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The impact of community marketing on the food-online application during the pandemic in the region of karawang west java

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Abstract

This study aims to analyze the effect of service quality, promotions, and customer satisfaction on customer loyalty of Gofood application users during the Covid-19 Pandemic at Perumnas Bumi Teluk Jambe Blok X Karawang, West Java. This research uses quantitative methods. The sample used was 109 respondents. Data analysis used multiple linear regression analysis which was processed using the SPSS version 25 application. The results showed that the multiple regression coefficients of service quality had no significant effect on customer loyalty, promotion had no significant effect on customer loyalty, customer satisfaction had a significant effect on customer loyalty and simultaneously a significant effect between service quality, customer satisfaction and promotion of customer loyalty.

Keywords: service quality, promotion, customer satisfaction, customer loyalty.

Introduction

At the beginning of 2020 Indonesia was shocked by a new virus. The virus, which is thought to have started from Wuhan, an area in China, easily spreads from one person to another. This virus then became a pandemic and occurred not only in Indonesia, but also in all corners of the world. This virus, which was later named Coronavirus Disease (Covid-19), tends to change human behavior both formally and not. In addition, this pandemic has changed human behavior both intentionally and unintentionally. Some of these changing human behaviors can be said to change some habits in human life. These changes in behavior, among other things, lead to a reduction in human relations. The diminishing human communication is like shaking hands, kissing hands, or kissing on the cheek (Cardia, etc, 2019). In addition, they must wear masks when they meet each other and keep their distance from one another. Furthermore, they started implementing a work from home system or commonly called working from home (WFH). This means reducing human activity outside the home because the governments in their respective countries impose social distancing rules in all human activities.

The implementation of social distancing is also implemented by the Government of Indonesia to break the chain of circulating viruses (Hidayah, 2019). Many activities require Indonesians to stay at home. During the Covid-19 Pandemic the teaching and learning process was no longer carried out at schools or on campuses but students and teachers or lecturers carried out the teaching and learning process from their respective homes. Due to social distancing and WFH, the number of internet users is increasing. During the pandemic, the use of the internet was increasingly important in the learning and work processes. The increase in internet usage during this pandemic is quite significant. According to Karundeng and Feibe (2017), which was reported from databoks, Indonesian internet users have

reached 212.35 million people. With this number, Indonesia is in third place with the most internet users in Asia.

From the data above, Indonesia is ranked third in Asia internet users. Indonesian people who are required to stay at home increase the cost of their needs, this is due to increased internet use in work, study and shopping activities during the Covid-19 Pandemic. Kominfo data also supports that there is an increase of 11 percent from 2020, which states that internet users in Indonesia have increased from more than 170 million users to more than 200 million users (Leonardo and Purba, 2020). Table 1 shows the 10 countries with the most internet user data in Asia, as follows:

Table 1. Order of Internet User Countries in Asia as of March 2021

NO	COUNTRIES	ORDER OF COUNTRIES OF INTERNET USERS
1.	China	989.08 million people
2.	India	755.82 million people
3.	Indonesia	212.35 million people
4.	Japan	118.63 million people
5.	Bangladesh	116.14 million people
6.	Pakistan	100.68 million people
7.	Philippines	89.10 million people
8.	Vietnamese	74.75 million people
9.	Thailand	57.00 million people
10.	South Korea	49.42 million people

Source: katadata.co.id

During the Covid-19 Pandemic, the internet was here with the aim of making it easier for people to meet their needs for activities at home. In Indonesia, many people already use the application. The internet also modifies the existence of online application service features. Online applications are made by companies in the form of software via the internet network. Indonesian people who are required to stay at home find that the cost of their needs increases. This is due to the increased use of the internet in work, study and shopping activities during the Covid-19 Pandemic. One of the positive things during the Pandemic was that companies tried to make it easy to help the community, such as by presenting online applications. The online application has various services to serve the community. Furthermore, this online application has been modified and used by companies in various fields, including: there are companies engaged in the delivery of food, the field of delivering goods, the field of picking up consumers using motorbikes and cars, and many more.

One of the most used applications during the Covid-19 Pandemic was Gojek. Gojek provides various service features that can be used by the public. This Gojek feature helps Indonesian people with new habits during the Covid-19 Pandemic. One of the features that was most in demand during the Covid-19 Pandemic was the Gofood feature. Gojek provides many conveniences for the community to break the Pandemic chain by paying for money in the Gopay application, using a credit card or using cash. The Gofood feature is a food ordering and delivery service made by consumers. During the Covid-19 Pandemic, there was an increase of 80% from the year before the pandemic. The presence of the Gofood application makes it easier for consumers who are busy at work and don't have time to deal with it. Gofood provides more services to satisfy the public by providing promotions and vouchers for users of the Gojek application service on the Gofood feature. This information was reported at Gojek (2020).

Intense promotions that have been carried out by Gofood, namely promotions for buying food, promotions for free shipping or even promotions for buying food two get one free. Similar to promotions, Gofood also provides vouchers to Gofood users, namely discounted vouchers from 25% to 50% when repurchasing using Gofood. These promotions and vouchers are carried out so that consumers do not switch to other online applications and keep consumers loyal to the Gofood application. This marketing strategy is not only giving promotions and vouchers but also providing good service quality. Good quality and in accordance with consumer expectations, namely food or beverage delivery people must wear Gojek uniforms or jackets, good quality food and beverage presentation during delivery, appropriate delivery points, and good communication from Gofood delivery personnel to consumers. This aims to make consumers feel happy when using the Gofood application. This Gofood application proves that the services provided by Gofood companies to consumers are as expected. Consumers who are satisfied with the services provided by the company will use their services again, as well as consumers who are satisfied with Gofood's services will become loyal to Gofood's services.

Many consumers feel disappointed with Gofood because many drivers still don't wear uniforms, the application doesn't match the location point, and the quality of the food served doesn't match customer expectations. Gofood must implement standards to become a reference for drivers to equalize services so that consumers feel that they are in accordance with consumer expectations and consumers can become loyal to Gofood. Communities who have appreciated Gofood's achievements for several reasons have also become the choice of residents located in the Perumnas Bumi Teluk Jambe Block X Karawang area, West Java. However, there are still consumers who do not appreciate Gofood and do not make Gofood their first choice as a food ordering and delivery application. However, seeing the number of food delivery service consumers who are part of the Gojek ecosystem, this proves Gofood's ability to manage companies in the digital era. Communities in the Perumnas Bumi Teluk Jambe Blok X Karawang area, West Java, totaling around 70 households or around 150 people, can be said to have the Gofood application for food delivery applications. Good service quality will create satisfied consumers, while poor quality will make consumers disappointed and will not use the service. Service quality can also affect consumer loyalty. This is supported by the results of Dianti's research (2017: 157) which states that service quality has a significant effect on customer loyalty.

Promotion is a form of company effort to attract consumer buying interest by making consumers not switch to other brands or companies. Hartatik (2017: 93) states that the effect of promotion has no significant effect on customer loyalty. Meanwhile, Kusuma (2018: 705) states that the influence of promotion has a significant effect on customer loyalty. Service quality, namely consumer expectations in accordance with the services provided. This will make consumers feel satisfied with the service. Arif (2017: 137) states that service quality and customer satisfaction have a significant effect on consumer loyalty. Meanwhile, in contrast to Adam (2018: 43) states that service quality and customer satisfaction do not have a significant effect on consumer loyalty.

Theoretical Framework

Service Quality

Service quality is one of the consumers' assessment of the services used, if the quality of the service is in accordance with what consumers expect, it means that the quality of service is good for consumers. Kamsir (2017: 47) states that service quality is an action or action of a person to provide satisfaction to customers according to what the customer expects. Furthermore, Pramesworo (2018: 473) states that service quality is a tool for measuring the level of service expected by customers for a product or service in accordance with what they expect as a whole. Furthermore, Parasuraman et al. (1985) and Islam, et al. (2015) in Pramesworo and Evi (2022: 62) explains that in service quality there is a difference or gap between customer expectations and service perceptions. So service quality is based on the premise that the level of service quality perceived by customers can be measured between

customer expectations and what they actually receive from the provider. Based on the definitions described, it can be concluded that service quality is an action or consumer assessment of a product or service effectively and efficiently to provide customer satisfaction.

Promotion

Rangkuti (2019: 1) states that promotion is a marketing element to notify, persuade, and remind about a product or service being sold. Rohana (2020) stated that promotion is a marketing strategy to gain profit as well as being the spearhead of a company to sell a product or service. Armstrong and Kotler (2016: 238) stated that promotion is a marketing activity to attract consumer buying interest by using tools such as the internet, billboards, brochures and sweepstakes. Based on the definitions described, it can be concluded that promotion is an act of informing, persuading and reminding consumers of the products or services being sold, using tools such as billboards, the internet, brochures, and sweepstakes to attract consumers' buying interest.

Customer Satisfaction

Service quality states that consumers feel the expected quality is good and as expected. Armstrong and Kotler (2016) stated that customer satisfaction is a form of feeling happy or sad that arises after consumers compare expectations with existing reality. If someone feels happy and gets something according to their expectations, that person will feel satisfied with the product, service or service, but if the opposite happens, then the consumer may not use the product or service because he is already disappointed because the product, service , or the service is not as expected. Moreover, Angraini and Budiarti (2020) in Kusuma (2018: 698) stated that customer satisfaction is a response to what they feel, both happy and disappointed. Armstrong and Kotler (2016: 426) in Kusuma (2018: 700) stated that customer satisfaction is a response to the fulfillment of needs. Based on the definitions described, it can be concluded that customer satisfaction is a feeling of pleasure or disappointment by comparing expectations with reality.

Elements Of Customer Satisfaction

Sarjita (2018) stated that there are five elements of customer satisfaction as follows:
1. Expectations are consumers' desires for a product, service or service that they think about before buying. Consumers hope that what they receive is in accordance with expectations and desired.
2. Performance is a consumer assessment of the company's employee performance.
3. Comparison is a consumer assessment of the company by comparing products, services or services at other companies.
4. Discrepancy is the difference of consumer expectations of the company's service performance by comparing one product, service or service provider to another.
5. Confirmation and Disconfirmation – Confirmation occurs if the consumer's expectations match the actual performance of the product, service or services provided by the company. Conversely, disconfirmation or unconfirmation occurs when consumer expectations are higher or lower than the actual performance of the products, services or services provided by the company. Consumers will feel satisfied when confirmation or disconfirmation occurs.

Customer Loyalty

Islamiah (2020: 319) states that customer loyalty is a consumer commitment to a brand, store or supplier from positive customer behavior so that repeated purchases are created by customers consistently. Purba further (2017: 24) stated that the consumer's commitment to purchasing products or services consistently in the future, despite the influence of the situation and new products that have emerged. Kurniawan, Kartawan, & Setyawati (2019: 1106) stated that consumer loyalty is a long-term commitment which is reflected in loyal behavior and attitudes by consumers so that consumers consume regularly and repeatedly. Based on the definitions described, it can be concluded that

customer loyalty is a customer's commitment to a product by making purchases consistently from time to time.

Hypothesis Formulation

Based on the framework of the research hypothesis, it can be formulated as follows:

1. The effect of service quality on customer loyalty using the Gofood application during the Covid-19 Pandemic in Karawang, West Java. Widyastuti (2017: 59) stated that service quality has a positive and significant effect on customer loyalty at PT Primagum Sejati in Makassar. Latief (2020: 18) stated that service quality and customer trust have a positive and significant effect on customer loyalty at Bank Mandiri Veteran Branch, Denpasar-Bali.
   H1: Service quality has a positive effect on customer loyalty.

2. The effect of promotions on customer loyalty using the Gofood application during the Covid-19 Pandemic in Karawang, West Java.
   Arif (2017: 89) stated that promotions have a positive and significant impact on Gojek customer loyalty among students of the Faculty of Economics and Business, University of North Sumatra. Furthermore, Karundeng and Feibe (2017) states that promotion has a positive and significant effect on customer loyalty. Juniantara & Sukawati (2018: 5957) stated that promotion has a positive and significant effect on Uber customer loyalty in Bali. Arif (2017) stated that promotion has a significant effect on customer loyalty at PT Maxim Houseware Indonesia Medan.
   H2: Promotion has a positive effect on customer loyalty.

3. The effect of customer satisfaction on customer loyalty using the Gofood application during the Covid-19 Pandemic in Karawang, West Java.
   Arifiyanto and Kholidah (2020: 704) stated that customer satisfaction has a positive and significant effect on customer loyalty. Latief and Dirwan (2020: 27) state that customer satisfaction has no effect on customer loyalty. Yoebrilianti (2018: 37) states that the results of customer satisfaction have a positive and significant contribution to consumer loyalty.
   H3: Promotion has a positive effect on customer loyalty.

Research Method

Research Design

The research design used in this study was to collect existing data by distributing questionnaires. In this study, the individual analysis units that became respondents were Gofood consumers in the Perumnas Bumi Teluk Jambe Block X Karawang area. This research was conducted to determine the effect of service quality, promotion, and customer satisfaction on customer loyalty.

Operational Variable

Table 1. Operational Variable

Source: Data collected by authors (2022)

NO	VARIABLE	VARIABLE DEFINITION	INDICATOR	SCALE
1	Service Quality	Service Quality is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in keeping with consumer expectations.	a. Tangible b. Reliability c. Responsiveness d. Assurance e. Empathy	Likert
2	Promotion	Promotion is an activity that communicates the superiority of a product and persuades customers to buy that product.	a. Personal Selling b. Advertising c. Sales Promotion d. Public Relations e. Direct Marketing	Likert
3.	Customer Satisfaction	The level of a person's feelings after comparing the performance (or results) he feels compared to his expectations.	a. Re-purchase b. Creating Word-of-Mouth c. Creating Brand Image d. Creating purchasing decisions in the same company	Likert
4	Customer Loyalty	Situations where consumers have a positive attitude towards products or producers (service providers) and are accompanied by consistent repurchase patterns.	a. Repeat Purchase b. Retention *c.* Referrals	Likert

Sampling Technique

This study has 20 items and 4 indicators so that researchers take as many as 30 respondents to represent the number of samples to be selected (Sugiyono, 2015). The error rate used is 5% and the data is processed using multiple linear regression. The sampling technique in this study was to use purposive sampling method. It is known that each member of the population has the opportunity to be used as a sample with certain criteria, namely those who use the Gofood application, aged between 16 and over 32 years with an income starting from 3,000,000 rupiah.

Analysis Results And Discussion

Table 1. Autocorrelation Test Results
Summary Model[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.755[a]	.571	.558	2.74140	1.764

a. Predictors: (Constant), Customer Satisfaction, Service Quality, Promotion
b. Dependent Variable: Customer Loyalty

Source: Data processed, 2022

Table 1 above explains that the results of the autocorrelation test have a value of 1.764 with a significant level of 5%, n = 109, and k = 3 (n is the amount of data and k is the number of independent variables). The data above is included in the Durbin Waston formula dU<d <4-dU, there is no autocorrelation with the following description:

Table 2. Durbin-Watson Calculations

NO	D	DL (from Durbin-Watson Table 5%)	DU (from Durbin-Watson Table 5%)	4-DL	4-DU
109	1.764	1.6317	1.7446	4-1.6317 = 2.3683	4-1.7446 = 2.2554

Source: Data processed, 2022

Based on table 2 above, the dl is 1.6317 and the du is 1.7446. This can be seen in the Durbin Watson table. The results of the study are between du and 4-du, namely 1.7446<1.764<2.2554, which means that there is no positive or negative autocorrelation and customer loyalty is not rejected. Thus the regression model can be continued because it does not violate the classical assumption test.

Table 3. Multicollinearity Test Results
Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T count	Sig.	Collinearity Statistics Tolerance	VIF	
1 (Constant)	2.060	1.458		1.413	.161			
Service Quality	.147	.124	.138	1.189	.237	.304	3.294	
Promotion	.176	.147	.172	1.199	.233	.199	5.017	
Customer Satisfaction	.493	.160	.479	3.085	.003	.170	5.894	

a. Dependent Variable: Customer Loyalty

Source: Data processed, 2022

Based on table 3 above, the multicollinearity test results show that the tolerance value for the service quality variable is 0.304, the promotion variable is 0.199, and customer satisfaction is 0.170. Furthermore, the VIF score for the service quality variable is 3.294, the promotion variable is 5.017, and customer satisfaction is 5.894. From these results it is known that the Tolerance value of each variable is greater than 0.10 and the VIF value of each variable is less than 10.00, so it can be interpreted that the regression model in this study does not show symptoms of multicollinearity.

Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was conducted to determine whether there was a significant or insignificant effect between the independent variables: service quality, promotions, and customer satisfaction on the dependent variable: customer loyalty.

Table 4. Multiple Linear Regression Test Results
Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.060	1.458		1.413	.161
	Service Quality	.147	.124	.138	1.189	.237
	Promotion	.176	.147	.172	1.199	.233
	Customer Satisfaction	.493	.160	.479	3.085	.003

a. Dependent Variable: Customer Loyalty
Source: Data processed, 2022

Table 4 above has a constant value (α) of 2.060, service quality of 0.147, promotion of 0.176, and customer satisfaction of 0.493. Therefore the results from table 4.4, can be translated into the multiple linear regression equation as follows:

$$Y = 2{,}060 + 0{,}147X_1 + 0{,}176X_2 + 0{,}493X_3 + e$$

The regression equation above can be interpreted as follows:
The constant is 2.060, which means that if the value of service quality (X1), promotion (X2), and service quality (X3) is zero, then the value of customer loyalty (Y) is 2.060.

Analysis Results
1. Testing the Effect of Service Quality on Customer Loyalty
Table 4 above has a sig. or the probability value of the service quality variable (X1) is 0.237 with a significance value (0.05). The coefficient value of the service quality variable is positive with a value of 0.138. The value of t count for the service quality variable is a positive value of 1.189, then t count < t table, namely 1.189 < 1.982. Table 4 concludes that the service quality variable does not have a positive and significant effect on loyalty.

2. Testing the Effect of Promotion on Customer Loyalty
Table 4 above has a sig. or the promotion variable probability value (X2) of 0.233 means that it is greater than the significance value (0.05). The promotion variable coefficient value is positive with a value of 0.172. The value of t count for the promotion variable is positive 1.199, then t count < t table which means the value of the promotion variable is 1.199 < 1.982. This concludes that the promotion variable does not have a positive and significant effect on loyalty.

3. Testing the Effect of Customer Satisfaction on Customer Loyalty
Table 4 above has a sig. Or the probability value of the customer satisfaction variable (X3) is 0.003, which means it is smaller than the significance value (0.05). The coefficient value of the customer satisfaction variable is a positive value of 0.479. The t value of the customer satisfaction variable is a positive value of 3.085, then t count > t table which means the value of the customer satisfaction variable is 3.085 > 1.982. Table 4 concludes that the variable customer satisfaction has a positive and significant influence on loyalty.

Table 5. Test Results for the Coefficient of Determination (R2)

			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.755ᵃ	.571	.558	2.741

Model Summary

a. Predictors: (Constant), Customer Satisfaction, Service Quality, Promotion

Source: Data processed, 2022

Table 5 above provides the output of the coefficient of determination which shows an R Square value of 0.571. This study concludes that there is a 57.1% influence on service quality on customer loyalty. This means that in this study there was 42.9% influence from variables other than the three independent variables discussed.

Conclusions

1. The results of the management of multiple regression test data conclude that the service quality variable has no significant effect on the customer loyalty variable as evidenced by the multiple linear regression test where t count < t table, namely 1.189 < 1.982.
2. The results of the management of multiple regression test data conclude that the promotion variable has no significant effect on the customer loyalty variable as evidenced by t count <t table, namely 1.199 < 1.982.
3. The results of the management of multiple regression test data conclude that the variable customer satisfaction has a significant effect on Gofood customer loyalty. Evidenced by multiple linear regression tests where t count > t table is 3.085 > 1.982.

Recommendations

1. In the results of the research questionnaire that was distributed to 109 respondents, the service quality variable produced the lowest interval index with a value of 414 found in indicator number 1, namely consumers feel that the Gofood application can provide services immediately. So from these results it is better for Gofood to improve its services and make SOPs so that the quality of services provided is the same.
2. In the results of the research questionnaire that was distributed to 109 respondents, the promotion variable produced the lowest interval index with a value of 412 found in indicator number 3, namely customers are attracted by the many promotions when using the Gofood application. So from these results the researchers suggest that the promotions provided by Gofood are even more numerous and more varied than before.
3. In the results of the research questionnaire that was distributed to 109 respondents, the customer satisfaction variable produced the lowest interval index with a value of 412 found in indicator number 2, namely customers are satisfied and as expected for the quality of food products in the Gofood application. So from these results it is better for Gofood to improve product quality even better and invite MSMEs around the Karawang area to have the potential to increase customer satisfaction.
4. In the results of the research questionnaire that was distributed to 109 respondents, the customer satisfaction variable produced the lowest interval index with a value of 412 found in indicator number 1, namely customers wanting to order their food again using the Gofood application. So from these results it is better if Gofood makes vigorous promotions and provides the right quality of service so that customers continue to use the Gofood application when ordering the food or drink they want.

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