SERVICE QUALITY AND ONLINE CUSTOMER RATING ON F&B PURCHASE DECISIONS

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Abstract

This study aims to determine how the influence of service quality and online customer rating on food and beverage product purchasing decisions using the Grabfood application. This research data is sourced and collected from questionnaires distributed to respondents (consumers Grabfood application). The number of respondents in this study amounted to 100 respondents in Makassar. This type of research is a quantitative research. The research method uses multiple linear regression analysis using SPSS software to process the data. The results showed that Service Quality had a positive and significant effect on Purchase Decisions, Online Customer Rating had a positive and significant effect on Purchase Decisions, Service Quality and Online Customer Rating simultaneously had a positive and significant effect on Purchase Decisions.

Keywords: service quality; online customer rating; purchase decisions;f&b

INTRODUCTION

The lifestyle of today's society is largely influenced by technological developments. The development of technology in Indonesia is so rapid, one of which is internet technology. The benefits of technological developments are felt by people. The presence of internet technology facilitates long distance communication at a more efficient cost. The use of the internet has also penetrated into the world of personal business (personal). Adequate internet network access that can reach the wider community, both at home and abroad, has resulted in the number of internet users also increasing and spreading in Indonesia. Based on data from the Association of Indonesian Internet Service Providers (APJII), internet access users in Indonesia are estimated to be around 73.7 percent or 196.7 million of the Indonesian population in the second quarter of 2020 (Jatmiko, 2020).
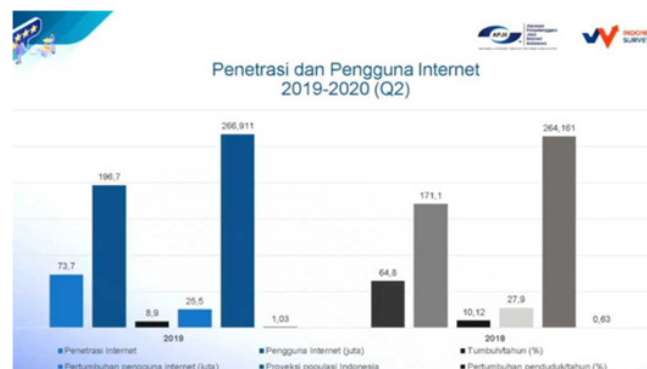

Figure 1. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)

Increasing internet users provide business opportunities for the business industry. Since 2009, the phenomenon of online business seems to have mushroomed due to the ease of internet access through social media platforms. The first e-commerce platform in Indonesia was introduced by TokoBagus.com which became a pioneer in online purchase and selling on a large scale (Palinggi & Limbongan, 2020)

In addition to the online business of goods products, the development of the internet has also spread to the service product business. One of the online business products and services that is currently developing, such as a transportation application provider. Online transportation in Indonesia began to develop in mid-2015, this was triggered by the presence of transportation companies that innovate with their service products. Online transportation services based on mobile applications. In the history of the development of online transportation in Indonesia, the Gojek company is present as a pioneer. Within a period of 1 (one) year, Gojek has grown rapidly from a mobile application into a service that offers various types of service products that attract a lot of consumer interest in Indonesia.

The high consumer interest in online transportation has made many entrepreneurs look to the online transportation service business and are competing to enter the Indonesian market. One of the online transportation companies that competes with Gojek is Grab. These companies are competing to innovate and offer unique services to meet consumer needs. Grab's services are GrabCar, GrabBike, GrabExpress, GrabFood, GrabMart, and so on. However, the services that are most often used by grab users are GrabCar, GrabBike, and GrabFood.

Grab's contribution to the economy of Makassar City reached 4.2 trillion in 2018. Stella Kusumawardhani, Economic Researcher at Southeast Strategics, revealed that this value comes from GrabCar with an achievement value of Rp. 1.92 trillion which is the largest contributor, followed by GrabBike services amounting to Rp. 1.85 trillion. , GrabFood worth IDR 379 billion, and Kudo services worth IDR 43 billion (Sehe, 2019). GrabCar is an online transportation service by car, GrabBike is an online motorcycle taxi service, and GrabFood is a food delivery service. The presence of the Grab application on smartphones provides many conveniences for consumers in meeting their needs.

Moreover, at the beginning of 2020, Indonesia was hit by the Covid-19 pandemic. The first positive case of Covid-19 was detected on March 2, 2020. The covid-19 virus in less than a month, has spread to 34 provinces in Indonesia. Finally, on March 15, 2020, the President of Indonesia issued an appeal to all Indonesians for Social Distancing by avoiding direct contact, maintaining distance, and being advised to do all activities at home such as working, studying, and worshiping from home. This aims to suppress the spread of the Corona Virus, but people must remain productive even though they are at home.

Government policies cause people to carry out all their activities from home. This makes some changes in people's lifestyles. People tend to shop online to meet their needs because of its flexible use and attractive price promotions. According to the Chairman of the Daily Board of the Yayasan Lembaga Konsumen Indonesia (YLKI), the government's policy for people to stay at home increases online shopping by up to 30% during the pandemic (Pink, 2021). Likewise, online transportation companies that provide food & beverage delivery services as well as services for shopping for daily necessities are also increasing. Grab Indonesia revealed that there was an increase of 4% in GrabFood transactions. In addition, there was an increase of 7% in the amount of food ordered in one order (Kholisdinuka, 2020).

This phenomenon is due to several service advantages offered by the Grab company according to the needs of today's consumers. The use of the GrabFood service is so easy because the GrabFood application is available on smartphones that consumers always carry anywhere. To use it, consumers simply need to download the Grab application on their smartphone. The operation of the GrabFood application is also so easy that consumers are comfortable using it. Various features and price promotions are offered in the form of promo codes that attract consumers to shop. Even some restaurants get price promos which are sometimes cheaper than shopping directly at the restaurant.

The presence of the grab application provides many benefits for consumers. Consumers no longer need to leave the house to buy the food and drinks they want. They can save time, effort, and minimize the risk of consumers being exposed to the corona virus. During the pandemic, the GrabFood service is also equipped with the Health protocol feature where there is a direct contactless delivery feature and payments can be made using the OVO e-wallet.

The food and beverage products offered are also increasingly diverse. This is because the number of new merchants at Grabfood has also increased. Managing Director of Grab Indonesia, Neneng Goenadi said there was an increase of up to 153% in the number of merchant partners who joined the Grab ecosystem (Catriana, 2020). One of the causes is the increasing number of unemployed as a result of the pandemic and the difficulty of finding job vacancies, besides that many food and beverage businesses are empty of visitors during the pandemic due to PSBB (Large-Scale Social Restrictions). Ida Fauziyah, the Minister of Manpower, said that based on BPS data, the working age population affected by the COVID-19 pandemic was 29.12 million (Santia, 2020).

Opening a restaurant business and becoming a food merchant at GrabFood is also a solution for those who have cooking skills because they don't need a strategic place/location to be able to sell. The GrabFood service is believed to be able to encourage the development and growth of MSMEs. The Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, Teten Masduki at the "Open Potential with Grab" conference appreciated the Grab company for being a strategic partner of the Indonesian government. During the COVID-19 pandemic as an effort to recover the country's economy, the Grab company has consistently pushed for the digital transformation of Micro, Small and Medium Enterprises (MSMEs) players.

Several service features on GrabFood are also being refined, seeing the increasing opportunity for the online food delivery courier business. Some time ago, Grab Indonesia completed the self-pickup feature, so consumers don't have to queue to buy the food/drinks they want. Of course, this feature is also able to minimize the risk of being affected by COVID-19 because consumers are avoided from crowds of queues and do not need to linger in restaurants or restaurants. In addition, Grabfood also completes the Multi Order feature so that consumers can order various types of food and drinks at different places at the same time. This is intended so that consumers do not have to wait for one order to be completed, then order another food.
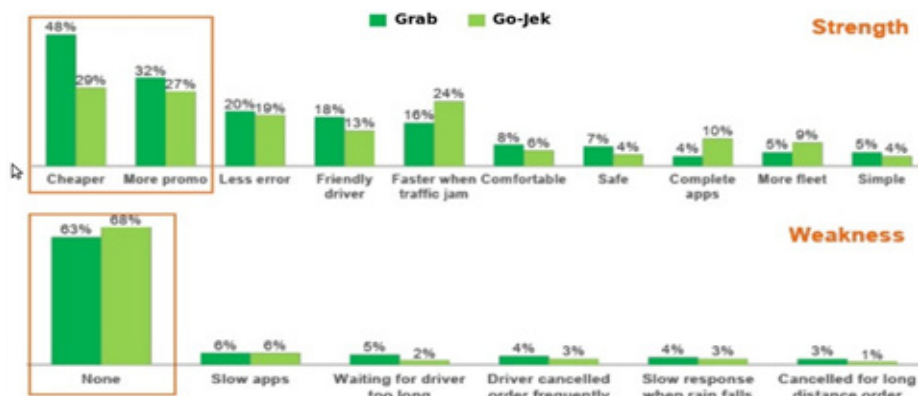

Figure 2. Strength and Weakness Grab & Gojek
Source: https://mix.co.id

However, there are still some complaints from Grabfood consumers in the field. Based on the data above, Grab has a longer delivery time when traffic is heavy compared to Gojek. Consumer complaints about the taste of food that does not match the merchant rating. Orders that do not match consumer instructions, difficulty contacting drivers because the registered mobile number is not updated, and there are still several other consumer complaints as listed below.
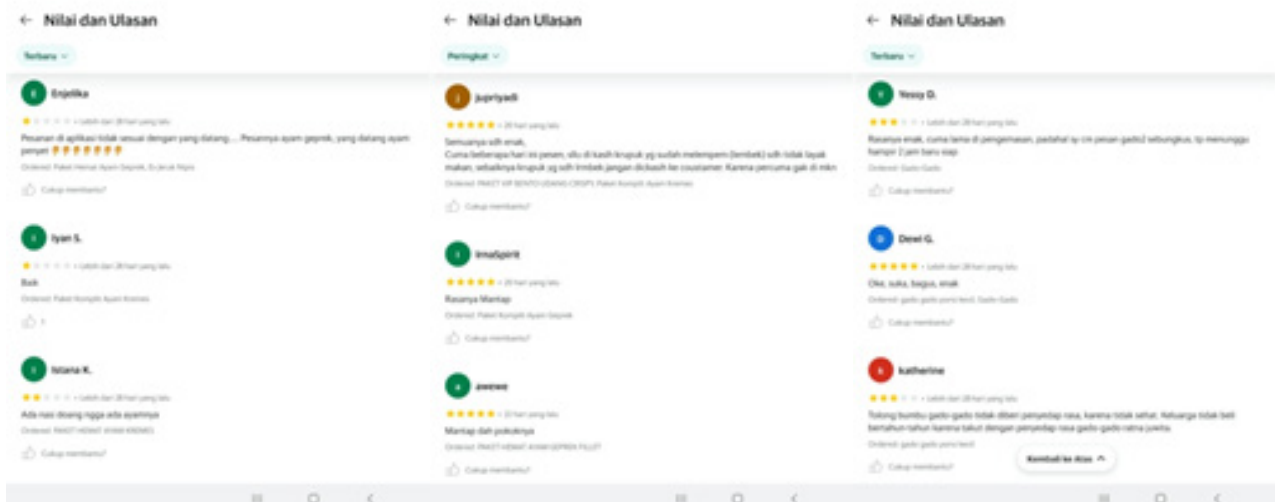

Figure 3. Grabfood Consumer Complaints in Makassar City
Source: Grabfood App

There are several factors that influence the decision to purchase food & beverage products on the GrabFood service. Because Grab is a service company engaged in online transportation that is equipped with courier and food delivery services. Of course, the quality of service affects consumers to decide to buy. The quality of services or services according to Parasuraman (Haming, Murdifin, Syaiful, & Putra, 2019) is a reflection of consumers' evaluative perceptions of the services received at a certain time. Syarifuddin (2020) stated that service quality is the level of good or bad of a service product measured from the dimensions of service quality. Seeing the competition in the online transportation service business is so tight, dissatisfaction with the service can cause consumers to switch to competitors.

In addition to service quality, one of the considerations of consumers in making decisions is online reviews. Siering, et al. (2018) revealed that online reviews provide information about products and services that are valuable to consumers in the context of making purchasing decisions. Ratings are feedback from customers using certain scales such as stars and numbers. According to Dellarocas, rating is one way for consumers to provide feedback to sellers (Ardianti & Widiartanto, 2019). Before consumers decide to buy, consumers will look for information related to the product to be purchased. This rating is another type of opinion given by many consumers and becomes the average evaluation of consumers by rating the different features of the product or service seller (Filieri & McLeay, 2014). In the Grabfood application, product reviews will be asked to consumers after the service is complete. However, what is displayed in the consumer application is only the merchant and driver ratings. Merchant rating is a rating derived from the average customer ratings of Grabfood restaurants/partners. When a merchant gets more stars, the partner's rating will be better (Lackermair, Kailer, & Kanmaz, 2013).If the merchant rating is high, it can be said that consumers are satisfied and may reorder. Although the majority of customers' experiences were positive, the negative sensory experiences had higher effect on customer rating (Mehraliyev, Kirilenko, & Choi, 2020).

There are several studies that have tested the effect of service quality and online customer rating variables on purchasing decisions. However, there is a research gap with different research results. Several previous studies related to service quality variables on online purchasing decisions, including research by Setyarko (2016) where the results showed that service quality had a positive and significant effect on consumer purchasing decisions. However, it is different from Nasution, et al (2018) and Widjaja and Indrawati (2018) where the results of the study show that service quality does not have a positive and significant effect on consumer purchasing decisions.

While previous studies related to online customer review and online customer rating variables on online purchasing decisions, including Julianti and Aini (2019), Ardianti and Widiartanto (2019), and Arbaini et. al (2020) where the results showed that online customer review and online customer rating variables had a significant effect on online purchasing decisions. However, different research results were found by Istiqomah (2021) where the results showed that online customer ratings had no significant effect on purchasing decisions.

Based on this phenomenon, researchers are interested in examining the effect of service quality and online customer rating on product purchase decisions on the Grabfood application in Makassar City. The purpose of this study is to determine the effect of service quality on purchasing decisions, the influence of online customer ratings on purchasing decisions, and the influence of service quality and online customer ratings on purchasing decisions.

Kotler and Armstrong (2014) also define service quality, which is an activity or action that can be provided by one party to another in an intangible form and does not result in any ownership. Parasuraman et al. in (Tjiptono, 2019) regarding the service quality model and identify five dimensions which constitute service quality, namely guarantee, physical evidence, assurance, responsiveness, and empathy.

According to Dellarocas, rating is one way for consumers to provide feedback to sellers (Ardianti & Widiartanto, 2019). This rating then becomes a representation of consumer opinion with a specific scale. The rating scheme used in the grab application for merchant rating is to give a star to the grabfood merchant after the consumer receives the order. If the merchant gets a one or two star rating, that rating is very low. Even consumers' perceptions of these products are considered bad or far from consumer expectations. If the merchant gets a three-star rating, then the rating is considered moderate or the consumer's perception of the product is normal. If the merchant gets a four or five star rating, then the rating is considered perfect or near perfect.

According to Kotler & Keller (2009) "The purchase decision is the final stage in the consumer buying decision process where they actually buy". Before making a purchase decision, consumers will consider several decisions. These decisions include what to buy, when is the right time to buy, where they will buy, how many products they want to buy, and how the purchase will be made. In general, the consumer purchasing decision process goes through several stages, starting with the introduction of needs, then looking for information related to the product needed, evaluating alternative choices, then purchasing, and producing post-purchase behavior (Kotler & Keller, 2009).

METHOD

This research is a descriptive verification study with a quantitative approach. Verificative research is research that aims to test the theory or results of previous research by carrying out several stages, one of which is data collection. The population in this study are consumers who use the GrabFood application service in the Makassar city. The population size is unknown because the data is a private company that cannot be published. The number of samples is 100 respondents using the Lemeshow formula sample calculation method with an unknown population. Methods of data collection using observation and questionnaires. The data analysis techniques used in this study are quantitative data analysis techniques, multiple linear regression using the SPSS program.
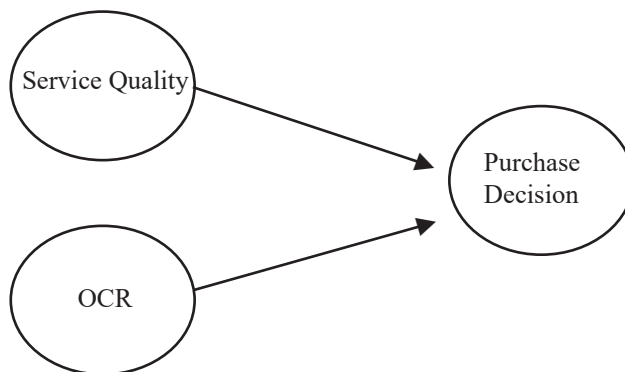
Figure 4. Research Model

RESULTS

Characteristics of respondents based on gender in this study, the majority of women with a total of 63 people and men with a total of 37 people. The majority of respondents are aged 21-30 years, as many as 64 people or 64%. The majority of their last education was Bachelor's degree as many as 45 people or 45%. The majority of the work as private employees as many as 38 people or 38%.

The results of the validity test in Table 1, all statement items indicate that all tested items are valid. This is because each statement has a significant value of 0.000 or <0.05, so the questionnaire item is valid.

Table 1. Validity Test Results

Variable	Item	Sig (2-tailed)	sig	Description
Service Quality	X1.1	0.000	0,050	Valid
	X1.2	0.000		Valid
	X1.3	0.000		Valid
	X1.4	0.000		Valid
	X1.5	0.000		
Online Customer Rating	X2.1	0.000	0,050	Valid
	X2.2	0.000		Valid
	X2.3	0.000		Valid
Purchase Decision	Y.1	0.000	0,050	Valid
	Y.2	0.000		Valid
	Y.3	0.000		Valid
	Y.4	0.000		

Source: Processed Primary Data (2021)

Table 2 shows that the value of Cronbach's alpha of all variables is greater than 0.60, so it can be concluded that the questionnaire instrument used to explain the variables of service quality, online customer rating and purchasing decisions is declared reliable or trustworthy as a variable measuring instrument.

Table 2. Reliabilitas Test Result

No	Variable	Cronbach Alpha	Description
1	Service Quality	0.896	Reliable
2	Online Customer Rating	0,794	Reliable
3	Purchase Decision	0,729	Reliable

Source: Processed Primary Data (2021)

We can see in Table 3 below, it is known that the significant value of Asiymp.Sig (2-tailed) is 0.077 which is greater than 0.050. it can be concluded that the data is normally distributed. Thus, the assumptions or requirements for normality in the regression model have been met.

Table 3. Normalitas Test result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2,01503952
Most Extreme Differences	Absolute	.084
	Positive	.046
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.077[c]

Source: Processed Primary Data (2021)

Tabel 4. Multikolinearitas Test result

Variable	Tolerance	VIF	Description
Service Quality	0,265	3,771	No Multicorrelation Occurs
Online Customer Rating	0,265	3,771	No Multicorrelation Occurs

Source: Processed Primary Data (2021)

Based on the test results in Table 4 above, the tolerance value shows a value greater than 0.10. The service quality variable is 0.265 and the online customer rating is 0.265. The VIF value for all variables has a value less than 10. The value of the service quality variable is 3.771 and the online customer rating is 3.771. This shows that there is no symptom of multicollinearity between independent variables because all tolerance values for variables are greater than 0.10 and all VIF values for variables are less than 10.
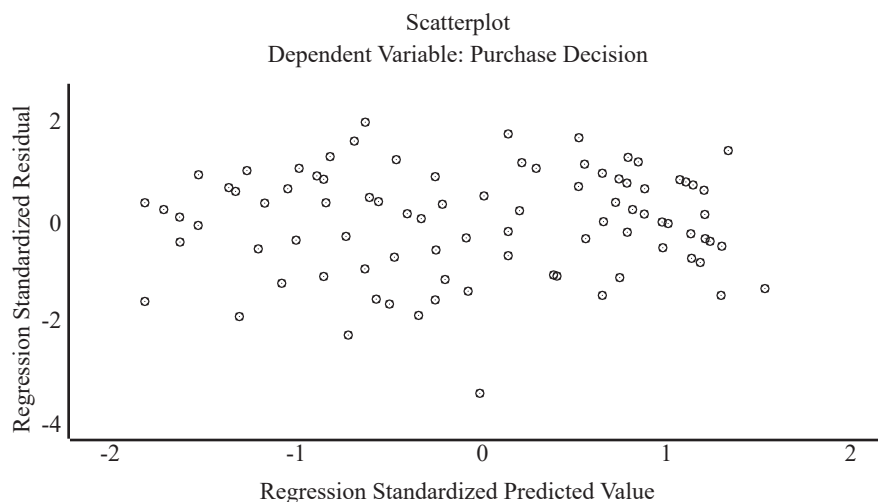

Figure 5. Heteroskedastisitas Test Result
Source: Processed Primary Data (2021)

Based on the scatterplot output image above, it is known that the data points are spread above and below or around the number 0. The points do not only collect above or below and the spread of the data points is not patterned. Thus we can conclude that there is no heteroscedasticity problem, so that a good and ideal regression model can be fulfilled.

Table 5. Parsial Test Result (t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.463	.590		7.563	.000
	Service Quality	.299	.067	.478	4.466	.000
	Online Customer Rating	.411	.112	.392	3.663	.000

Source: Processed Primary Data (2021)

Based on Table 5, it can be seen that the service quality variable has a significance level of 0.000 which is smaller than 0.05 (5%) or significant at 1% alpha. The t statistic value of 4.463 is greater than 1.96 then H1 is accepted. This means that service quality has an effect on purchasing decisions. Thus, the first hypothesis which states that service quality affects purchasing decisions is proven or acceptable. This shows that the better the quality of services provided by Grabfood, the higher the level of decision to make purchases in the Grabfood application.

Based on table 5, it can be seen that the service quality variable has a significance level of 0.000 which is smaller than 0.05 (5%) or significant at 1% alpha. The t value of the OCR statistical variable is 3.663 which is greater than the t table (1.96) so it can be concluded that H2 is accepted. This means that online customer rating has an effect on purchasing decisions. Thus, the second hypothesis which states that online customer ratings have an effect on purchasing decisions is proven or acceptable. This shows that the higher the rating of the products contained in Grabfood, the higher the level of consumers to make purchases.

Table 6. Simultan Test Result (F)

	Model	Sum of Squares	Df	Mean Square	F	Sig
1	Regression	959,812	2	479,906	115,805	,000[b]
	Residual	401,978	97	4,144		
	Total	1361,790	97			

Source: Processed Primary Data (2021)

Based on Table 6 above, it can be seen that in the multiple regression test, the Fcount is 115,805 with a significance level of 0.000 which is smaller than 0.05, where the Fcount value is 115,805 which is greater than the table F value of 3.090. Means that the variable of service quality and online customer rating simultaneously or jointly affects purchasing decisions.

Table 7. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840[a]	.701	.699	2.03571

Source: Processed Primary Data (2021)

Based on the test results in the table above, the value of R^2 (R Square) is 0.701 or equal to 70.1%. This shows that 70.1% of purchasing decisions are influenced by service quality and online cutomer rating. The remaining 29.9% is influenced by other variables not examined in this study.

DISCUSSION

This study aims to determine the effect of service quality and online customer rating on product purchasing decisions on the Grab application, especially for Grabfood. This study found that consumer purchasing decisions for grabfood, have a positive and significant impact on service quality and online customer rating. The quality of service greatly determines the decision to purchase food and drinks at Grabfood. Currently, the competition for online food delivery services is very tight. In Makassar itself, companies that offer online food

delivery services include GoFood, Shopee Food, Maxim, and many more. Reliability in providing services promptly, accurately, and satisfactorily is its strength. Responsiveness in responding to consumer orders, so consumers do not wait long to get food orders. Guarantee to provide excellent service according to consumer expectations and desires. Empathy in serving consumers, so that consumers feel comfortable being served. Lastly, the presentation of services must of course be supported by physical evidence such as the appearance of the driver, the vehicle used, and other physical evidence that can support the quality of service.

In addition, the factors that influence consumer behavior for online shopping in the marketplace are very different compared to when shopping directly at the store. This is because consumers do not see the product to be purchased. Therefore, the rating greatly influences the purchasing decisions of Grabfood consumers. Especially when it's the first time they want to buy a food or drink product. A high rating, of course, helps provide information to consumers regarding the quality of food and beverages offered by merchants. Vice versa, when the merchant rating is low, consumers will consider making a purchase. Grabfood consumers often open the Grabfood application, but don't know what product to buy. Therefore, the rating of the merchant greatly influences the purchase decision.

The results of this study strengthen and are in line with the research results of Reppi et al (2021), Iqbal & Kadir (2020) and Manamba et al (2019) which show that service quality partially has a significant effect on purchasing decisions. Kurniawan (2021), Latief & Ayustira (2020) and Ardianti & Widiartanto (2019) which show that customer rating influences purchasing decisions.

However, in this study, researchers tried to determine the effect of service quality and online customer rating on purchasing decisions. Because previous studies measure these variables separately. Furthermore, all the hypotheses proposed in this study have a significant influence and are supported by the results of previous studies. This proves that the results of this study are in line with the results of previous studies with several inputs and contributions generated in this study.

CONCLUSION

First, the results of the analysis show that service quality affects purchasing decisions, so it can be concluded that service quality is one of the determining factors in product purchasing decisions on the Grabfood application. This shows that good service quality, especially driver service, will certainly encourage consumers to make purchases of products or services.

Second, the results of the analysis show that online customer ratings have an effect on purchasing decisions. So it can be concluded that online customer rating is one of the determinants of purchasing decisions for grabfood products. This shows how important ratings or ratings are for merchants on the Grabfood application. A high rating will give consumers a sense of trust or confidence to make purchases of goods or services, especially consumers who have never tried food and beverage products at these merchants.

Finally, the results of the analysis show that service quality and online customer rating have a simultaneous effect on purchasing decisions. So it can be concluded that the quality of service and online customer rating together can influence consumers or customers to make purchases of goods.

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