

The Influence Of Lifestyle And Grabfood Promos On Student Purchase Decisions Case Study Of Stie Mandala Students In Jember

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ABSTRACT

This study aims to determine and analyze the effect of lifestyle and GrabFood promos on student purchasing decisions (case study of STIE Mandala students in Jember). The population in this study were all students of STIE Mandala in Jember. The sample used was 30 respondents from semester 2 and above who had used the GrabFood service at least 2 times. The sampling technique used is purposive sampling. The analysis method uses multiple linear regression analysis with the help of SPSS 25. The tests used are data instrument test (validity test and reliability test), classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, coefficient of determination (R^2), test the hypothesis (t test and f test). The results of this study indicate that partially lifestyle has no significant effect on students' purchasing decisions, partially promos have a significant effect on student purchasing decision. Simultaneously, lifestyle and promotions have a significant effect on student purchasing decisions.

INTRODUCTION

The development of technology and communication at this time has changed the worldview, including Indonesia. Various aspects that were previously traditional have been successfully modified into digital form. One of them is shopping. Shopping is the acquisition of goods or services from sellers with the aim of buying at that time. Shopping is the activity of selecting and/or buying. Currently, transactions between sellers and buyers can not only be done face to face, but also through media that can be accessed via the internet network. Increasingly sophisticated technology, especially the internet, has had a positive impact on food delivery services.

One of the companies in the information technology-based creative industry is Grab. The Grab application has launched more than 130 features and technology improvements, bringing fast and reliable food delivery services to consumers (Sasongko, 2020). According to ABI Research September 2019, Grab controls 64% market share in Indonesia, compared to Gojek which is only 35.5%. Grab is the largest mobile technology company in Southeast Asia that connects millions of customers with millions of driver partners, merchants and businesses. And the results of Snapcart Indonesia's research in 2021 show that 82% of restaurants and food and beverage shops use the Grab application for their services, followed by Gofood 71% and ShopeFood 28%.

Starting from transportation services, the company now has other services such as food delivery (GrabFood) and payments that can be accessed via smartphone applications. GrabFood is a food delivery service that can be accessed using the Grab application. GrabFood is run by drivers who are affiliated with the Grabbike service. The large number of GrabBike drivers makes the GrabFood service even faster. The information provided by GrabFood is quite complete, starting from the closest culinary or 3 restaurants, food prices, mileage to attractive promos. That way, ordering and food delivery can be processed quickly.

There are several factors that influence consumers in making purchases. Kotler and Keller (2009:166-176) divide the factors that influence purchasing decisions into cultural, social, personal and psychological factors. One of them is lifestyle, which is also a factor in purchasing decisions. Which principle is how someone spends his time and money. A person has many needs at any given time. Some of these needs arise from biological pressures such as hunger, thirst, and discomfort. Meanwhile, some psychogenic needs are needs that stem from psychological pressures such as the need for recognition, or a sense of group membership.

It is also very important for companies to pay attention to promotional strategies to increase the number of consumers and sales quantity. Promotion is an effort to attract old customers and potential customers to buy more products or use services at the company (Tandjung, 2004:83). One of the promotional efforts is the promo provided by Grab, which consists of discounts in the form of promotional codes, discount vouchers, consumer points and cashback.

According to Kotler and Keller (2016: 192) lifestyle is a person's pattern of life which is shown in their activities, interests and opinions. Lifestyle shows the whole person in interacting with the environment. Lifestyle refers to consumption patterns that reflect a person's lifestyle. Lifestyle is related to consumer behavior which can influence a person in making a purchasing decision.

Now, shopping is easier to obtain through applications that have been installed on consumers' smartphones. The existence of an online food delivery service has helped student life in carrying out various daily activities. Technological advances in the field of food delivery services have proven that the internet is currently influencing the life and lifestyle of students. Shopping for ready-to-eat food online offers various conveniences, such as lower costs, more guaranteed comfort and security, and easier access to services.

The above facts are supported by the existence of services from every application that provides promo services, for example the Grab application which offers many promos. So it is not surprising that many students today choose to use online food delivery services. Based on the background that has been described, the authors are interested in conducting research entitled "The Influence of Lifestyle and GrabFood Promos on Student Purchase Decisions (Case Study of STIE Mandala Students in Jember).

REVIEW OF RELEVANT LITERATURE

1. Kadek Putri 2020. The Influence of Lifestyle and Reference Groups on Decisions to Purchase Food through GrabFood
2. Clarita and Regina Dewi Hanifah 2021. The Effect of Coupons on Purchase Decisions (Case Study of Tasting Coupon Promos Through Purchase Delivery Via GrabFood at Porkhub, Palmerah)
3. M. Kevin Alpioka 2020. The Effect of Advertising and Sales Promotion of the GrabFood Application on Consumer Purchase Decisions (Study on Students of the Faculty of Economics, Department of Management, University of Sriwijaya, Campus Bukit Palembang)
4. Tamara Andriani Mayasafitri 2018. Influential Factors in Making Food Purchasing Decisions Using GoFood in Surakarta City
5. Randa Agus Setiawan 2019. The Influence of Service Quality, Lifestyle, and Promotion on Purchasing Decisions for GoFood Partner Products (Case Study of Users of the GoFood Application Area, Tangerang City)
6. Marcella Puspita and Adriana Aprilia 2020. Factors Pushing Surabaya Consumers to Buy Food and Beverages Through the GoFood and GrabFood Applications
7. Putri Ayu Kusuma Wardani, Fadzlian Rizky Reinaldy, and Indraswari Pramudaning Tyas 2021. Analysis of Factors in the Decision to Purchase Food Using ShopeFood Services
8. Aylinna Ongsano and Michael Ricky Sondak 2017. Factors Influencing Consumer Decisions to Purchase Food Through Social Media
9. Meilano Putra Farid 2020. Analysis of the Influence of Lifestyle, E-service Quality and Price on Online Food Delivery Purchase Decisions on the Gojek Application (Survey of Millennials in Padang City)
10. Muhammad Iqbal, Abdul Kadir 2019. Analysis of the Influence of Service Quality and Promotion on Purchase Decisions at Merchant Gofood Festival Duta Mall Banjarmasin

RESEARCH PURPOSES

1. To find out and analyze the effect of lifestyle partially on purchasing decisions of STIE Mandala students in Jember
2. To find out and analyze the partial effect of GrabFood promos on purchasing decisions of STIE Mandala students in Jember
3. To find out and analyze the effect of lifestyle and GrabFood promos simultaneously on student purchasing decisions

SCOPE OF PROBLEM

1. Researchers only examined the influence of Lifestyle and GrabFood Promos on student purchasing decisions
2. The research respondents were STIE Mandala students in Jember
3. This research was conducted on February 25-May 28, 2022

RESEARCH METHODS

(1) RESEARCH OBJECT

Grab is a technology company from Malaysia with an office in Singapore that provides public transportation service applications including 2-wheeled and 4-wheeled motorized vehicles. The Grab company is only a technology company that launches applications and for the vehicles themselves are partner-owned vehicles. Starting from transportation services, the company now has other services such as food delivery which is usually called Grabfood and payments that can be accessed via a mobile application. In Indonesia, Grab serves vehicle orders such as motorcycle taxis (GrabBike), cars (GrabCar), taxis (GrabTaksi), couriers (GrabExpress), food delivery (GrabFood).

(2) POPULATION

The population used in this study were all STIE Mandala students in Jember who had used the GrabFood service

(3) SAMPLES

The number of samples taken was 10x3 variables, namely 30 student respondents in semester 2 and above who had used the GrabFood service at least 2 times

(4) SAMPLING

The data collection technique used in this study was a non-probability sampling technique with a purposive sampling technique. In this study, 30 respondents were taken into consideration who had used the GrabFood service at least 2 times

(5) VARIABLE IDENTIFICATION

- a. Independent Variable (X)
The independent variables in this study are lifestyle (X1), Promo X2
- b. Dependent variable (Y)
The dependent variable in this study is the purchase decision (Y)

(6) OPERATIONAL DEFINITIONS OF VARIABLES

- a. Lifestyle (X1)
Lifestyle is a behavior that is owned or chosen by everyone, namely how they live, how they use something they have on the basis of needs or on the basis of their desires, and it also relates to a consumer behavior in purchasing an item or service.
- b. Promotions (X2)
Promotions can also be called price discounts. Promo is a company sales promotion whose purpose is to attract short-term consumer buying interest.
- c. Purchase Decision (Y)
According to Kotler and Armstrong (2016: 177) explain that purchasing decisions are part of consumer behavior, which is about how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

(7) DATA COLLECTION METHOD

Data collection methods in this study are questionnaires, observation, and literature study

(8) DATA ANALYSIS METHOD

In analyzing the data in this study using data instrument tests (validity test and reliability test), classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, coefficient of determination (R²), hypothesis testing (t test and test f).

RESEARCH RESULT ANALYSIS

1. The partial effect of lifestyle (X1) on purchasing decisions (Y)
This study shows the results that the significance value (X^{-1}) is $0.505 > 0.05$, which means that partially there is no effect from variable X1 on variable Y.
2. The partial effect of promos (X2) on purchasing decisions (Y)
In this study, the results showed a significance value of $0.003 < 0.05$, so it could be concluded that variable X2 had a partial effect on variable Y.
3. Simultaneous influence of lifestyle (X1), promotions (X2) on purchasing decisions (Y)
In this study, the f count was $9.230 >$ the f table was 2.960. And the significance value of f is $0.001 < 0.05$, meaning that all independent variables have a significant influence on the dependent variable.

INTERPRETATION

1. The Influence of Lifestyle on Student Purchasing Decisions (Case Study of STIE Mandala Students in Jember)

Multiple regression analysis on the t test on the first hypothesis (H1) can be concluded that there is no influence of lifestyle on purchasing decisions. This is shown from the t test, namely a significance result of $0.505 > 0.05$. From the analysis of the answers to the questionnaires that have been distributed, it can be concluded that having a lifestyle such as busy activities does not guarantee them using the GrabFood service. According to the researcher's observations, the price on the Grab application is different from the price on the spot, so the amount spent will be greater. This is a consideration for students to use the GrabFood service.

This means that a lifestyle does not necessarily make students make purchasing decisions if there are no other supporting factors such as promos, finances or other activities that require them to use GrabFood services. The hypothesis in this study is contrary to the results of previous research from Kadek Putri (2020) which stated that there is a positive and significant influence between lifestyle on food purchasing decisions through GrabFood.

2. The Effect of GrabFood Promos on Student Purchasing Decisions (Case Study of STIE Mandala Students in Jember)

The results of multiple regression analysis on the t test on the second hypothesis (H2) show a significance value of $0.003 < 0.05$, so it can be concluded that the promo variable influences the purchase decision variable. Grab must also pay attention to the amount of discounted prices. From the results of the analysis of the answers to the questionnaires that have been distributed by the researchers, many students choose to agree if they will make a purchase decision by considering the amount of discount given by Grab.

In general, students have limited pocket money, so that makes them happy to look for promos or discounts to save expenses. So the more Grab provides promos, the more consumers make purchasing decisions. The hypothesis in this study is also supported by previous research by Clarita and Regina Dewi Hanifah (2021) which states that there is a very strong influence between coupons on purchasing decisions using the GrabFood service.

3. The Influence of Lifestyle and GrabFood Promos on Student Purchasing Decisions (Case Study of STIE Mandala Students in Jember)

The results of multiple regression analysis on the f test on the third hypothesis (H3), namely H0 is rejected which shows that lifestyle, and GrabFood promos simultaneously have a significant effect on purchasing decisions. The results of the f test show that the calculated f is $9.230 >$ the f table is 2.960 . And the significance value of f is $0.001 < 0.05$. From the research results obtained there is a significant influence of lifestyle on purchasing decisions. This means that Grab must be able to innovate in marketing strategies by keeping up with the times which are related to lifestyle.

One way is to increase sales promotions in the form of promos which can reduce purchase prices so that students are more tempted to use GrabFood services. This can improve purchasing decisions because it is also supported by the lifestyle of consumers, especially students who can change due to several possible factors such as activities, interests, and opinions. This is in accordance with previous research by Ni Luh Eni Kadeari and Komang Krisna Heryanda (2021), Clarita and Regina Dewi Hanifah (2021). The results of his research state that lifestyle and GrabFood promos have a significant effect on purchasing decisions.

CONCLUSION

Based on the research results that have been obtained in the study "The Influence of Lifestyle and GrabFood Promos on Student Purchase Decisions (Case Study of STIE Mandala Students in Jember) it can be concluded that:

1. Lifestyle partially has no effect on purchasing decisions. This is because some respondents do not always make a purchase decision if there are no other supporting factors.
2. The GrabFood promo partially influences purchasing decisions. This means that the more Grab applications provide promos, the more consumers make purchasing decisions.
3. From the results of the study simultaneously it can be seen that lifestyle variables and GrabFood promos have a significant effect on purchasing decisions. This is supported by a lifestyle that is used to taking advantage of promos and the influence of unlimited activities.

IMPLICATIONS

The results of this study indicate that of the 2 independent variables, namely lifestyle and GrabFood promos, there is 1 independent variable that has no effect on purchasing decisions, namely lifestyle variables (X1). However, in simultaneous research, lifestyle variables and GrabFood promos have an effect on purchasing decisions. Therefore, the Grab application should further increase sales promotions in the form of promos which can reduce consumer purchase prices so that consumers are more tempted to use the Grab application, especially for GrabFood services. This can improve purchasing decisions because it is also supported by the lifestyle of consumers, especially students who can change due to several possible factors such as activities, interests, and opinions.