing Management* provides the understanding that sales turnover is defined as the accumulation of sales activities of a product, goods or services which are calculated thoroughly over a certain period of time or in one accounting process (Swastha Basu & SE, 2008, p. 141). Nissa nurfitria et al also provide an explanation of sales turnover, they say that sales turnover is the total amount of money earned from the sale of goods/services within a certain period of time (Nurfitria & Hidayati, 2011, p. 4) .

Based on some of the definitions above, it can be concluded that sales turnover can be defined as the total amount of income from products or services sold in a period of 1 week, 1 month, or 1 year as a whole and that amount has not been deducted by the cost of goods manufactured (HPP), expenses or something.

2.1.1 Factors Affecting Sales Turnover

According to Kotler, he said that the factors that influence the high turnover are as follows: 1) Forces from outside the company can generate profits, 2) The company's performance increases every time period, 3) There is no decrease in sales turnover, 4) Each company's turnover increases in line with a large number of customers (Kotler & Keller, 2021, p. 168) .

Arum Indraswari and Hendra Kusuma are of the opinion that influencing factors _ turnover business culinary that is as the following : 1) price, 2) number of orders, 3) length of operating hours (Indraswarri & Kusuma, 2018, p. 72). However , according to Sharif Hidayatullah , the food delivery service provided by Gofood is also a fairly dominant factor affecting business turnover (Hidayatullah et al., 2018, p. 1429) . Besides that , quoted from his journal Yogi Pratama et al, think that service *food delivery* (*Go-Food*) becomes influencing factors _ turnover business culinary (Pritama et al., 2018, p. 51).

2.2 Business Culinary

Mario Manullang defines business as all activities of anything that produces goods and services that are necessary for humans to carry out their daily lives (Manullang, 2016, p. 2) . As for another definition of business, business is a trading business run by an organized group with the aim of making a profit by producing and selling goods and services to meet the needs of the community (Hidayatullah et al., 2018, pp. 1425–1426) . While the word culinary comes from English, namely *culinary* which can be interpreted as something related to kitchen cooking (Alamsyah, 2013, p. 1)

From the definition of the culinary business above, it can be concluded that the culinary business is a business with processed products in the form of dishes or side dishes or beverage products.

2.3 Online Food Delivery Service

According to Muhammad akbar et al, *Online food delivery* this is system information in an Android -based mobile device that provide ordering process dish culinary restaurant which aim for make it easy & optimizing service message between culinary in restaurant . Customer which want to order product culinary can access service this on certain applications via mobile phone -based Android. Culinary menu the available culinary is equipped with use appearance picture & price list which synchronous. Delivery process culinary conducted manually by courier which on duty. With thereby customer which use system this can more easy make the order process and can save money cost . (Akbar et al., 2014, p. 171)

From some of the definitions above, it can be said that *online food delivery* is a means that connects consumer with effort culinary online . _ this platform provides and display restaurants in the area certain in accordance location consumers also provide product delivery services.

According to Yogi pratama et al. indicators *for online food delivery services* are (Pratama et al., 2018, p. 23) : 1) promotion, 2) Distribution, 3) Ease of transaction, 4) Sales Operational Information, 5) Profit sharing scheme.

2.3.1 Go-food features

Figure 2. 1Go-food logo



Source: (gojek, 2020)

Go-food is one of the features that exist and is developed by Gojek, Gofood is a service message between current food _ this still Becomes leader and quite successful in providing benefits to the Indonesian people in the delivery service of a culinary. work same with more than 400,000 merchants or entrepreneurs in the culinary field in various countries cities in Indonesia (Gojek, 2021) .

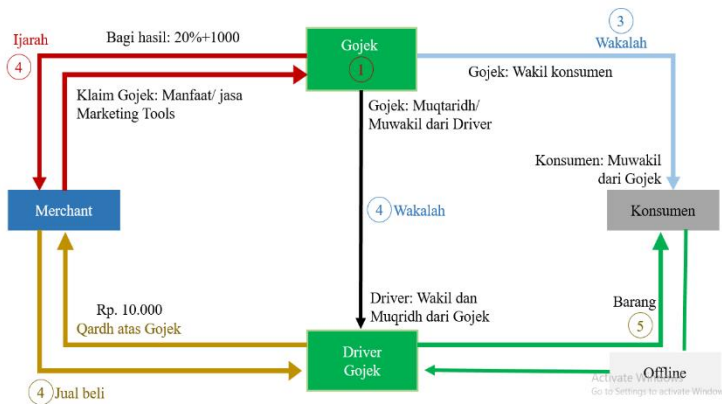
According to Ratih Amelia in her journal discussing the influence of Go-Jek, she stated that GoFood by Go-Jek is quite helpful for the seller because it becomes a promotional media to make it easier for many potential consumers to reach. Every day there are new restaurants that register their business on the Go-food application, this is due to the ease of accessing Gofood services and the high buying interest of consumers who use this service into consideration for business people to use the GoFood application as a means of promotion. (Amelia & LP3M, 2019, pp. 79–80) .

2.3.2 Scheme Transactions on Service Gofood Based on Islamic Law

Following procedure order on the Go-Food application:

1. Consumer order through Go - Jek app then choose Go-Food
2. Jek drivers give loan to consumer for pay
3. After ordering to _ consumer, then payment through 2 ways. Namely; first one payment cash and second through account or the usual called Go-Pay.

Gambar 2. 2 Skema Transaksi Gofood dalam Perspektif Syariah



From the above procedure could be known there is a number of contracts Among Go - Jek consumers and companies. That is contract qardh, hawalah and ijarah. Contract ijarah occur because consumer ask service from Go - Jek company in fulfill desired needs. _ Where consumer is tenant services, Go-Jek as giver services and payments is wages . Occur contract qardh when consumer ask to Go -Jek pihak for pay more first. Go- Jek Company play a

role in contract wakalah because the driver becomes a representative of company . Driver as muqridh and consumers as muqtaridh . Transfer debt from transferred company _ Go - Jek drivers including in contract hawalah (Silvi et al., 2019, p. 20) .

Source: (Umar et al., 2020, p. 34)

Explanation from scheme the is (Umar et al., 2020, p. 34) :

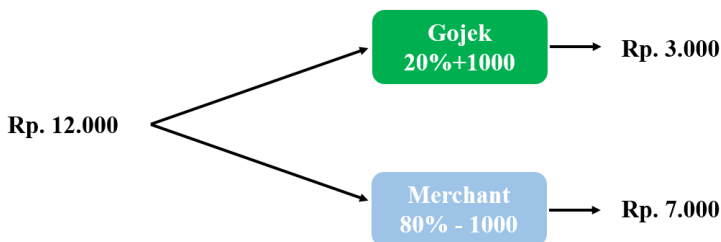
- 1) Go- Jek Company make Go-Food application that allows merchants to display product inside _ application and facilitate happening sell buy Among consumer with merchants, and at the same time consumers also sign up to Go - Jek for could access this Go-Food application.
- 2) Before *merchants* and their products appears in the Go-Food application, merchants will register to Go-Food application, verified and approved by Go-Food via claimed contract _ as ijarah (i.e rent service stalls and facilities marketing) with reward in the form of for results on sale by 20% +1000 from results sale from merchants with recapitulated Go-Food scheme every end month .
- 3) After the merchant and the product appear inside _ appearance Go-Food application, then consumer could transact on this merchant 's product. Through application this, contract first to appear from side consumer is contract wakalah Among consumer with Go-Jek, namely consumer entrusted buy via Go -Jek for buy products (food and/ or food) drinks) to the merchant, where consumer as muwakkil and Go- Jek as a representative. However , in contract entrusted buy this , consumer no give money , but also ask bailed out more first by Go- Jek , so that in contract entrusted buy this is the contract shift from wakalah pure changed Becomes wakalah-wa - qardh mustaqbal , i.e contract entrusted buy with promise bail , where is Go -Jek Act as a representative and at the same time the promised party provide bailouts and consumers _ Act as the party represented and will bailed out .
- 4) In operate contract bailout entrusted buy Go -Jek represent purchase product to the merchant to the driver, and here occur contract wakalah between Go -Jek with representatives. In case this, Go- Jek no give money to the driver as bailout (for consumers) for buy food / drink to the merchant, and ask the driver to bail more formerly purchase food / drink to merchants, for then billed to consumers. In this process, the driver bails Go - Jek in skeleton Go-Jek 's commitment for bail consumers. So, same with the consumer-GoJek process, in this process, the driver acts as a representative of Go-Jek (representative) and at the same time as the party who will bail out Go- Jek and Go - Jek as the party represented (muwakkil) and who will bailed out . And once the driver ejects money for bailing out Go-Jek, and the driver wants for bill back bailout _ that, then occur contract debts and receivables between the driver (muqridh) and Go- Jek (muqtaridh) a number of the money the driver pays for buy food / drink , for example an amount of Rp. 10,000, - according to with price list food / drink listed on the receipt / official note from merchants. And by automatic, happen contract debts

- (qardh) are also between Go - Jek (muqridh) and consumers (muqtaridh).
- 5) Driver as representative of Go - Jek then deliver food / drink the to consumer for Fulfill contract wakalah between Go- Jek and consumers , with the status as Go-Jek representatives , and drivers receive payment from consumer amount price food / drink listed _ in receipt / note (Rp10,000,-) and fees send , for example Rp. 5,000, -, or a total of Rp . 15,000, - as form repayment on debt (qardh) from Go -Jek on bailout debt given by the driver (Rp10,000,-) and fees send for drivers (Rp. 5,000,).
 - 6) Based on internal process point 5, drivers: (a) get return payment for the bailout that the driver provided to Go -Jek IDR 10,000,-, (b) fees send driver as representative of Go - Jek for buy food / drink that becomes order from consumer in the amount of Rp. 5,000,-, and (c) get extra 2 points from the later Go - Jek could converted Becomes money .
 - 7) Back to point 1, after food / drink accepted by consumers , then Go -Jek claimed entitled get a marketing fee of 20% +1000 from score merchant sales via Go-Food app , in case this is Rp2,000,- (20% \times Rp10,000,-) +1000 , where Rp3,000,- will be paid by the merchant to Go-Jek at the end month .

2.3.3 Scheme Gofood Profit Sharing .

GoFood on the month March 2021 apply _ scheme new for interesting commission them , from previously only 20 percent from every products sold _ to 20 percent+ 1,000 per product sold . As informed by the application Gobiz in the provision scheme for the result , that there is change taking commission that is by 20 percent + One thousand to businesses _ culinary joins _ GoFood through application Gobiz . (gobiz , 2021) .

Figure 2. 3Gofood's Revenue Sharing Scheme



Source: (gobiz, 2021)

2.3.4 Reason Public Interest in Online Food Delivery

In his journal fitrianingrum citing an explanation from Yeo, Goh, & Rezaei who conducted research in 2017 which conveyed some basic reasons people use online food delivery (Fitrianingrum & Siagian , 2021, p. 470) , 5 things, namely : 1) Hedonic Motivation, 2) Prior Online Purchase Experience, 3) Time Saving Orientation, 4) Price Saving Orientation, 5) Convenience Motivation and post-usage usefulness.

2.4 Price

Price is defined as an exchange rate of a product or service expressed in monetary units. Price can be said to be one that determines the success of a company because it is the price that determines how much profit the company will get from selling its products in the form of goods or services. Business people must be careful in determining prices, because if the price is set too high it will cause sales to decline, whereas if the price is set too low it will reduce the profits earned by business people (Veithzal Rivai Zainal, Nurul Huda, Dr. Ratna Ekawati, 2018, pp. 464–479).

2.4.1 Price Concept in Islam

Law origin the price is no there is determination price (al- tas'ir), and this is expert agreement _ fiqh . Imam Hambali and Imam Shafi'i forbid for set price because will troublesome Public while Imam Maliki and Hanafi allow determination price for goods secondary (Dr. Oni Sahroni & Adiwarman Karim, 2015, pp. 127–128) .

Mechanism determination price in Islam according with Maqashid al-Shariah, namely realize benefit and avoid damage between _ human . If Rasulullah moment that direct set price , then will contradictory with market mechanism . However , in the situation certain , with excuse Maqashid al-Sharia, determination price Becomes something must with reason enforce benefit man with fight market distortions (combat mafsadah or damage occurring in the field) (Muslimin et al., 2020b, p. 7) .

In the Islamic concept, the most principle is that the price is determined by the balance of supply and demand. This balance occurs when the seller and the buyer are mutually exclusive. This willingness is determined by the seller and the buyer and the buyer in maintaining the goods. Thus, the price is determined by the ability of the seller to provide the goods offered to the buyer, and the ability of the buyer to obtain the price of the goods from the seller.

However, if the merchants have raised prices above the reasonable limit, they have done wrong and are very dangerous to mankind, then a ruler (Government) must intervene in dealing with the problem by setting a standard price. With a view to protecting the property rights of others, preventing hoarding of goods and avoiding fraud by traders. This is what Caliph Umar bin Khattab has ever done (Hakim, 2012, pp. 169–170) .

2.4.2 The role and purpose of pricing

Price play two role main in the process of taking decision buyers , which are as follows : 1) The role of price allocation, 2) The role of price information (Tjiptono, 2015, p. 152) .

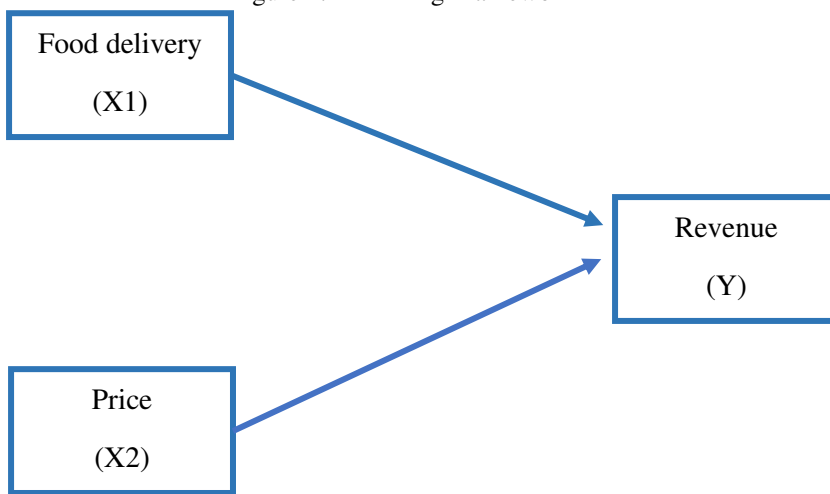
According to Kotler in book Samsul Arifin mentioned destination determination price the namely : 1) Obtain profit maximum , 2) Increase its market share , 3) Redden the market (market skimming) , 4) Earn advantage , 5) Promote product (Arifin, 2019) .

According to Rahmat Jauhari Aisawa Krismanegara et al, the price indicators are (Krismanegara et al., 2021, p. 130) : 1) Affordable prices, 2) Price and quality compatibility, 3) Price compatibility with taste, 4) Price compatibility with benefits , 5) discount, 6) Price competitiveness.

2.5 Framework Thinking

The framework of thought in this study aims to see how the influence of the independent variable originating from food delivery services (Go-food) and price on the dependent variable, namely the increase in sales turnover of the culinary business. The following is a systematic framework for thinking.

Figure 2. 4Thinking Framework



2.6 Hypothesis

The hypothesis is a temporary answer to the formulation of the research problem, this hypothesis test serves to determine whether the regression coefficient is significant or not (Sugiyono, 2013, p. 63) . The hypothesis that the authors propose in this analysis are:

- H1 : There is a positive and significant effect of online food delivery/Go-food services (X1) on increasing sales turnover of the culinary business (Y).
H2 : There is a positive and significant effect of price (X2) on increasing sales turnover of the culinary business.

3. RESEARCH METHODOLOGY

Study This method uses a quantitative approach. The type of data used is primary data which is carried out by means of field research with data collection techniques through interviews, questionnaires and documentation that will be carried out or obtained directly from culinary business people or MSMEs partnering with gofood in the Kec. Kemang.

The population in this study are culinary entrepreneurs who have joined and partnered with Go-Jek in Go-food services in the Kec. Kemang area, Kab. Bogor. The technique used for determining the sample in this study is *purposive sampling* or consideration sampling. Therefore, the researchers chose a sample with the following criteria: 1) The sample used for this study were producers or culinary business people in the Kec. Kemang Kab. Bogor, 2) Culinary business people who join and partner with Go-jek in Go-food

services, 3) Culinary business duration is at least 6 months. And based on calculations based on the ancient rao formula, the number is 96.04. Then it is rounded up so that the minimum sample that must be met is 100 samples.

Technical data analysis used for answer formula problem or test the hypothesis that has been formulated . Technique data management in research this is *Partial Least Square* (PLS) using the SmartPLS 3 application. PLS is a statistical method of *Structural Equation Modeling* (SEM) based on variance which is also used as a multivariate analysis technique that compares multiple dependent variables and multiple independent variables. There are several stages in the PLS-SEM analysis method, namely as follows: 1) Outer Model Analysis, 2) Inner Model Analysis, and 3) Hypothesis Testing (Abdillah & Hartono, 2015, p. 161) .

Table 3. 1Variables, Definitions & Indicators

No	Variable	Definition	Indicator
1.	Increase in Sales Turnover (Y)	An increase in sales turnover is defined as an increase in the accumulation of sales activities of a product, goods or services which are calculated as a whole over a certain period of time continuously or in an accounting process (Swastha Basu & SE, 2008, p. 141)	<ol style="list-style-type: none"> 1. Total Sales Turnover 2. Sales transaction quantity (Nasikh, 2016, p. 74)
2.	Online Food Delivery Service (X1)	Online food delivery is system system information in an Android -based mobile device that provide ordering process dish culinary restaurant which aim for make it easy & optimizing service message between culinary in restaurant (Akbar et al., 2014, p. 171)	<ol style="list-style-type: none"> 1. Promotion 2. Distribution 3. Easy transaction 4. Operational information 5. Profit sharing scheme (Pratama et al., 2018, p. 23)
3	Price (X2)	price is a monetary unit or other measure that is exchanged for the purpose of obtaining ownership or use rights of an item or service (Tjiptono, 2015, pp. 289–290)	<ol style="list-style-type: none"> 1. Affordable prices. 2. Price match with quality. 3. Price match with taste. 4. Price match with benefits.

-
- 5. Discount
 - 6. Price Competitiveness
(Krismanegara et al., 2021, p. 130)
-

4. RESULTS AND DISCUSSION

4.1. Characteristics of Respondent Profile

Based on the distribution of questionnaires to respondents, namely culinary entrepreneurs who partner with Go-food, with a specified sample of 100 respondents from the entire population, in this study the results were obtained from 1 kelurahan and 8 villages in Kemang District . with the criteria for the location of the respondents, the majority of respondents located in Jampang Village were 55 respondents with a percentage of 55%, this is because Jampang Village has several locations in the form of parks and fields where culinary business actors gather. In the characteristics of the position of the respondent, the criteria for being the owner are 96 people with a percentage of 96% and for respondents with the criteria as an employee there are 4 people with a percentage of 4%. And it is known that the number of respondents with the characteristics of 1-2 years of business is 28 people with a percentage of 28%, whose business has been running for 2-4 years is 40 people with a percentage of 40% and whose business has been running > 4 years is 32 people with a percentage of 32 %. Based on the table above, the number of respondents in the category of length of business is the majority of 2-4 years, namely as many as 40 people with a percentage of 40%.

4.2. Respondents' Response Results

a. Online Food Delivery / Gofood Service Variables (X1)

Based on distributed questionnaire _ to respondents, of all the indicators that become questions in the Online Food Delivery / Gofood Service variable (X1), are dominated by the agreeable answers , For more clear can seen on Tbel Following :

Indicator	Respondent's Answer					Dominant answer
	STS	TS	N	S	SS	
X1.1 Promotion	0	2	17	60	21	Agree
X1.2 Distribution	0	2	17	66	15	Agree
X1.3 Ease of Transaction	0	0	2	72	26	Agree
X1.4 Operational Information	0	0	0	64	36	Agree
X1.5 Profit Sharing Scheme	0	13	33	39	15	Agree

Source: Primary data processed, 2022

b. Price Variable (X2)

Based on distributed questionnaire _ to respondents, of all the indicators that become questions in the Price variable (X2), are dominated by the answers strongly agree . For more clear can seen on Tbel Following :

indicator	Respondent's Answer					Dominant answer
	STS	TS	N	S	SS	
X2.1 Affordable Price	0	0	0	42	58	Strongly agree
X2.2 price match with quality	0	0	0	41	59	Strongly agree
X2.3 price match with taste	0	0	0	39	61	Strongly agree
X2.4 price match with benefits	0	0	3	35	62	Strongly agree
X2.5 Discount	0	0	18	35	47	Strongly agree
X2.6 Price Competitiveness	0	0	0	44	56	Strongly agree

Source: Primary data processed, 2022

c. Variable Sales Turnover Increase (Y)

Based on the questionnaire distributed to the respondents, of all the indicators that become questions in the Sales Turnover Increase variable (Y), the answers are dominated by agreeable answers. For more details, please see the following table:

indicator	Respondent's Answer					Dominant answer
	STS	TS	N	S	SS	
Y1.1 Total Sales Turnover	0	0	13	58	29	Agree
Y1.2 Sales Transaction Quantity	0	5	29	48	18	Agree
Y1.2 Sales Transaction Quantity	0	0	15	47	38	Agree

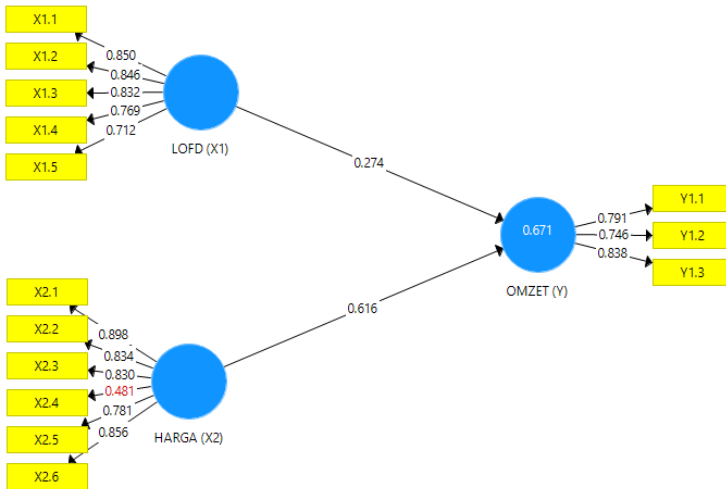
Source: Primary data processed, 2022

4.3. Outer Model Analysis

a. Convergent Validity

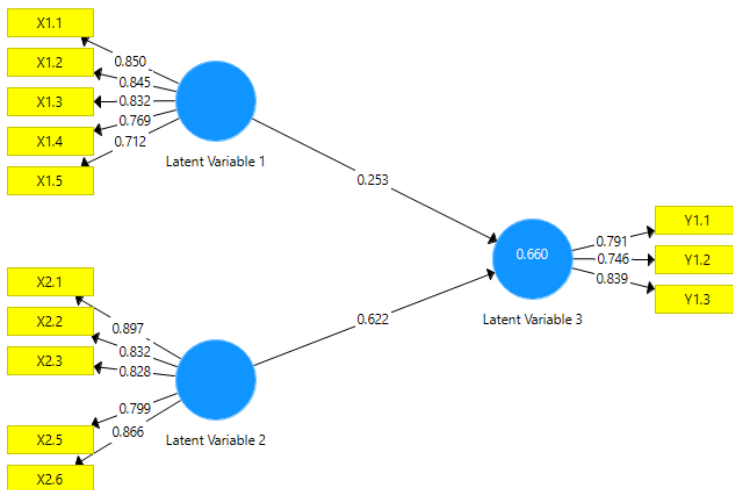
Convergent validity shows the principle that the measures of a construct should have a high correlation. According to chin in the book Dr. Willy Abdillah and Prof. Jogiyanto Hartono stated that *the rule of thumb* in *convergent validity* is the outer loading value > 0.7 and the *Average Variance Extracted (AVE)* value > 0.5 (Abdillah & Hartono, 2015, pp. 195–196) .

Figure 4. 1 Loading Factor



Based on Figure 4.2 and Table 4.3, there is one indicator whose value is <0.7 and is declared invalid, namely X2.4 Price Match with Benefits, Dr. Willy Abdillah explained that if the loading value is <0.7 then the indicator can be removed from the construct because the indicator is not included in the construct that represents it (Abdillah & Hartono, 2015, p. 206) .

Figure 4. 2 Changes in Loading Factor . Value



Source: Primary data processed, 2022

After deleting the invalid indicator, namely X2.4 The suitability of the price with the benefit, it can be seen from the table above that the loading factor value of each linked item with variable or construct with score above 0.7 then the measurement variable could said to be valid

Table 4. 1AVE . Value

	Average Variance Extract ed
Sales Turnover (Y)	0.628
Online food delivery service (X1)	0.646
Price (X2)	0.715

Source: Primary data processed, 2022

Based on table above , with see AVE value already more from 0.50 to could said that construct have good *convergent validity* . _

b. Discriminant Validity

Discriminant validity shows the principle that the measures of each different construct should not have a high correlation. *The rule of thumb* in *discriminant validity* is the *cross loading value* > 0.7 or the AVE root > the correlation of the latent variables (Abdillah & Hartono, 2015, pp. 195–196) .

Table 4. 2Cross Loading Value

	Online food delivery service (X1)	Price (X2)	Turnover (Y)
X1.1	0.85 0	0.553	0.558
X1.2	0.845	0.508	0.534
X1.3	0.832	0.463	0.51
X1.4	0.769	0.411	0.507
X1.5	0.712	0.714	0.558
X2.1	0.591	0.897	0.711
X2.2	0.451	0.832	0.576
X2.3	0.57	0.828	0.62
X2.5	0.586	0.799	0.703
X2.6	0.596	0.866	0.709
Y1.1	0.528	0.648	0.791
Y1.2	0.519	0.498	0.746
Y1.3	0.542	0.711	0.839

Source: Primary data processed, 2022

Table 4.2 shows that all the indicators that compose each variable in this study have met discriminant validity, namely the cross loading value exceeding the value of 0.7.

c. Composite Reliability and Cronbach's Alpha

Composite reliability test can be use cronbach's alpha and composite reliability. According to Nunnally in Ghozali , 2014 A construct said reliable if composite reliability value > 0.7. However if each one _ construct said very reliable if the value of composite reliability and

Cronbach's alpha > 0.7 . There are other sources who say that the value of 0.6 is still acceptable (Abdillah & Hartono, 2015, p. 196)

Table 4. 3Composite Reliability and Cronbach's Alpha

	Composite Realibility	Cronbach's Alpha
Sales Turnover (Y)	0.835	0.705
Online food delivery service (X1)	0.901	0.861
Price (X2)	0.926	0.900

Source: Primary data processed, 2022

Based on composite reliability and Cronbach 's Alpha values for each variable is above 0.7 then _ could said that construct along with the instrument reliable .

4.4. Inner Model Analysis

Inner model analysis or structural model test conducted with see influence direct and not direct between variable . Inner Model Analysis begins with our PLS start with see R-square for every variable latent dependent . Interpretation his same with interpretation on regression . The result of R2 is 0.67 which indicates a " good " model , 0.33 which indicates a " moderate " model , and 0.19 which indicates a " weak " model for variable endogenous latent in the structural model (Abdillah & Hartono, 2015, p. 259)

Table 4. 4Value of R Square

	R Square
Sales Turnover	0.660

Source: Primary data processed, 2022

Based on table above , shows that the R Square value of the Turnover variable is 0.660. this means that the percentage of the influence of online food delivery services (Go-food) and prices on increasing turnover is 66%. And the value of R square construct dependent Turnover (Y) of 0.660 also indicates that the structural model in research this in category " Good

4.5. Hypothesis testing

Test hypothesis in _ study using T- test with apply Bootstrapping through the Smartpls 3.3 software . The T test results show the influence between variables can be said significant take effect when have score more big from 1.96 (Abdillah & Hartono, 2015, p. 197)

Table 4. 5Hypothesis Testing

N o	Variable		Original sample	t- count	P Value s	Informatio n
	Independen t	Dependen t				

1	Online Food Delivery Service (X1)	Turnover (Y)	0.253	3,138	0.002	Significant
2	Price (X2)	Turnover (Y)	0.622	9,143	0.000	Significant

Source: Primary data processed, 2022

Based on Table 4.5, the Online Food Delivery Service Variable to Increase in Turnover has an Original sample value of 0.253, a T-count value of $3.138 > 1.96$ and a P Value of $0.002 < 0.5$. This shows that the online food delivery service variable has a positive and significant impact on increasing the sales turnover of the culinary business. The Variable Price to Increase in Turnover has an Original Sample value of 0.622, a T-count value of $9.143 > 1.96$ and a P value of $0.000 < 0.5$. This shows that the price variable has a positive and significant effect on increasing sales turnover of the culinary business.

5. CONCLUSION

Based on the results of data analysis and discussion of online food delivery (Go-food) service factors and prices that affect the increase in sales turnover of culinary businesses in partnership with Go-Jek in Kemang District, Bogor Regency, the following conclusions are drawn:

1. There is a positive and significant influence between online food delivery (Go-food) services on increasing sales turnover of culinary businesses in Kemang District, Bogor Regency, because the presence of online food delivery services is considered to facilitate a culinary business in terms of delivery services without having to pay employees again and It is also considered as a culinary business promotion media to expand its marketing, thus creating a stable and even increasing turnover.
2. There is a positive and significant influence between price on increasing sales turnover of the culinary business in Kemang District, Bogor Regency, so it can be said that good pricing has an impact on increasing sales turnover because good pricing creates consumer interest in these products and good pricing too create financial stability for the culinary business.

6. REFERENCES

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): alternative structural equation modeling (SEM) in business research* . In Yogyakarta: Andi Publisher (Vol. 22).
- Akbar, M., Satoto, KI, & Isnanto, RR (2014). Making Food Delivery Service Applications on the *Android* Operating System . *Transmission* , 16 (4), 170–174.
- Alamsyah, Y. (2013). *the rise of the traditional culinary business* . Jakarta :

Elex Media Komputindo.

- Amelia, R., & LP3M, PU (2019). The *Effect of the Gofood Application on the Increase in Sales of Mochitalk Plaza Medan Fair*. Vols , 6 , 79–84.
- Arifin, HS (2019). *Millennium Marketing* . Published.
- Fitriani, A., & Siagian, C. (2021). Analysis of Factors Affecting Purchase Intent on Online Delivery Food on International Food Brands. *CoMBlES-Conference on Management, Business, Innovation, Education and Social Sciences* , 1 (1), 468–483.
- gobiz. (2020). "what is the gofood feature?" *Help.Gobiz.Co.Id* . <https://help.gobiz.co.id/s/article/Apa-itu-features-GoFood>
- gobiz. (2021). "go food list." *Gobiz.Co.Id* . <https://gobiz.co.id/List-gofood>
- go-jek. (2020). "About Gojek." *Gojek.Com* . <https://www.gojek.com/id-id/about/>
- go-jek. (2021). "Merchant." *Gojek.Com* . <https://www.gojek.com/id-id/merchant/>
- Hakim, L. (2012). *Islamic economic principles* .
- Hidayatullah, S., Waris, A., Permata, Y., Adrian, T., Sarwinda, N., Lestari, FW, & Eka, AAG (2018). The Existence of Online Transportation (Go Food) Against Culinary Business Turnover in Malang City. *National Seminar on Information Systems (SENASIF)* , 2 (1), 1423–1429.
- Indraswarri, A., & Kusuma, H. (2018). "Analysis of the Use of Go-Food Applications for Restaurant Business Owners' Income in Sawojajar Village, Malang City." *Journal of Economics* , 2 , 63–73. <http://ejournal.umm.ac.id/index.php/jie/article/view/6967>
- Ministry of Tourism and Creative Economy. (2016). "Culinary." *Kememparekraf.Go.Id* . <https://kememparekraf.go.id/jasa/Subsektor-Ekonomi-Kreatif/Kuliner>
- Ministry of Industry of the Republic of Indonesia. (2021). "Pandemic Changes Consumption Patterns, The Food Industry Needs To Innovate." *Ministry of Industry . Go.Id* . <https://kemenperin.go.id/>
- Kotler, P., & Keller, KL (2021). *Marketing Management 13th edition vol 2* .
- Krismanegara, RJA, Samari, & Purnomo, H. (2021). "Increasing sales turnover through optimizing product quality, product variety, and price perception on nindy decorations." *National Seminar on Management, Economics and Accounting* , 6 (1) , 127–139. <https://proceeding.unpkediri.ac.id/index.php/senmea/article/view/789>
- Manullang, M. (2016). *Business introduction* . Gadjah Mada press.
- Muslimin, S., Zainab, Z., & Jafar, W. (2020a). The Concept of Pricing in an Islamic Perspective. *Al-Azhar Journal of Islamic Economics*, 2 (1), 1–11.
- Muslimin, S., Zainab, Z., & Jafar, W. (2020b). The Concept of Pricing in an Islamic Perspective. *Al-Azhar Journal of Islamic Economics*, 2 (1), 1–11. <https://doi.org/10.37146/ajie.v2i1.30>
- Nasikh, HM (2016). "Consideration of Effective Costs Of Sustainable Promotional Media (CSPM): Steps to Boost Product or Service Sales Turnover (A Study At Pt. Prima Yasa Malang From 2011 to 2015)."

-
- EDUKA Journal of Education, Law And Business* , 1 (1), 66–85.
- Nurfitria, N., & Hidayati, R. (2011). "Analysis of Differences in Sales Turnover by Type of Celebration and Time." *Via Http://Eprints. Undip. Air conditioning. Id/29369/1/Jurnal_omzet_penjualan. pdf. Diponegoro University Journal, Thesis* .
- Pratama, Y., Ferawati, R., & Rusliani, H. (2018). "The Influence of Food Delivery Services on Increasing Sales of Culinary Entrepreneurs (Study on Culinary Entrepreneurs Registered at Go-Food/Go-Jek Jambi)." *Uin Sultan Hasanuddin* .
- Sahroni, O., & Karim, AA (2015). *Maqashid Islamic business and finance: A synthesis of fiqh and economics* . Press Eagle.
- Silvi, A., Dan, K., & Rahmawati, R. (2019). Review of Islamic Law on Contracts on Go-Food Applications in Madiun. *Al- Mustashfa : Journal of Islamic Economic Law Research* , 4 (2), 200–211. <https://www.syekhnrjati.ac.id/jurnal/index.php/al-mustashfa/article/view/3879>
- Sugiyono, D. (2013). *Educational research methods approach quantitative, qualitative and R&D* .
- Suryadi, DF, & Ilyas, MIF (2018). "Adoption of E-commerce Food Delivery Service for Beginner Entrepreneurs." *Administrative Sciences, Accounting, Business, And Humanities* , 2018 , 75–80.
- Swastha Basu, I., & SE, MBA (2008). *Modern Marketing Management* . Yogyakarta: Liberty.
- Tjiptono, F. (2015). *Marketing strategy* (4th ed.). Yogyakarta: Andi.
- Umar, J., Gonibala, ZY, & Umar, K. (2020). Go-Food Transactions Study in Sharia Accounting Perspective (Case Study of Go-Jek Users & Gorontalo Offices). *Global Islamic Economy (GIE)* , 1 (1), 28–36.
- Veithzal Rivai Zainal, Nurul Huda, Dr. Ratna Ekawati, DSV (2018). *Islamic Microeconomics* (1st ed.). Jakarta: Earth Literacy.
- Wardingsih, SS (2021). "Factors Affecting Sales Turnover of MSME Culinary Gofood Partners in the city of Solo." *Research Fair Unisri* , 5 (1), 45. <https://doi.org/10.33061/rsfu.v5i1.4923>