

THE EFFECT OF DISCOUNT PRICES TOWARD IMPULSE BUYING HALAL FOOD ON GO FOOD CONSUMERS IN MEDAN

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Abstract: *During the Covid 19 pandemic it has caused changes in the lifestyle of consumers. The community is required to be able to carry out social distancing, which in turn demands that people do more activities from home. Due to limited space, many Muslim communities in Medan City use online applications such as Go Food to order halal food for their families. In general, they are more interested in ordering halal food because of the discount offered by Gojek. Of course this triggers high impulse buying for food product purchases during the Covid 19 period. Today's consumers are becoming more impulsive due to various factors. This study aims to prove the effect of discounts on impulsive purchases for consumers, especially on Go Food as one of the most visited applications. Primary data were collected through a questionnaire to 98 respondents. The analysis technique used is Simple Linear Regression. Based on the results of the analysis examining price discounts on impulsive purchases of Go Food consumers in Medan, it is concluded that price discounts significantly influence impulsive buying behavior among Go Food consumers in Medan.*

Keywords: *Price Discounts, Impulsive Purchases, and Go Food.*

Introduction

The year 2020 has led to changes in consumer lifestyles due to the Covid 19 pandemic that has hit the world, including Indonesia. The community is required to be able to carry out social distancing, which in turn demands that people do more activities from home. Shopping is a form of consumption that is experiencing a shift in function at this time. Previously shopping was only done to make ends meet, but now shopping has also become a lifestyle, Rasimin (2008). Then people need shopping activities to satisfy their emotional. Behavior to satisfy emotional is what makes a shift in consumer behavior. The behavior of people who shop in a planned manner becomes unplanned. According to Kacen and Lee in Rasimin (2008), a more spontaneous shopping style can also be anticipated at any time, for example when the desire to buy feels so strong that it triggers impulse buying.

The shift in Indonesian people's consumption from off-line shopping to on-line shopping encourages generation z to do business off-line and on-line (Arda, 2019: 434). The central government issued a policy to provide assistance to micro business owners in order to increase their business to be more developed through Law no. 25 of 1992 concerning the provision of credit to micro enterprises, Daulay (2014: 119). Today's consumers are becoming more impulsive due to

various factors. One of them is the increasing economic growth according to Ma'ruf (2006) which is supported by a strong consumer base and purchasing power, making the concept of shopping patterns in Indonesia currently changing and developing as a reflection of a more modern and more recreation-oriented lifestyle that emphasizes the aspect of pleasure, enjoyment, and entertainment while shopping. This has resulted in people starting to switch shopping in digital markets such as e-commerce, marketplaces, and social media. During the Covid 19 pandemic as it is today, people only move from home. Eating is a basic human need for survival. Due to limited space, many Muslim communities in Medan City use online applications such as Go Food to order halal food for their families. In general, they are more interested in ordering halal food because of the discount offered by Gojek. Of course this triggers high impulse buying for food product purchases during the Covid 19 period. Today's consumers are becoming more impulsive due to various factors.

Rapid technological advances have had an impact on the development of transportation businesses such as Gojek, which have even penetrated into the culinary business better known as Go Food. GoFood is the largest food delivery service in the world outside of China and works with 400,000 merchants in various cities in Indonesia. There are more than 400,000 restaurants that have become GoFood Partners and officially collaborate with GoFood. Since the beginning of 2020 GoFood has consistently provided promos to loyal customers such as #LebiHepi, Harkulnas GoFood, PSBB (Doing Good Promotion), to Foodiskon which is very popular with customers, especially during pandemic times and towards adapting to new habits when many activities are carried out from home.

Go-Food is a transaction for buying and selling food or drinks, where the consumer orders food or drinks as stated on the Go-Food menu list to Go-Jek, then Go-Jek buys consumer orders to Merchants (Restaurant, restaurant) with the intermediary Driver / operator. After the order is obtained, the driver immediately delivers food or drinks to consumers. Transactions with Go-Food services are types of transactions that have never occurred during the time of the Prophet Muhammad and have never been discussed in classical books. So that the Go-Food transaction becomes a polemic in the midst of the Muslim community. On the other hand, the Islamic ummah requires the convenience of obtaining food or drinks by not bothering to cook or buy to restaurants, but on the other hand, the Go-Food sale and purchase agreement requires a deeper study and examination. Because it is halal and the goodness of food or drink cannot be separated from the process of obtaining it.

The development and emergence of online food applications can lead to competition between one online store and another. The most important strategy that must be carried out by marketers, especially in online stores, is to have knowledge of consumer shopping behavior which is the target market in online stores. In this condition, sales promotion is an element of the marketing mix which is very important. Forms of sales promotion to increase in-store sales are price discounts, free gifts, and banded or bundling sales. Most Indonesian consumers like promotional activities that provide direct benefits, AC Nielsen (2007). This can be seen from 66% of respondents who choose special promotions that offer extra extra quantity. Consumers are also used to looking for special prices on the website. Gifts and discounts are suitable for short-term-minded consumers. According to a survey conducted by Lis Hendriani (2007) in three cities, it shows that 76% of buyers like discounted prices and 18% like direct gifts. The higher the convenience and trust offered by online sellers on social media, the more impulse buying it will be for its users, Andriany and Arda (2019: 432).

Medan is the third largest city in Indonesia on the island of Sumatra with a population of 2.4 million, which creates a comfortable shopping environment and leads to a positive consumer behavior pattern approach. GoFood is an alternative choice for people to shop for food, because sales promotions are intensively carried out and this is the company's strategy to influence

consumers to make purchases that were not planned beforehand. Of the several sales promotions carried out, the activity most favored by Go Food consumers is price discounts, both discount on food prices and shipping costs.

Based on the background description of the problem, it can be discussed in this study with the title "The Effect of Discount Prices on Impulse Buying of Halal Food on Go Food Consumers in Medan".

Literature Review

According to Kotler and Keller (2009: 93) discount is the official price given by companies to consumers that are soft in order to increase sales of a product or service. Belch and Belch (2009) say that the promotion of discounted prices provides several advantages including: it can trigger consumers to buy in large quantities, anticipate competitors' promotions, and support trade in larger quantities. According to Sutisna (2002: 300) a price discount is a reduction in the price of a product from the normal price in a certain period. The dimensions of the discount are: 1) The amount of the discount, the size of the discount given when the product is discounted; 2) The period of discounting, the period of time given at the time the discount occurs; 3) Types of products that get a discount, diversity of choices on discounted products.

Impulse buying is the act of buying without having any previous problems or purchase intentions formed before entering a store, Mowen and Minor (2010). Impulse buying is an emotional or impulsive decision, Schiffman and Kanuk (2007). The same thing was also expressed by Shoham and Brencic in Ria Arifianti (2010) saying that impulse buying is related to emotional buying behavior. These emotions are concerned with solving limited or spontaneous purchasing problems. According to Rook in Cahyorini and Rusfian (2011), impulsive buying consists of the following characteristics: 1) Spontaneity (spontaneity), impulsive buying happens unexpectedly and motivates consumers to buy right away, often in response to point-of-sale visual stimuli, 2) Power, compulsion, and intensity, the motivation to put other things aside and act quickly, 3) Excitement and simulation, namely the sudden desire to buy which is often followed by emotions such as exciting, thrilling, or wild, 4) Disregard for consequences, the desire to buy can become irresistible until the negative consequences that may occur are ignored.

Loudon and Bitta (1993) mention four types of impulse buying as follows: 1) Pure impulse, a purchase as opposed to the normal type of purchase, 2) Suggestion impulse, a buyer does not have prior knowledge about a product, sees it for the first time, and feels the need for the product, 3) An impulse reminder, a buyer sees a product and remembers that the product's inventory at home has decreased, or remembers an advertisement or other information about a product and a previous purchase decision, 4) Planned impulse, a buyer enters a store with expectations and goals to make a purchase based on special prices, coupons, and the like.

Method

This type of research is a quantitative descriptive study. Quantitative descriptive research is research that aims to describe or describe the properties (characteristics) of a situation or research object (Arikunto, 2010: 281). The nature of this research is explanatory research, namely research that intends to explain the position of the variables studied and the relationship between one variable and another (Sugiyono, 2011: 38). The population in this study are users of the Go Food application who are Muslim in Medan City whose population is unknown. The sampling technique used is nonprobability sampling. The number of population in this study is not clearly known, so the type of sampling used is purposive sampling, which is the taking of research subjects based on

the criteria set by researchers (Cozby and Bates, 2012). The criteria for certain consideration for the sample in this study are respondents who meet the following criteria: (1) The respondent is an active Go Food user in Medan City, (2) The respondent has purchased halal food at “Go Food” at least twice, (3) Respondents never bought food products at a discount "Go Food". The formula used to determine the number of samples is the Lemeshow formula for an unknown population with a tolerable deviation of 10%, so that the sample size is 98 people.

The types of data collected in this study come from: 1) Primary data obtained from the results of distributing questionnaires with Google Forms tools, 2) Secondary data, namely data obtained from books, journals and other data that support the research. Data collection techniques used in this study were: 1) a list of questions, and 2) study documentation. The analysis technique used is simple regression analysis.

Result and Discussion

Based on the results of statistical analysis with the SPSS 22 for Windows program, the results of the validity and reliability tests were obtained as follows:

Table 1: Validity Test

No	Corrected Item Total Correlation	Status Validity	Cronbach's Alpha	Status Reliable
1	,933	Valid	,928	Reliabel
2	,857	Valid	,983	Reliabel
3	,958	Valid	,910	Reliabel
4	,925	Valid	,911	Reliabel
5	,945	Valid	,897	Reliabel
6	,834	Valid	,982	Reliabel
7	,902	Valid	,919	Reliabel

Source: Data processed, 2021.

Based on the results of data processing, all instrument items were declared valid because the corrected item-total correlation value > r table value (0.361). All instrument items are declared fit for use, this can be proven from the Cronbach alpha value of all instruments that is greater than a constant value of 0.6.

The t table value in this study was 1.660 (by looking at the t table at the 0.05 significance level).

Table 2: T-Test (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
(Constant)	2,551	,830	3,074	,003	2,551
Price Discount	,378	,091	4,146	,000	,378

Source: Data processed, 2021.

Based on Table 2, the t value of the variable price discount > t table is 4.146 > 1.66 and the significant discount value is 0.000 < alpha 0.05, so the price discount variable has a positive and significant effect on the impulse buying of Go Food consumers. This is indicated by the

respondents' statements regarding the questions asked related to impulse buying which most of the respondents responded positively to. Judging from the constant value, it can show that if there is no price discount, impulse buying can still occur.

Table 3: F-Test (Anova)

Model	Sum of Squares	df	Mean Square	f	Sig
Regression	192,121	1	96,061	146,319	,000 ^b
Residual	62,369	96	,657		
Total	254,490	97			

Source: Data processed, 2021.

Based on Table 3 it is found that the significant level of 0.000 is smaller than alpha 0.05 (5%). Thus simultaneously the price discount variable has a significant effect on the impulse buying of Go Food consumers. This means that there is an effect of price discount on impulse buying on Go Food consumers. Therefore there is an influence between the independent variable and the dependent variable. In conclusion, the regression model above is correct and feasible. Furthermore, to determine the magnitude of the influence of the independent variable on the dependent variable is to use the coefficient of determination R test in Table 4:

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	,869 ^a	,755	,750	,810

Source: Data processed, 2021.

The Adjusted R Square value obtained is 0.750 or 75% indicating the ability of the price discount variable to explain the variations or effects that occur in 75% of Go Food consumers, while the remaining 25% is influenced by other variables outside of this study.

According to Mowen and Minor (2010) an unplanned purchase (impulse buying) is an act of buying that is carried out without having any prior problems or purchase intentions formed before entering a store. The same thing is also expressed by Schiffman and Kanuk (2007) who state that impulse buying is an emotional or impulsive decision. Unplanned buying decisions may arise because customers are interested and the promotions given are deemed suitable, such as cash back, price discounts, bonus packs, sweepstakes, prizes, and coupons. Based on the results of this study, it is known that the price discount greatly affects the impulse buying of Go Food consumers, consumers who initially do not know which type of food they want to order, become interested because of the price discount. The businessman should be considering about the consumer behavior, more sensitive businessman for that behavior, it make more higher advantages for business, (Tirtayasa, Nevianda, Syahrial, 2020: 26).

Based on the research results, it is known that the price discount is explained by the size of the discount, the period of the discount, and the type of product that gets the discount. Of the three indicators, the size of the cut is perceived as the strongest in forming price discounts for Go Food customers in Medan. This is in line with the research results of Satyo (2013) which describe price discounting as the right way of promotion. Based on the results of the analysis in this study, the impulse buying variable is formed from indicators of spontaneous buying, thoughtless buying, rush buying, and emotional buying. This is in line with Hausman (2000) research which reveals that impulsive buying is measured by indicators: (1) Spontaneous, consumers tend to make decisions spontaneously, (2) Looking at buying directly, consumers tend to make decisions

immediately, (3) Acting without thinking, consumers tend to make decisions without thinking, and (4) Buy now, consumers tend to make decisions at will. The mindless purchasing indicator is the strongest indicator in forming the impulse buying variable. This is in line with Fahmi's research (2016: 65) which states that competitive prices are a consideration for consumers in purchasing decisions.

On this occasion we will discuss Go-jek's online transactions with Go-food services. Where users / consumers of the Go-Jek application with Go-food services are increasing. There are 125 culinary merchants (merchants) who joined the Go-Jek company. Busyness and busy activities and don't want to be bothered are the main reasons for consumers to choose Go-Food services to get food and drinks. Go-food is one of the various services provided by the Go-Jek company, as for other services provided by

Go-Jek companies are Go-Box, Go-Send, Go-Ride, Go-Mart, Go-Clean, Go-Glam, Go-Message and Go-Busway. The increasing use of the Go-Jek application with Go-food services which is less balanced with awareness of religious law is a matter of concern. Where the majority of users of this service are Muslims, of course as a religious community and have holy books and hadiths as a life guide, every transaction carried out cannot be separated and contradicts the rules of Islamic law. The food or drink that every Muslim wants to consume must at least pay attention to the word of Allah SWT.

In the Go-Jek application transactions with Go-Food services, there are things that cause khilafiyah among Mujtahids. Some people punish it with haram, while some others punish it with halal status. Of course this raises unrest in the midst of society or the Muslim community itself, especially those who live in urban areas with dense activities. Because the presence of the Go-Jek application with the Go-Food type of service is very helpful for them, especially in obtaining food or drinks. They don't need to cook and don't need to leave the house, just by using the applications contained in Android, they can choose food and drinks according to their taste.

In the Go-Food transaction, there are indeed two or more contracts (multi-contract), namely the sale and purchase service contract (wakalah) and the payable agreement (bailout). When referring to the above hadith arguments and the opinions of several scholars, and paying attention to the multi-contract transaction process, Go-Food transactions are haram, Syahid (2018: 115).

If examined further, the first contract in a Go-Food transaction is the Wakalah contract, which is that consumers want to get food purchasing services. And the Driver wants to get wages from buying food services. Meanwhile, the Qord contract (accounts payable) is a contract that arises because of the first contract. Between the Consumer and the Driver, it did not initially aim to make a Qord (payable) contract. For example, between consumers and drivers sitting opposite each other, and consumers want to order food through the Go-Food application, of course the consumer will give money first to the driver to buy food. However, in general Go-Food transactions are carried out by consumers who are located far apart from Go-Jek, who are then represented by the drivers. Thus, Go-Food transactions are allowed, Syahid (2018: 115).

Conclusion

Based on the results of the study it is concluded that the discount price affects impulse buying of Go Food consumers in Medan City with a regression coefficient value of 0.378. Consumers tend to often buy additional products without being planned in advance and the influence of sales promotions on impulse buying on consumers can be used as opportunities and used by online sellers at Go Food to carry out promotional activities. The form of price discount sales promotion can influence consumers to make impulsive purchases. Therefore, Go Food must continue to focus, maintain, and further increase sales promotions in the form of price discounts.

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