

SYSTEMATIC LITERATURE REVIEW: ONLINE FOOD DELIVERY PURCHASING DECISIONS IN INDONESIA

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ABSTRACT

Previous research is very fundamental in supporting a scientific work or scientific article. With the existence of previous research, it is useful to strengthen the theory and phenomenon of the relationship of each existing variable. This data collection requires a comprehensive literature search. The method used in this research is systematic literature review (SLR), which is a systematic literature review that aims to identify, evaluate, and interpret the results of primary research. This study investigates purchasing decisions, service quality, advertising, and price among online food delivery app users in Indonesia. The purpose of this paper is to review the aspects that in this case affect purchasing decisions; namely: service quality, promotion, and price. This research aims to create hypotheses between each variable that can be used for further research. The results of this literature review research are: 1. Service quality affects purchasing decisions. 2. Promotion affects purchasing decisions. 3. Price affects purchasing decisions.

Keywords: *Service quality, promotion, price, meal delivery service, purchase decision*

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INTRODUCTION

These days, there have been significant shifts in the modern era, especially in the field of marketing, as technology advances. Businesses compete to introduce the newest innovations in order to keep their customers as technological advancements tighten market competition. People's reliance on cellphones and the internet is growing as the number of smartphone users rises. The creators of the online motorcycle taxi apps gojek and grab believe this is a viable possibility, so they offer an online meal delivery service feature that can be accessed through a single application.

Naturally, the goal of creating this delivery service was to make it simpler for customers to use gojek, grab, or other such programs to satisfy their own needs and wishes. Customers can now use this function to purchase food online using their cellphones, eliminating the need for them to physically visit the restaurant. Many people would rather use food delivery services like go-food, grab-food, or the like since they are hesitant to buy food out and already spend a lot of time with their hobbies.

Many restaurants or food outlets in Indonesia are collaborating with online meal delivery services to make sure their businesses can continue to satisfy customer demands. Depending on the preferences of the user, the top three services now offered in Indonesia are Shopee food, Grab-food, and Go-food. In order to reach a wider audience, many restaurants and food outlets choose to use food delivery apps even if some of them have their own delivery services.

Online food delivery services have made it unnecessary for Indonesian customers who wish to be served to wait in line at restaurants or grocery stores. Even though there have been instances where consumers have had a bad experience placing an online meal delivery order, these firms are nevertheless able to persuade consumers to keep using their services. This is demonstrated by the solid reputations that Grab and Gojek have in the e-commerce and go-food industries, respectively. With Shopee-food, Shopee has. Customers are very interested in

buying goods and/or services because of good service. Service quality can be defined as the level of excellence expected to fulfill customer desires (Tjiptono, 2016).

(Tjiptono, 2016) stated service quality is the standard of excellence required to satisfy the needs and expectations of customers. Customers who receive high-quality products and/or services from a company are more likely to be satisfied with their experiences. When deciding which product or service to purchase from a business, a consumer's perception of the marketing mix which comprises the product, price, promotion, and place as it has been applied by the business thus far greatly influences the decision. (Nabella, 2021).

Service quality encompasses all business operations that are helpful in fulfilling the needs and expectations of customers. A service is one that the service provider offers to customers, and it contains features like speed, accuracy, ease of use, and ability. Tjiptono (2016) project the dimensions of service quality and classify them into 5 main dimensions, namely: tangible, reliability, responsiveness, assurance, and empathy.

To stay ahead of the competition and persuade clients to purchase the goods and/or services they offer, businesspeople must carefully consider their promotion and advertising strategies. Promotions must be carefully planned since they directly affect the amount of money a business spends to pique customers' interest. Businesses should refrain from overspending on promotions that do not compel customers to view the goods or services they are offering. Another way to look at promotion is as one of the elements of the marketing mix that every business uses to run campaigns with their target audience. As promotion initiates a number of follow-up activities that the organization carries out, it may also be considered an ongoing process.

Tjiptono (2016) explains the purpose of why a company promotes, these objectives are to provide information, influence and persuade, and remind consumers about the company and its marketing mix. Meanwhile, on the other hand, Gass & Seiter (2022) explains that the purpose of promotion is to introduce, persuade, modify, and shape behavior and remind about the products and / or services of the company.

In addition to marketing and service quality, pricing is another element that can affect consumers' decisions to buy, with price having a significant impact on whether or not they choose to purchase a good or service. Setting prices is not a simple task; a number of factors need to be carefully considered before a choice is made. Pricing that is too expensive will undoubtedly cause customers to leave quickly, but it will also generate short-term profits for the business. Conversely, pricing that is too low is also not in the best interests of the business. Therefore, pricing must indeed be made in such a way as not to benefit only one party. Low and affordable prices will be the choice of many consumers in their purchasing decisions. (Wu et al., 2014) argues that because pricing has an impact on the value that customers obtain from exchanges, it is a crucial marketing component. The price that buyers receive from the bidder is the exchange rate for the goods and/or services. According to the summary given above, this study is a systematic literature analysis in the subject of marketing management that examines the impact of pricing, promotion, and service quality on purchase decisions.

Purchase Decision

Karimi et al. (2015); Stankevich (2017); Chen et al. (2017) suggest that a purchase decision is a stage in the buyer's decision-making process where consumers actually make a purchase of a product or service. According to Tjahjono et al. (2021) there are four indicators of purchasing decisions, namely: stability towards a product, giving recommendations to others, habits in buying products, making repurchases. Purchasing decisions are a motivation or impetus that arises towards something that consumers buy based on their needs or desires, Dewi & Sulivyo (2022); Safitri (2018); Rajasa et al. (2023) explains the factors that can influence purchasing decisions, namely as follows:

1. Other people's attitudes. Other people's attitudes can reduce a person's desired brand choice, depending on:
 - a) The intensity of other people's negative attitudes towards alternative brands recommended by consumers.
 - b) Consumer motivation is to follow the wishes of others, each individual's preference for a brand will continue to increase if other people also like the same brand.
2. Anticipated circumstances. In this situation, customers form a giving intention on the basis of aspects including expected family income, expected benefits, and expected prices.

Purchasing decisions are decisions made by customers who have been influenced by financial, cultural, political, price, promotional, physical evidence, people, technology, processes, products, and location factors so as to form an attitude within consumers to process all forms of information they get to draw a conclusion in the form of a response that appears on what product they will buy (Dewi & Sulivyo, 2022). (Thompson et al., 2013) say that there are four indicators contained in consumer purchasing decisions, namely:

1. Consumers buy products according to their needs, in this case customers make purchases because the products offered are in accordance with what they need and it is easy to find the products and/or services they need.
2. Consumers will choose to buy products or services that have benefits for these consumers.
3. The suitability of the quality and price given to consumers when buying a product or service and in accordance with consumer desires.
4. Repurchase or repurchase, namely a condition where the customer feels happy and satisfied because his expectations and desires have been fulfilled before so that he wants to make another purchase in the future.

Previous purchasing decisions have also been widely studied by previous researchers, including: (Zamroni, 2016), (Gerung et al., 2017), (Bairizki, 2017), (Syaleh, 2017), (Fernando & Aksari, 2017); (Triwahyuni, 2017), (Brata et al., 2017), (Polla et al., 2018), (Abshor et al., 2018); (Sutiyono & Hadibrata, 2020); (Sugianto & Ginting, 2020).

Service Quality

A service is an act that is provided by one person to another; it is essentially formless and results in ownership of something. Customers will typically select businesses that can offer them high-quality services in such circumstances. In order to maintain a viable corporate life cycle, the organization must prioritize customer pleasure. Stefano et al. (2015) say the definition of service quality is the consumer's reaction to the assessment of the mismatch that consumers feel between expectations and actual services. Customer satisfaction is the main goal in achieving business success. According to Pakurár et al. (2019) service quality is an expertise that must be possessed by the company in order to meet customer expectations and desires and also if the service obtained by consumers is in accordance with what is expected, the quality can be perceived as good and satisfy consumers. Meanwhile, according to (Kossmann, 2017) providing quality service is very important because service is not only limited to serving or delivering.

(Tjiptono, 2016) reveal service quality indicators that exist in the case of service marketing management which is often a reference, including:

1. Physical evidence (tangible), is the attractiveness of physical facilities, materials used, completeness, and employee appearance.

2. Reliability, is a company's ability to provide accurate service from the first time without making any failures and delivering its services according to mutual agreement.
3. Responsiveness, is the ability and willingness of employees to help all consumers and respond quickly to what they ask for, provide information about when services will be provided, then provide these services quickly.
4. Assurance, is the attitude of employees to be able to foster a sense of consumer confidence in the company, and the company is able to create a sense of security for its consumers.
5. Empathy (empathy), is the company's understanding of the problems caused by its consumers, and must act in the interests of consumers and continue to pay attention to all its consumers and have safe and comfortable operating hours.

Variables that use service quality have been widely studied by previous researchers, some of which are: (Weenas, 2013), (Ladhari, 2010), (Prakash, 2019), (Lai et al., 2018), (Martínez & Martínez, 2010), (Xu et al., 2013), (Lin, 2010), (Medberg & Grönroos, 2020).

Promotion

(Enitilo et al., 2017) provide a definition of promotion, namely all activities or activities in an effort to persuade target markets or target customers to buy products and/or services offered by the company by communicating the benefits of these products or services to attract consumer interest. Bakator et al. (2018) states that promotion is a marketing activity that has the aim of influencing, disseminating information, persuading and/or reminding their target market so that their products are readily accepted by consumers, thus making consumers buy and be loyal to the products and/or services they offer.

Juska (2021) reveal that successful promotion is not just a vigorous promotion with sufficient cost or budget, but promotion must also be right on the intended target. Wu et al. (2014) argues that promotion or advertising is all activities carried out that have the aim of conveying or voicing a product and/or service to its target market to provide information about the advantages of the product and/or service, then also to provide information about its usefulness, benefits, and the most important thing is to know about its existence in encouraging customers to make purchasing decisions.

(Bakator et al., 2018) explain that promotion is an activity to voice the advantages of the products and/or services they have to the public, especially the target market, to buy the products and/or services they offer. According to (Van Heerde & Neslin, 2017) promotional indicators include: frequency of promotion is the total number of sales promotions carried out at one time through sales promotion media; the quality of promotion which is a benchmark for how well the promotion has been carried out; quantity of promotion, namely the value of promotions provided by consumers; the length of time the company has been promoting; suitability of the promotion target market to achieve the target desired by the company. (Van Heerde & Neslin, 2017) state that there are four indicators of promotion, namely as follows:

1. Sales Promotion (sales promotion)
2. Advertising
3. Direct Sales
4. Direct Marketing
5. Public Relations

Drawing conclusions from the experts' descriptions given above, promotion is defined as an activity that offers and distributes information to potential customers about a company's products and/or services, targeting a specific market and segmentation in an effort to persuade them to purchase the goods or services in order for the business to move on to the next phase of its sales value.

Research on promotion has been widely studied by researchers before this, including: (Santoso et al., 2014); (Syaleh, 2017); (Bairizki, 2017); (Triwahyuni, 2017); Brata and Husani (Brata et al., 2017); (Fernando & Aksari, 2017); (Polla et al., 2018); (Abshor et al., 2018); (Sugianto & Ginting, 2020).

Price

According to (Tjiptono, 2016) price or price is one of the important elements that must exist in marketing, pricing is one of the determining factors in influencing customers to make decisions whether to buy these products and/or services or not, (Tjiptono, 2016). According to (Fang et al., 2014) the price indicators are as follows:

1. 1. Establishing the Selling Price
Like other marketing mix considerations, pricing decisions also need to be focused on the buyer. Setting prices that correspond to the values that customers place on product benefits is a necessary component of effective buyer-centered pricing.
2. 2. Elasticity of Price
How pricing fluctuations affect demand. If slight changes in price result in little changes in demand, then demand is inelastic. It can be considered elastic if a seller raises their price and there is a significant shift in demand. The seller is permitted to raise the selling price to a greater extent in cases where the demand is less elastic.
3. Price increases by rivals.
The prices of competitors and how they respond to a company's pricing are additional factors that impact pricing decisions. When purchasing a product, consumers will typically consider the price as well as the relative value of other comparable goods and/or services.

Tjiptono (2016) explains the price dimension which consists of:

1. Pricing that can be reached by consumers, generally consumers will see how affordable the prices given by the company are.
2. The suitability of the quality of the product and/or service at the price given.
3. Price comparisons with similar products and/or services that are often made by consumers.
4. The accuracy of the benefits provided by the product and/or service at the price offered.

Research on price or price has also been carried out by many previous researchers, including the following: (Santoso et al., 2014); (Budiharja, 2016); (Weenas, 2013); (Triwahyuni, 2017); (Brata et al., 2017), (Gerung et al., 2017); (Polla et al., 2018); (Sugianto & Ginting, 2020); (Sutiyono & Hadibrata, 2020).

Table 1
Previous research

No	Author, Year	Research Results	Similarities with this article
1	(Heryanto, 2015)	The findings demonstrated that purchasing decisions are positively and significantly impacted by product, price, distribution, and promotion.	Purchase decisions are influenced by promotions and prices.
2	(Weenas, 2013)	His research demonstrates that while pricing perceptions do not impact consumers' decisions to purchase things online, service quality and usability do have a big impact.	Decisions about what to buy are influenced by service quality.
3	(Budiharja, 2016)	According to his research, purchase decisions are positively and significantly impacted by promotion, product quality, and brand image.	Purchase decisions are influenced by quality, price, and promotions.
4	(Triwahyuni, 2017)	His study's findings show that promotions, pricing, and quality all significantly and favorably influence consumers' decisions to buy.	Price, marketing, and quality all affect consumers' decisions to buy.
5	(Syaleh, 2017)	According to his research, distribution location, quality, price, and advertising all have a favorable and substantial impact on consumers' decisions to buy.	Decisions about what to buy are influenced by quality, cost, and promotions.
6	(Brata et al., 2017)	His research demonstrates that location, price, and advertising all have an impact on consumers' decisions to purchase things.	Price, quality, and promotion all affect consumers' decisions to buy.
7	(Gerung et al., 2017)	According to his research, price, quality, and advertising all have a big impact on consumers' decisions to buy.	Purchase decisions are influenced by quality, price, and promotion.
8	(Chaerudin & Syafarudin, 2021)	The study's findings indicate that consumers' decisions to buy are significantly influenced by the quality of the goods and services they receive.	Purchase decisions are influenced by the quality of the services.
9	(Sugianto & Ginting, 2020)	The findings of the study demonstrate that purchase decisions are significantly influenced by factors such as price, quality, location, amenities, and promotions.	Purchase decisions are influenced by promotion, price, and quality.
10	(Sutiyono & Hadibrata, 2020)	His research's findings demonstrate that pricing has a strong and favorable influence on consumers' decisions to buy.	Purchase decisions are influenced by price.

METHOD

Writing this scientific article involved using the Systematic Literature Review (SLR) approach, which is a systematic literature review with the goal of locating, assessing, and interpreting the findings of preliminary investigations. According to (Barricelli et al., 2019) there are various models that are frequently observed in research of this kind, including the following: systematic studies are secondary studies, while individual studies, also known as single studies, are a sort of primary study. The amount of information provided by individual studies (single research) is insufficient to enhance policy. Thus, a researcher needs to become proficient in key procedures in order to compile a variety of pertinent research findings and present the major findings.

Combining different pertinent study findings is a great purpose for systematic reviews. In the end, a systematic review is a research methodology that attempts to provide more precise and understandable facts by synthesizing preliminary study findings to produce more thorough and impartial facts.

RESULTS AND DISCUSSION

The Influence of Service Quality on Purchasing Decisions

A level of perfection to satisfy the demands and expectations of customers is called service quality. Customers will be happy with the company's services if they receive good customer service, which includes promptly responding to complaints from customers and making adjustments to meet their needs. Customers will undoubtedly use that business's services again in the future. Research conducted by (de Fatima Carvalho et al., 2020) shows the results that service quality has a significant influence on product purchasing decisions. Apart from that, companies that have good service quality will continue to be the target for customers to make purchasing decisions. So, quality has a big influence in influencing purchasing decisions, this is supported by previous research, namely: (Noor et al., 2016), (Limakrisna, N., & Ali, 2016).

The Effect of Promotion on Purchasing Decisions

(Nento et al., 2023) said that promotion indicators, such as promotion frequency, promotion quality, promotion amount, and promotion time, have an impact on purchasing choice indicators, which include habits pertaining to product purchases, repurchasing, and product recommendations to others. This makes it clearer how promotions impact customers' purchasing decisions. If management wants to keep making better purchase decisions by paying attention to promotions, it must establish a framework for strategy formulation that is centered on producing efficient marketing plans that allow the company to reach target customers and fulfill predetermined sales targets. Promotions and purchasing decisions are related, and this relationship helps the company introduce and explain the benefits of its goods and services. There will be market demand if consumers are drawn to the offer and want to use the good or service that is being advertised. On the other side, there won't be a market for the advertised good or service if consumers have never heard of it and are unsure about it (Dhiman & Kumar, 2023).

Because businesses utilize promotion as a technique to improve sales value and influence customers' purchase decisions, it is a crucial factor in the decision-making process. Consequently, in order to maintain consumer interest and heart and encourage additional purchases of goods and/or services, businesses must be more inventive in their promotional strategy development (Budiharja, 2016)

.Research on promotion has a significant influence, this is proven by the support of previous research including: (Weenas, 2013); (Santoso et al., 2014); (Budiharja, 2016); (Zamroni, 2016); (Brata et al., 2017); (Bairizki, 2017); (Syaleh, 2017); (Triwahyuni, 2017); (Abshor et

al., 2018); (Gerung et al., 2017); (Fernando & Aksari, 2017); (Polla et al., 2018); (Sugianto & Ginting, 2020).

The Influence of Price on Purchase Satisfaction

Purchasing decisions are influenced by price, where price indicators or dimensions which include the affordability of a price, suitability of price to the quality of the product provided, competitiveness of price, and suitability of price to benefits influence purchasing decisions, P. Kotler & Armstrong (2008). Other price indicators or dimensions that have an influence on other purchasing decisions include observing a product, habits in purchasing a product, providing recommendations to other people, and repurchasing the product or service, P. Kotler & Keller, (2012). To improve purchasing decisions by considering price, managers or management must pay attention to aspects that need improvement in detail. In particular, they (management) must pay attention to product prices compared to competing products and consider these prices, for example, offering lower prices to compete with sellers of similar products (Fernando & Aksari, 2017)

When a customer or buyer compares a product's price with those of other companies during a transaction or when visiting a potential customer, or if the buyer discovers that price adjustments can be made after the product is in that location, all of these factors have an impact on the decision to purchase. The customer will decide what to buy based on whether the required product characteristics are adequate and fit within their intended budget, Evelina et al., (2012).

According to research conducted by several previous researchers who stated that price has an influence on purchasing decisions, such as: (Santoso et al., 2014); (Budiharja, 2016); (Triwahyuni, 2017); (Brata et al., 2017); (Gerung et al., 2017); (Fernando & Aksari, 2017); (Syaleh, 2017); (Bairizki, 2017); (Polla et al., 2018); (Abshor et al., 2018); (Sugianto & Ginting, 2020); and others.

Conceptual Framework

Based on the explanation above, problem formulation, literature review, previous research and discussion of the influence between variables, a conceptual framework can be obtained for this research as shown in the picture below.

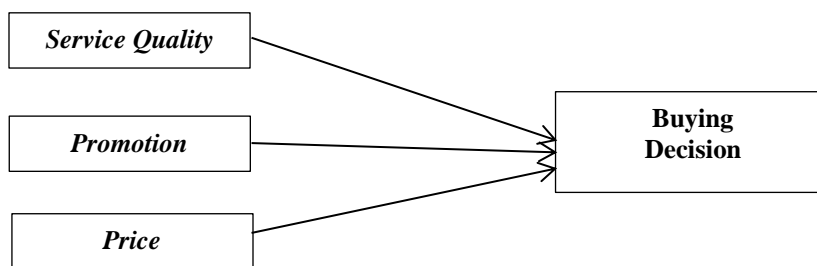


Figure 1. Conceptual Framework

Based on the conceptual image above, Service Quality, Promotion, and Price influence Purchasing Decisions.

Apart from the three variables above that influence purchasing decisions, there are still other variables that can influence purchasing decisions, including:

1. Brand Image. (Noor et al., 2016), (Limakrisna, N., & Ali, 2016).
2. Company Image. (Parris & Guzmán, 2023)
3. Brand Image. (Brata et al., 2017); (Sugianto & Ginting, 2020).

CONCLUSION

Drawing from extant research, literature reviews, and supporting hypotheses, the present study can yield the following conclusions:

1. Purchase decisions are influenced by service quality. The decision to purchase a service will be influenced by how well the company is perceived for the quality of service it offers, which can raise its worth.
2. Customers are influenced by promotions when making purchases.
3. Consumers are influenced by price when making selections about what to buy.

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