



The Effect of Digital Campaign on Purchase Decisions through Consumer Purchase Intention for GrabFood Application

Aulia Marhamah¹, Btari Mariska Purwaamijaya², Rusani Jaelani³

^{1,2,3}Digital Business Study Program, Tasikmalaya Regional Campus, Universitas Pendidikan Indonesia, Jl. Dadaha No.18, Kahuripan, Tasikmalaya 46115, West Java, Indonesia
Correspondence: E-mail: auliamarhamah@upi.edu

ABSTRACT

The post-pandemic economic recovery is inseparable from the influence of digitalization, the phenomenon of digitalization has an impact on the behavior of consumers who want something quickly, efficiently and flexibly. This also has an impact on consumer behavior patterns in consuming food where people use food delivery services through applications. The fact is that Indonesian people use the delivery service at least once a week. Indonesia is also the largest market share for food delivery services in Southeast Asia. Food delivery service providers in Indonesia are GoFood, GrabFood and ShopeeFood. GrabFood dominates the competition for food delivery services in Southeast Asia but not in Indonesia. This can be a threat to GrabFood because it cannot control the highest market share in Southeast Asia. consumer buying interest. This study used a quantitative method with nonprobability sampling and sample selection was taken with special criteria as many as 90 respondents who were users of the GrabFood application. The analytical method used is path analysis to see the mediating effect of buying interest variables with the help of the IBM SPSS 25 program positive effect on purchasing decisions. Then buying interest is proven to be able to mediate the influence of digital campaigns on purchasing decisions.

ARTICLE INFO

Article History:

Received 8 January 2024

First Revised 18 January 2024

Accepted 8 March 2024

Available online 25 March 2024

Publication Date 31 March 2024

Keyword:

Digital Campaign,
Purchase Decision,
Purchase Intention,
Food Delivery,
GrabFood.

1. INTRODUCTION

Indonesia's current economic development has entered a phase of economic recovery after the Covid-19 pandemic which has had a huge impact on the national and even global economy. The influence of digitalization has a significant role in the process of Indonesia's economic recovery ([Nazara, 2022](#)) Based on the analysis of Google, Temasek, and Bain & Company, it is estimated that Indonesia's digital economy will be the largest in Southeast Asia in 2030. ([Google, Temasek, & Bain, 2022](#)). The phenomenon of digitalization also influences consumer behavior where consumers want something efficiently and flexibly. This has an impact on food consumption patterns in daily life. Most consumers use food delivery services at least once a week ([Kusumawardhani, 2022](#)).

This statement is proven by Momentum Works data which records that Indonesia is the country with the largest market share of food delivery application users in Southeast Asia, with a total transaction value of \$4.5 billion GMV (gross merchandise value/) ([Works, 2021](#)). The data shows that Indonesia is a potential country for food delivery service companies in developing their market. The percentage of food delivery service users in Indonesia shows that GoFood dominates the market share in Indonesia beating Shopee Food and GrabFood, with the percentage of GoFood at 58%, Shopee Food at 55%, and GrabFood 47%. This fact is supported by data on the total transaction value of food delivery services Indonesia. GoFood is an online food delivery service with the largest transaction value of IDR 30.65 trillion, followed by Shopee Food with IDR 26.49 trillion. Finally, GrabFood is in third place with a transaction value of IDR 20.93 trillion ([Kusumawardhani, 2022](#)). The results of this research are in contrast to the value of GrabFood transactions in Southeast Asia. Momentum Work reports that the gross transaction value (GMV) of Grab's food delivery service, GrabFood, is the highest in Southeast Asia. The figure will reach US\$ 7.6 billion or around IDR 109.4 trillion in 2021, a 28.8% jump from the previous year of US\$ 5.9 billion ([Works, 2021](#)).

The data shows that there are significant differences so it can be a threat to GrabFood. GrabFood as a food delivery service with the highest transaction value in Southeast Asia could lose its market share opportunity in Indonesia. The high opportunity for market share in Indonesia makes companies implement the right marketing strategy to reach and expand the market. GrabFood recently implemented a digital campaign as a marketing strategy for delivering marketing messages to consumers. GrabFood's digital campaign that is currently running, namely "#NoMinDer" or No Minimum Order in the new GrabFood campaign, provides discounts of 20% up to 100 thousand without a minimum order at several GrabFood merchants. The channels used in the distribution of the GrabFood digital campaign are Social Media Instagram GrabFood, Key Opinion Leader (KOL), and AdSense Youtube. The implementation of digital campaigns is not only carried out by GrabFood. GoFood, which is a competitor of GrabFood, also implemented a digital campaign marketing strategy with the #PastiAdaPromo marketing message.

A digital campaign is a marketing strategy that refers to digital marketing activities. Digital marketing is closely related to a new paradigm that is developing along with technological advancements ([Purwaamijaya, et al, 2022](#)). After the Covid 19 pandemic, Digital campaigns are innovative marketing strategies to promote products or services ([Liu & Lace, 2021](#)). Marketing strategy is a marketing logic in which the company hopes to create value for customers and be able to achieve profitable relationships with customers ([Kotler & Armstrong, 2012](#)) in this case the company expects some profit to be generated from consumer purchases. So it can be concluded that the survival of the company depends on the

existence of consumer purchasing decisions. Purchasing decisions are actions of consumers to want to buy or not a product ([Kotler, 2011](#))

In the marketing strategy carried out by the company, sometimes the strategy does not necessarily have a direct effect on purchasing decisions. In previous research based on findings ([Ramadhany & Nopebrianti, 2022](#)) that examined the influence of promotions on consumer purchasing decisions in the GrabFood application, it had a significant effect, but there were 44.4% of other factors in the purchase decision. Based on the results of the study ([Sakinah & Firmansyah, 2021](#)) there is a purchase intention factor that has a significant influence on purchasing decisions, which means that the level of purchase intention affects purchasing decisions. Seeing that there is a relationship between purchase intention factors and purchasing decisions, therefore researchers present purchase intention factors as intervening or mediating variables in measuring the effectiveness of digital campaigns on consumer buying decisions.

2. METHODS

The approach employed in this study is a quantitative methodology, which adheres to the positivist philosophy. As described by [Sugiyono \(2017\)](#), the quantitative method is utilized to investigate specific populations or samples, emphasizing a research approach grounded in positivism. The digital campaign in this study is the independent variable (X) Purchasing decision is the dependent vquantitati vevariable (Z) and purchase intention is the intervening variable (Y). Data collection in this study was carried out by conducting a survey using a questionnaire as a research instrument and conducting scientific studies of previous research. The instrument in this study uses an ordinal scale of 1 to 5.

The target population of this research is GrabFood application users who have seen or know about the #NoMinimumOrder digital campaign. In this study, a non-probability sampling technique is utilized, specifically employing a purposive sampling method. Purposive sampling involves selecting participants based on specific criteria and considerations as determined by the researcher. This approach allows for a targeted and deliberate selection of participants who meet the predefined criteria and are relevant to the research objectives. ([Sugiyono, 2017](#)). Based on the sampling technique, the researcher refers to the opinion of Ferdinand (2014) According to the guidelines provided, the recommended number of samples in this study would be the number of indicators (18) multiplied by 5 to 10. Therefore, the estimated number of samples required for this study would be :

$$n = 5 \times (\text{Number of Indicators})$$

$$n = 5 \times 18$$

$$n = 90 \text{ samples}$$

Based on these calculations, in this study, a sample of 90 respondents was taken (Ferdinand, 2014) using an ordinal scale of 1- 5 using the SPSS 25 program as a data processing tool.

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

Based on the distribution of questionnaires, 90 respondents were willing to be the research sample. Research data with a total of 90 respondents show the following characteristics.

There were 62 respondents aged 18-22 years, which covered 69% of the total respondents. In addition, there were 23 respondents aged 24-27 years, covering 26% of the total

respondents, and 5 respondents aged 28-32 years, covering 5% of the total respondents. Thus, it can be concluded that the majority of GrabFood's audience who have a purchase intention and are influenced by this digital campaign is the 18-22 year old age group.

Table 1. Characteristics of Respondents Based on Age.

		Age		
		Fre que ncy	Perce nt	Cumula tive Percent
Va lid	18- 22	62	68.9	68.9
	23- 27	23	25.6	94.4
	28- 32	5	5.6	100.0
Tot al		90	100.0	

3.2. Hypothesis test

1. T-Test

The t-test is employed to assess the individual influence of independent variables on the dependent variable by examining the significance level. The results of the t-test provide the following information in Table 2.

Digital campaigns have a t-count value of -1,205, this value is smaller than the t-table value, which is 1,662, so it can be concluded that digital campaigns do not affect individual purchasing decisions. Purchase intention has a calculated t value of 7,943, which is greater than the t table value of 1,662 so it can be concluded that purchase intention influences individual purchasing decisions.

2. F-Test

The F test is employed to evaluate the collective impact of the independent variables on the dependent variable. The results of the F test can be seen in the following table 3.

Based on the F test in the table above, it can be seen that the coefficient value of the f test is 64,275 with a significance value of $0.000 < 0.05$. this shows that the independent variables simultaneously or together have a positive and significant influence on purchasing decisions.

3. Coefficient of Determination

The purpose of the coefficient of determination test is to assess the extent to which the independent variable can account for the variability observed in the dependent variable. It quantifies the degree to which the independent variable can explain the variations in the dependent variable.

From the output table above, the adjusted R2 is 0.587, this means that 58.7% of the purchasing decision variables can be explained by digital campaigns and purchase intention. While the rest ($100\% - 58.7\% = 41.3\%$) is explained by other variables not examined in this study.

Table 2. T-test Result.

Model	Coefficients			t	Sig.
	Unstand	Stan			
	ardized	dard			
	Coefficie	ized	Coef		
	nts	Coef	ficie		
		nts	nts		
	B	St	Beta		
		d.			
		Error			
		or			
1 (Con	4.	1.		4.	.00
stan	95	15		30	0
t)	9	2		4	
Digit	-	.0	-	-	.23
al	.0	61	.132	1.	2
Cam	74			20	
paig				5	
n					
Purc	.4	.0	.872	7.	.00
hase	91	62		94	0
Inte				3	
ntio					
n					

a. Dependent Variable: Purchase decision

Table 3. F-test Result.

ANOVA ^a				
Model	df	F	Sig.	
1	Regression	2	64.2	.000 ^b
	Residual	87	75	
	Total	89		

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Purchase Intentions, Digital Campaigns

Table 4. Output Fornell-Larcker Criterion

Model Summary				
Model	R	R Squar	Adjusted R	Std. Error of the
		e	Square	Estimate
1	.772	.596	.587	1.59901

a. Predictors: (Constant), Purchase Intentions, Digital Campaigns

4. Path Analysis

Path analysis (path analysis) is used to examine the influence of the intervening variable, in this case, the variable of purchase intention becomes an intervening/mediation variable in the influence of the independent variable (digital campaign) on the dependent variable (purchasing decision) which causes an indirect relationship (indirect effect). The path coefficient is calculated by constructing two structural equations that represent the hypothesized relationships. These equations include:

1. Structural equation 1 :

$$Y = \alpha + p_2X + e_1$$

2. Structural Equation 2

$$Z = \alpha + p_1X + p_3Z + e_2$$

Information :

α = Constant

X = Independent Variable (Digital Campaign)

Z = Dependent variable (Purchasing decision)

Y = Intervening variable (Intention to buy)

$p_1 p_2 p_3$ = regression coefficient

$e_1 e_2$ = residual error

The researchers will examine the mediating effect by multiplying the coefficients ($p_2 \times p_3$) and then search for the standard error coefficient of the indirect effect. This standard error coefficient will be used to determine the calculated t value. Once the calculated t value is obtained, it will be compared with the critical t value from the t-table at a significance level of 0.05. The study involves 90 respondents. The decision criterion is as follows: if the calculated t value is greater than the critical t value, the hypothesis is accepted, indicating the presence of a mediating effect in the study. Conversely, if the calculated t value is smaller than the critical t value, the hypothesis is rejected, indicating no mediating effect in the research. (Ghozali, 2018).

Based on the data above, it is found that the Unstandardized Coefficients beta value on Digital Campaigns (X) on Purchase intention (Y) equation (1) is 0.775 with a sig number of $0.000 < 0.05$. This means that digital campaigns (X) have a significant effect on purchase intention (Y). The value of unstandardized coefficients beta 0.775 in Table 7 is the path value of the p_2 path.

Based on the data above, the R square value is 0.615. This means that the contribution of the influence of the digital campaign (X) on purchase intention (Y) is 61.5% while 38.5% is influenced by other variables not described in this study.

Based on the data above, the R square value is 0.596. This means that the contribution of digital campaigns (X) and purchase intention (Y) to purchase decisions (Z) is 59.6% while 40.4% is influenced by other variables not described in this study.

Table 5. Coefficients Path Analysis

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig	
	B	Standard Error	Beta		
1 (Constant)	7.790	1.804		4.319	.000
Digital Campaign	.775	.065	.784	11.846	.000

a. Dependent Variable: Purchase decision

Table 6. Regression Model Test

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig	
	B	Standard Error	Beta		
1 (Constant)	4.959	1.152		4.304	.000
Digital Campaign	.074	.061	.132	1.205	.232
Purchase intention	.491	.062	.872	7.943	.000

a. Dependent Variable: Purchase decision

4. CONCLUSION

1. The digital campaign #NoMinimumOrder does not directly have a significant effect on consumer purchase decisions for the GrabFood application.
2. The #NoMinimumOrder digital campaign has a significant effect on consumer purchase intention in the GrabFood application.
3. Purchase intention has a significant influence on consumer purchasing decisions for the GrabFood application.
4. The #NoMinimumOrder digital campaign has a significant effect on purchasing decisions through consumer purchase intention in the GrabFood application.

7. REFERENCES

- Alghifari, E. S., Solikin, I., Nugraha, N., Waspada, I., Sari, M., and Puspitawati, L. (2022). Capital structure, profitability, hedging policy, firm size, and firm value: Mediation and moderation analysis. *Journal of Eastern European and Central Asian Research (JEECAR)*, 9(5), 789-801.
- Ana, A., Kustiawan, I., Ahman, E., Zakaria, S., Muktiarni, M., Dwiyantri, V., and Khoerunnisa, I. (2022). Defining Vocational Teacher Competencies in Industry 4.0 from the Perspective of Teachers and Lecturers. *Journal of Engineering Education Transformations*, 35.
- Dabi, R. S. K., Nugraha, Disman, and Sari, M. (2023). Capital structure, financial performance and sustainability of Microfinance Institutions (MFIs) in Ghana. *Cogent Economics & Finance*, 11(2), 2230013.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gaffar, V., Tjahjono, B., Abdullah, T., Sari, M., and Rofaida, R. (2022). Unfolding the impacts of a prolonged COVID-19 pandemic on the sustainability of culinary tourism: Some insights from micro and small street food vendors. *Sustainability*, 14(1), 497.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM*
- Google, Temasek, & Bain. (2022). *E-Conomy Sea 2022*. Service Google.
- HAFINA, A., RUSMANA, N., RAMDHANI, R. N., and GUNTARA, R. G. APPLICATION OF EVALUATION AND SUPERVISION MODEL OF COUNSELLING SKILLS: IMPLEMENTATION, TESTING, AND INTEGRATION.
- Hakim, M. L., Rahayu, A., Ahman, E., and Wibowo, L. A. (2022). The Success Factors of E-Government Implementation in Indonesia. *J. Legal Ethical & Regul. Issues*, 25, 1.
- Herdiana, O., Maulani, S., and Firdaus, E. A. (2021). Strategi Pemasaran Produk Industri Kreatif Menggunakan Algoritma K-Means Clustering Berbasis Particle Swarm Optimization. *Nuansa Informatika*, 15(2), 1-13.
- Hermawan, Y., Ahman, E., and Sundari, R. S. (2022). THE EFFECTS OF ENTREPRENEURSHIP EDUCATION, SELF-EFFICACY AND ORIENTATION TOWARD ENTREPRENEURSHIP INTENTION AND ITS'IMPLICATION ON ENTREPRENEURSHIP COMPETENCE. *Central Asia & the Caucasus (14046091)*, 23(1).

- Kotler, P. (2011). *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta: Salemba Empat.
- Kusumawardhani, S. (2022). *Riset Tenggara Strategics: Pasca Pandemi, Permintaan Layanan Pesan Antar Makanan Tetap Tinggi*. Jakarta: Tenggara Strategics.
- Liu, Y. Y., & Lace, N. (2021). The performance of digital campaign for smart tourism and online purchasing- the case of China ., *International Institute of Informatics and Sytemics*, 155-160.
- Mandiri, A. T. K. U. M., Abdullah, M. M., Saputra, A. B., Nabilaturrahma, N., Khairunnisa, N., Ardiansah, R., and Maesaroh, S. S. (2022). Analisis Manajemen Risiko Usaha (Studi Kasus Burgerchill). *IJEEM-Indonesian Journal of Environmental Education and Management*, 7(1), 14-26.
- Monoarfa, H., Juliana, J., Setiawan, R., and Abu Karim, R. (2023). The influences of Islamic retail mix approach on purchase decisions. *Journal of Islamic Marketing*, 14(1), 236-249.
- Nazara, S. (2022). *Pertumbuhan Ekonomi Indonesia Cukup Impresif Pada Kuartal II 2022*. Kementrian Keuangan.
- Nurhasan, R., Suwatno, S., Ahman, E., and Suryadi, E. (2023). The Use of Spirituality at Work to Enhance Lecturers' Scientific Publications Performance: The Mediating Effect of Job Satisfaction. *International Journal of Professional Business Review*, 8(8), e02715-e02715.
- Perilaku Konsumsi Online Food Delivery (OFD) di Indonesia*. Jakarta: Tenggara Strategics.
- Prehanto, A., and Aprily, N. M. (2021). The Existence of Cartooning Education in Semarang City. *Indonesian Journal of Curriculum and Educational Technology Studies*, 9(1).
- Prehanto, A., and Nuyadin, A. Analysis of Curriculum Implementation In Elementary School. *Indonesian Journal of Primary Education*, 6(2), 193-199.
- Prehanto, A., Aprily, N. M., Merliana, A., and Nurhazah, M. (2021). Interactive-Animative Learning Videos as an Instructional Medium for Social Studies Learning for Elementary School During the Covid 19 Pandemic. *Indonesian Journal of Primary Education*, 5(1), 32-38.
- Prehanto, A., Aprily, N. M., Merliana, A., and Nurhazanah, M. (2021). Video pembelajaran interaktif-animatif sebagai media pembelajaran IPS SD kelas tinggi di masa pandemi covid 19. *Indonesian Journal of Primary Education*, 5(1), 32-38.
- Prehanto, A., Nuryadin, A., Rachmani, N. N., and Azizah, I. N. (2022). Thematic Teaching Media Development for Counseling Guidance in Primary Schools: A Need Analysis. *Jurnal Pendidikan Humaniora*, 10(4).
- Purwaamijaya, B. M., Herdiana, O., Prehanto, A., Maesaroh, S. S., and Guntara, R. G.(2022). Pelatihan Optimalisasi Pemasaran Produk UMKM Melalui Sosial Media Tiktok. *JURNAL ILMIAH PENGABDIAN DAN INOVASI*, 133-140.
- Ramadhany, A. P., and Nopebrianti, N. (2022). The Effect of Promotion on Consumer Purchase Decisions for GrabFood (Study in The City of Tasikmalaya). *International Journal Administration, Business and Organization*, 7-18.

- Riza, L. S., Firdaus, Y., Sukamto, R. A., Wahyudin, and Abu Samah, K. A. F. (2023). Automatic generation of short-answer questions in reading comprehension using NLP and KNN. *Multimedia Tools and Applications*, 82(27), 41913-41940.
- Sakinah, N., and Firmansyah, F. (2021). Kualitas Produk dan Harga Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variabel Intervening . *Jurnal Ilmiah Manajemen dan Bisnis*, 192-202.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*.
- Tristanto, T. A., Nugraha, N., Waspada, I., Mayasari, M., and Kurniati, P. S. (2023). Sustainability performance impact of corporate performance in Indonesia banking. *Journal of Eastern European and Central Asian Research (JEECAR)*, 10(4), 668-678.
- Works, M. (2021). *Pangsa Pasar Pesan-Antar Makanan Tertinggi di Asia Tenggara . Data Indonesia*.