

THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PROMOTION ON CUSTOMER SATISFACTION OF THE GO-FOOD DELIVERY APPLICATION IN THE COVID-19 PANDEMIC ERA IN JAKARTA

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Abstract

This study aims to identify how customer satisfaction for restaurant delivery applications is increasing globally, especially during the Covid-19 pandemic. Customers no longer need to go to restaurants to avoid the risk of getting infected by Corona Virus (Covid-19). This study also aims to identify customer satisfaction, repeat online food orders (repeat orders), price saving orientation, time-saving orientation, previous online purchasing experience, consumer attitudes and behavioral intentions towards service, testing and analyzing Service Quality, Brand Image, and Promotion on customer satisfaction for food delivery applications such as Go-Food in the Covid-19 pandemic era. This research method used quantitative survey analysis, with data collection techniques in the form of distributing questionnaires, and data analysis techniques using multiple linear regression analysis coincided with the T-test and F-test. The research variables consisted of three (X) variables, namely Service Quality (X1), Brand Image (X2), and Promotion (X3) as well as variable (Y) namely Customer satisfaction. The population in this study were Gojek application users who use Go-Food Food Delivery services in Jakarta. Samples were taken using the sampling technique, with a total sample of 100 respondents. The results of the study indicate that there is a positive relationship and significance between Service Quality, Brand Image, and Promotion on Customer Satisfaction, providing good service quality, so that it can be accepted and felt by Gofood application customers.

Keywords: *Service quality analysis, Brand image, Promotion, Customer Satisfaction, Go-Food*

Introduction (Include Literature Review)

A. Preliminary

The Corona Virus or Covid-19 was first detected appeared in China, precisely in the city of Wuhan, China at the end of 2019. This virus then suddenly became a terrible terror for the world community, especially after it claimed thousands of human lives in a relatively short time. Nearly 200 countries in the world have been infected with the Corona Virus, including Indonesia (Supriatna, 2020)

During the current pandemic, many changes must be implemented, such as working from home, school, and online lectures, keeping a distance when in public places, having to wear a mask when traveling, and always having to sanitize hands before and after touching objects. in public places. Those actions are done to prevent the spread of the Corona Virus / severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). This virus attacks the respiratory system which can cause mild respiratory disorders, acute lung infections, and lead it death (Alodokter, 2020).

At the beginning of Covid-19, the implementation of PSBB (Large-Scale Social Restrictions) as a way to deal with this pandemic turned out to trigger the emergence of new problems related to the economy, where most of the business sectors experienced a significant decline in income. One of the areas of business that has experienced a negative impact from the COVID-19 pandemic is the food and beverage business.

In June 2021, there was a high spike in Covid-19 cases due to new variants such as Alpha, Beta, and Delta. The transmission of the Corona Virus from the new variant is considered to be faster. Therefore, the government is moving quickly to suppress COVID-19, namely by tightening PPKM (Enforcement of Community Activity Restrictions) and disciplined health protocols. One of the main points of the Java-Bali PPKM policy starting July 3-20 is that food and beverage businesses located in malls are only allowed to accept delivery or take-away food and are not allowed to eat in restaurants (dine-in).

The food and beverage business can be said to be one of the most affected businesses during the COVID-19 pandemic. One of the reasons for this is because this type of business provides dine in services for customers.. This has been a tough challenge for culinary entrepreneurs..

Based on a statement from Eddy Susanto as the General Chairperson of the Indonesian Cafe and Restaurant Entrepreneurs Association (APKRINDO), there was a 50% decline in sales experienced by a large number of restaurants. This is due to the decreasing number of customers who come to eat at the place during the COVID-19 pandemic. In fact, customers prefer to shop through online applications or use delivery services rather than coming directly to restaurants.

One example of a business in the service sector is a food delivery service. Food delivery is a courier service at a restaurant, shop, or independent food delivery company that delivers food to customers. Orders are usually made through the website or mobile application of a restaurant or grocery store, or through a food ordering company, and with the Go-Food application. Customers are given the convenience of

ordering food, and more than that, they do not have to worry about this Covid-19 Virus.

Each of food delivery brands uses ways to attract customers by offering various good promotions and cooperation with food and beverage brands, not only well-known brands but also helping MSMEs (Micro, Small, and Medium Enterprises). Food delivery services can help increasing sales for companies because most modern people tend to prefer ordering food delivered to their homes rather than buying directly to restaurants.

Good service quality can make customers feel satisfied and realize customer loyalty. Customer loyalty is influenced by many factors, including service quality, price, and brand image. However, customer loyalty can be realized if customers are satisfied with what the company provides. To achieve customer satisfaction, a company must be able to provide maximum service quality, affordable prices, and a good brand image in the eyes of customers. (Setyowati, 2017)

According to Samuel and Wijaya in Masruri and Supriyatin (2013), customer loyalty can be realized if customer satisfaction is achieved and one way to achieve this satisfaction is if the company can provide good service quality so that customer trust is embedded.

In addition to the quality of services provided by the company to customers, brand image also has the opportunity to achieve satisfaction and create customer loyalty. According to Setiadi in Sondakh (2014), the image of a brand is the basis for customers to make purchases. By having a good brand image, customers can recognize the product or service to be purchased, know the quality of the product, and gain experience from the product which can then be recommended to others.

Based on the description above, the research conducted by the researcher is entitled "THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PROMOTION ON CUSTOMER SATISFACTION OF THE GO-FOOD DELIVERY APPLICATION, IN THE COVID-19 PANDEMIC ERA IN JAKARTA".

The purpose of writing this journal is to find out and analyze how the influence of service quality, brand image, promotion, and joint influence on customer satisfaction of the go-food food delivery application in the era of the covid-19 pandemic.

Literature View

a) Service Quality

According to Lupiyoadi (2013: 216) the quality of service/service can be defined as how far the difference between reality and customer expectations for the services they receive and the company's success in providing quality services to its customers, achieving high market share, and increasing the company's profits. largely determined by the approach used (Wijaya et al., 2018)

b) Brand Image

Brand image (brand image) is a representation of the overall perception of the brand and the form of information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have positive images of a brand will be more likely to make a purchase (Setiadi, 2003: 180).

According to Rangkuty (2004:244), brand image is a set of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image. Brand image is something that is far beyond the physical factors of a product or property. So, brand image is a condition that is owned by a product when viewed from a social and psychological perspective where consumers have feelings and ideas about brands that are crucial to consumers in making their choices. (Sondakh, 2015)

c) Promotion

According to Rambat Lupiyoadi (2013: 216), promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products and services. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs.

Sales promotion according to Fandy Tjiptono (2000:219) is a form of direct persuasion through the use of various incentives that can be arranged to stimulate product purchases immediately or increase the number of items purchased by customers. According to Tjiptono (2000:219) "In essence, promotion is a form of marketing communication". Marketing communications are marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products to

be willing to accept, buy, and be loyal to the products offered by the company concerned. (Murnilawati et al., 2019)

d) Customer satisfaction

According to Sudaryono (2016) satisfaction is the result of consumer assessments that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less.

According to Richard Oliver (in Zeithaml., et al. 2018) customer satisfaction is the fulfillment response from customers to a product or service itself that has met customer needs and expectations.

Hypothesis Formulation

H1 = Service Quality (X1) on Customer Satisfaction (Y)

H2 = Brand Image (X2) on Customer Satisfaction (Y)

H3 = Promotion (X3) on Customer Satisfaction (Y)

H4 = Effect of Service Quality (X1), Brand Image (X2), and Promotion (X3) simultaneously on Customer Satisfaction (Y)

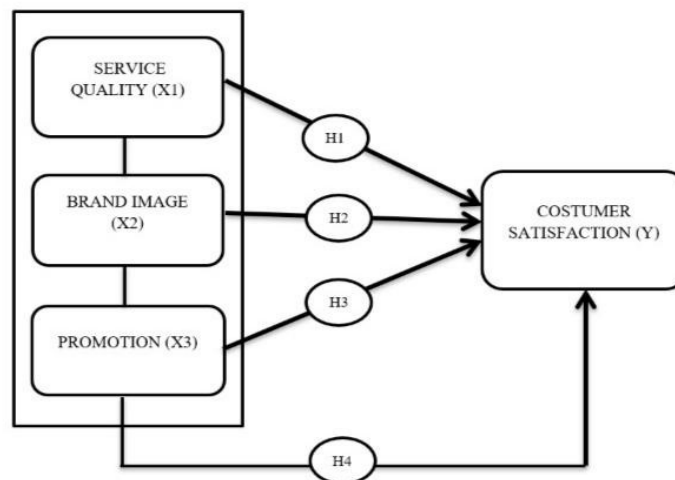


Figure 1.

Research Method

The research method used was quantitative, where data collection is done by questionnaire. This research was implemented to consumers of PT Gojek Indonesia, a company engaged in the service sector. Gojek also has several features, one of which is the feature that most Go-Jek users use every day is Go-Food because Go-Food is the first food delivery service in Indonesia. Although food delivery innovation has existed for a long time, existing food delivery orders are only provided by restaurants that provide these services, not for all restaurants (Amelia, 2019). The variables in this study are divided into three variables (X) namely Service Quality (X1), Brand Image (X2), Promotion (X3), and variable Y, namely Customer Satisfaction.

The population of this research were people who use the Go-Food Food Delivery application. The data were analyzed using Google Form and the Likert Scale. The detailed statistical data on the use of the Go-Food application in 2021 by the technology.bisnis.com article was uploaded on January 30 2021 as many as 750,000 per year, so per month it reaches 62,500 users, so per day, it becomes 2,083. To determine the number of samples to be taken, this study used the Slovin "Sugiyono formula (p,81,2017) with the formula:

$$n = \frac{N}{N \cdot d^2 + 1}$$

Information :

n = Number of samples (respondents in the study)

N = Total population

d2 = set precision (in this study, the set precision is 10%)

Based on the Slovin formula, the sample size can be measured as follows:

$$n = \frac{2083}{1 + (2083 \times (0,1)^2)} = 95,41 \text{ Rounded to } 100.$$

Based on the determination of the sample using the Sampling technique formula, the sample size (n) obtained is 100 respondents. To test the validity and reliability using SPSS 23, as well as to test Multiple Linear Regression, T-test and F-test also use SPSS 23.

Type of Data Used

Types of data in this study consisted of 2 (two) types, namely:

1. Primary data were obtained from Gojek application users who used Go-Food Food Delivery services in Jakarta and answered questions in the form of questionnaires.
2. The secondary data used were articles and literature relevant to this study.

Data collection was done in various settings, various sources, and in various ways. According to Sugiyono (2017:137), to obtain data in this study, several data collection techniques were carried out, namely:

1. The Questionnaire Technique, namely collecting data using questionnaires, is intended to obtain data directly from respondents by giving several written questions to respondents

Data analysis technique

1. The research survey analysis was conducted by taking a sample from one population, then using a questionnaire as a data collection tool. According to this type of research, the more samples obtained, the more descriptive the population under study.
2. Partial Testing (T-test) was conducted to determine the independent variable (individual) which consisted of service quality, brand image, and promotion of the dependent variable, namely customer satisfaction
3. Simultaneous Testing (F-test) was conducted to determine simultaneously (simultaneous) the effect of independent variables consisting of service quality, brand image, and promotion on the dependent variable, namely customer satisfaction.

THE RESULT AND DISCUSSION

Instrument Test

The instrument test in this research are Validity Test and Reliability Test to determine that each statement is Valid and Reliable along with the data obtained;

Validation and Realibility's Test Result

a. Validity test

Validity is showing the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. Valid means that the instrument can be used to measure what it is supposed to measure.

The number obtained must be compared with the standard value of the validity correlation, according to Sugiyono (2017) the standard value of validity is 0.3. If the correlation number obtained is greater than the standard value, then the question is valid/significant. (Camila, 2019)

Table 1. Validity Test

Variable/ Dimension	Indicator	R-Count	R-Table	Description
Service Quality	X1.1 Realibility of drivers in using protocol attributes	0,739	0,1966	VALID
	X1.2 Driver behavior to meet customer demand	0,804	0,1966	VALID
	X1.3 Guarantees provided to customers	0,766	0,1966	VALID
	X1.4 Customer service	0,792	0,1966	VALID
	X1.5 Customer satisfaction on service quality	0,746	0,1966	VALID
Brand Image	X2.1 The quality offered is in accordance with the brand image	0,721	0,1966	VALID
	X2.2 Trusted brand in the minds of customers	0,773	0,1966	VALID
	X2.3 Gojek excels in information services	0,772	0,1966	VALID
	X2.4 On time order	0,74	0,1966	VALID
	X2.5 Customer trust in Go-Food	0,824	0,1966	VALID
Promotion	X3.1 Attractive promotions	0,751	0,1966	VALID
	X3.2 The suitability of the promotion given	0,725	0,1966	VALID
	X3.3 Favorable offer for customers	0,879	0,1966	VALID
	X3.4 Customer expense savings	0,875	0,1966	VALID
	X3.5 Cashback promotion	0,766	0,1966	VALID
Customer Satisfaction	Y1 Expected service suitability	0,856	0,1966	VALID
	Y2 Use the app repeatedly	0,83	0,1966	VALID
	Y3 Customers recommend to others	0,85	0,1966	VALID
	Y4 Make purchases more practical and simple	0,861	0,1966	VALID
	Y5 Promotions on social media are very varied & interesting	0,734	0,1966	VALID

Source : data processed by the author with the help of SPSS 23

Based on table 1 above, it is obtained for the Validity Test, namely Rtable 0.1966 from the table in R-statistics where $df = N$ (number of respondents) – 2 and the significance level for the two-way test is 0.05. Each R-count > R-table, each variable must be considered valid with the value of R-count table having above 0.1966 then it is said to be valid.

b. Reliability Test

According to Sugiyono (2017), the results of measurements using the same object, will produce the same data. The reliability test was carried out simultaneously on all statements. For the reliability test, the split-half method was used, the results can be seen from the Cronbach Alpha value. Reliable research results occur when there are similarities in data at different times. A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data.

If the value is 0.7 or more, it is said that the item provides a fairly high level of reliability, but on the contrary, if the value is below 0.7, it is said that the item is less reliable. Then the correlation coefficient is entered into the Spearman-Brown formula:

- If The instrument is said to be reliable $r_{-coun} \geq r_{-table}$
- If The instrument is said to be unreliable $r_{-coun} \leq r_{-table}$

Table 2. Realibility Test

Variable/ Dimension	Indicator	Cronbach Alpha	Keterangan
Service Quality	X1.1 Realibility of drivers in using protocol attributes	0,818	RELIABLE
	X1.2 Driver behavior to meet customer demand		
	X1.3 Guarantees provided to customers		
	X1.4 Customer service		
	X1.5 Customer satisfaction on service quality		
Brand Image	X2.1 The quality offered is in accordance with the brand image	0,82	RELIABLE
	X2.2 Trusted brand in the minds of customers		
	X2.3 Gojek excels in information services		
	X2.4 On time order		
	X2.5 Customer trust in Go-Food		
Promotion	X3.1 Attractive promotions	0,86	RELIABLE
	X3.2 The suitability of the promotion given		
	X3.3 Favorable offer for customers		
	X3.4 Customer expense savings		
	X3.5 Cashback promotion		
Customer Satisfactor	Y1 Expected service suitability	0,878	RELIABLE
	Y2 Use the app repeatedly		
	Y3 Customers recommend to others		
	Y4 Make purchases more practical and simple		
	Y5 Promotions on social media are very varied & interesting		

Source : data processed by the author with the help of SPSS 23

For the Realibility Test, namely the correlation value below 0.7 from the level of reliability in the table above with the Cronbach Alpha value having above 0.7, it is said that the independent variable on the dependent variable is considered reliable.

Respondent Recapitulation

This test contains an analysis of respondents' surveys regarding the variables of Service Quality (X1), Brand Image (X2), Promotion (X3), and Customer Satisfaction (Y). The results of the tests that have been carried out can be seen in Table 6 below:

Table 3. Recapitulation of Respondents

Variable/ Dimension	Indicator	Average	TCR	kategori
Service Quality	X1.1 Realibility of drivers in using protocol attributes	4	80,6	GOOD
	X1.2 Driver behavior to meet customer demand	4,3	86,4	GOOD
	X1.3 Guarantees provided to customers	4,58	91,6	GOOD
	X1.4 Customer service	4,01	80,2	GOOD
	X1.5 Customer satisfaction on service quality	4,38	87,6	GOOD
TOTAL X1		4,254	85,28	GOOD
Brand Image	X2.1 The quality offered is in accordance with the brand image	4,25	85	GOOD
	X2.2 Trusted brand in the minds of customers	4,12	82,4	GOOD
	X2.3 Gojek excels in information services	4,39	87,8	GOOD
	X2.4 On time order	4,27	85,4	GOOD
	X2.5 Customer trust in Go-Food	4,37	87,4	GOOD
TOTAL X2		4,28	85,6	GOOD
Promotion	X3.1 Attractive promotions	4,17	83,4	GOOD
	X3.2 The suitability of the promotion given	4,28	85,6	GOOD
	X3.3 Favorable offer for customers	4,11	82,2	GOOD
	X3.4 Customer expense savings	3,98	79,6	ENOUGH
	X3.5 Cashback promotion	4,27	85,4	GOOD
TOTAL X3		4,162	83,24	GOOD
Customer Satisfaction	Y1 Expected service suitability	4,4	88	GOOD
	Y2 Use the app repeatedly	4,36	87,2	GOOD
	Y3 Customers recommend to others	4,27	85,4	GOOD
	Y4 Make purchases more practical and simple	4,36	87,2	GOOD
	Y5 Promotions on social media are very varied & interesting	4,33	86,6	GOOD
TOTAL Y		4,344	86,88	GOOD

Source : The data is processed by the author with the help of SPSS 23

Based on the table above, the results of the total Average and TCR (Respondent Achievement Level of Service Quality variable have total results of (4.254) and TCR (85.28). Results of Total Average and TCR (Respondent Achievement Level of Brand Image variable have total results of (4.28) and TCR (85.6). Then on the results of Total Average and TCR, the Promotion variable (X3) has a total result of (4.162) and TCR (83.24).

Results Total Average and TCR dependent variable, namely Customer Satisfaction (Y) have results of (4.344) and TCR (86.88)

Hypothesis testing

Hypothesis testing is used to find out the truth of the provisional conjecture. The hypothesis is basically interpreted as a temporary answer to the formulation of the research problem Sugiyono, (2017 p.159)

Coefficient of Determination

Based on the calculation of the correlation coefficient, it can be calculated the coefficient of determination used to explain how much influence the independent variable (X1) has on the dependent variable (Y) which is the Adjusted R Square value of the coefficient of determination is a measure of the suitability of the regression line to the data used to see the magnitude of the effect. It is to find out the effect of X1 (Service Quality), X2 (Brand Image), X3 (Promotion) to Y (Customer Satisfaction) and expressed as a percentage (%)

Table 4. Coefficient of Determination

<i>Variable</i>	<i>Adjusted R Square</i>	<i>PERCENTAGE</i>
<i>X1-Y</i>	0.384	38.4%
<i>X2-Y</i>	0.518	51.8%
<i>X3-Y</i>	0.474	47.4%
<i>X1, X2, X3 - Y</i>	0.591	59.1%

Source : The data is processed by the author with the help of SPSS 23

It can be seen that the table of the Coefficient of Determination of the X1 variable against Y the Adjusted R Square number shows the coefficient of determination or the role of the independent variable in relation to the dependent variable. It is 0.384 indicating that only 38.4% of the Y variable.

It can be seen that the table of the Coefficient of Determination of the X2 variable against Y, the Adjusted R Square number shows the coefficient of determination or the role of the independent variable in relation to the dependent variable, which is 0.518 indicating that only 51.8% of the Y variable.

It can be seen that the table of the Coefficient of Determination of the X3 variable against Y, the Adjusted R Square number shows the coefficient of determination or the role of the independent variable in relation to the dependent variable, which is 0.474 indicating that only 47.4% of the Y variable.

It can be seen that the table of the coefficient of determination of the variables X1, X2, X3 to Y simultaneously is 0.591. This result means that the independent variables, Service Quality, Brand Image, and Promotion, can explain 59.1% Customer Satisfaction is the dependent variable.

T-Test

The T-test according to Sugiyono (2014: 250) is a partial regression coefficient test, this test is carried out to determine the significance of the partial role between the independent variables on the dependent variable by

assuming that the independent variable is considered constant(Newstrom, 2011)

Table 5. PART OF THE TEST OF HYPOTHESES (T-TEST)

<i>Variable</i>	<i>T-table</i>	<i>T-count</i>	<i>Signification</i>	<i>Information</i>
$X1 > Y$	1,652	7,923	0.000	SIGNIFICANT
$X2 > Y$	1,652	10,365	0.000	SIGNIFICANT
$X3 > Y$	1,652	9,494	0.000	SIGNIFICANT

Source : The data is processed by the author with the help of SPSS 23

Based on the table above the value of Sig,it is known that for X1 to Y as much as $0.000 < 0.05$ and T_{count} calculated as $7.923 < 1.652$. It can be concluded that H1 is influenced by Y's X1 T_{table}

Based on the table above, the value of Sig,it is known that for X2 to Y as much as $0.000 < 0.05$ and T-count is calculated as $10.365 < T\text{-table } 1.652$. It can be concluded that H2 is influenced by Y's X2

Based on the table above, the value of Sig,it is known that for X3 to Y as much as $0.000 < 0.05$ and T-count is calculated as $9.494 < T\text{-table } 1.652$. It can be concluded that H3 is influenced by Y's X3

F-Test

According to Sugiyono (2014: 257), the F-test is a simultaneous test of the regression coefficients. This test was conducted to determine the effect of all the independent variables contained in the model together (Simultan) on the dependent variable. The F-test in this study was used to test the significance of the effect of Service Quality, Brand Image, and Promotion on Customer Satisfaction simultaneously and partially.

Table 6. TESTING OF SIMULTANEOUS HYPOTHESES / TESTING ANOVA (TEST F)

<i>Variable</i>	<i>F-table</i>	<i>F-count</i>	<i>Signification</i>	<i>Information</i>
$X1, X2, X3 > Y$	3.04	48,755	0.000	SIGNIFICANT

Source : The data is processed by the author with the help of SPSS 23

Value of Sig,it is known that for X1, X2, and X3, Y is $0.000 < 0.10$ and F-count is calculated at $48.755 > F\text{-table } 3.04$. It can be concluded that X1, X2, and X3 are obtained which are calculated simultaneously by X1, X2, X3 from Y

CONCLUSION

Based on the results of research on Service Quality, Brand Image, and Promotion on customer satisfaction of go-food food delivery services in Jakarta during the Covid-19 pandemic, then, it is found that the service satisfaction variable (X1) has a partially significant effect on the dependent variable, namely customer satisfaction (Y) for Go-Food online food delivery services in Jakarta. This analysis can be seen from the overall average vector and presentation as around 85.25%. Sig value is known for X1 Y of $0.000 < 0.05$ and t count of $7.923 < t$ Table of 1.652, so it can be concluded that the H1 obtained effect on X1 Y.

That the Brand Image variable (X2) has a partially significant effect on the dependent variable, namely customer satisfaction (Y) for Go-Food online food delivery services in Jakarta, this analysis can be seen from the overall average vector and presentation as around 85.6% value Sig. For X2, Y is $0.000 < 0.05$, and t count is $10.365 > t$ Table 1.652. It can be concluded that the obtained H2 is influenced by X2 to Y, and it is proven that brand image can increase customer satisfaction.

That the Promotion variable (X3) has a partially significant effect on the dependent variable, namely customer satisfaction (Y) for Go-Food online food delivery services in Jakarta. This analysis can be seen from the overall average vector and presentation as around 83.24%. Value of Sig. For X3, Y is $0.000 < 0.05$, and T-count is $9.494 > T$ -table 1.652. It can be concluded that the H3 obtained is influenced by X3 to Y. It can be concluded that H3 is influenced by X3 to Y, and it is proven that Promotion can increase Customer Satisfaction.

Simultaneously related to the survey analysis of Service Quality, Brand Image, and Promotion, they have a positive and significant effect on Customer Satisfaction. This analysis can be seen from the value of Sig. For X1, X2, and X3 of Y, the numbers are as high as $0.000 < 0.10$ and F-Count is $48.755 > F$ -Table 3.04, so it can be concluded that X1 and X2 are accepted, which simultaneously affects X1, X2, X3 of Y.

From the results of research that has been done, it can be seen that the variables of service quality, brand image, and promotion have a significant and simultaneous (simultaneous) influence on the dependent variable, namely customer satisfaction (Y) of Go-Food's online food delivery service in Jakarta.

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