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The Influence of Product Quality, Price, Promotion and Discount on Consumer Purchasing Decisions Using GrabFood Services

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A B S T R A C T

The development of technology and digital transformation has brought major changes to people's consumption patterns, especially in the food delivery industry. GrabFood, as part of the Grab Super App, is one of the main players in this service in Southeast Asia, including Indonesia. The purpose of this study is to determine the effect of product quality, price, promotion, and discount on consumer purchasing decisions when using the GrabFood service. Data was collected through a survey of 100 respondents. Researchers used primary data using a questionnaire created using Google Form and distributed online to consumers who use the GrabFood application.The technique used for sampling is non-probability sampling. Respondents are consumers who have used the GrabFood application. A variant-based Structural Equation Modeling (SEM) approach was used for data processing using Smart PLS (Partial Least Squares) software version 3. The results showed that product quality has a positive and significant effect on purchasing decisions, price has no effect on purchasing decisions, promotion has a positive and significant effect on purchasing decisions and discounts have a positive and significant effect on purchasing decisions. The results of this study are expected to provide input to improve and develop the GrabFood business

INTRODUCTION

Technological advances and digital transformation have significantly changed people's consumption behavior, especially in the food delivery industry. GrabFood, part of the Grab Super App, is one of the main players in this service in Southeast Asia, including Indonesia. The GrabFood service was launched in 2018, and has since grown rapidly, providing a practical solution for consumers to order food from various restaurants through the application. The history of GrabFood began with the need to expand the Grab ecosystem, which already includes transportation, by adding services that meet the daily needs of users, especially in the midst of a fast-paced urban lifestyle. GrabFood continues to hold a dominant position in the online food delivery service market in Southeast Asia. GrabFood contributes almost 55% of the gross merchandise value (GMV) of grocery delivery in Southeast Asia (Sarafil, 2024). PT. Grab Teknologi Indonesia is the market leader in Southeast Asia. The value of GrabFood transactions in six Southeast Asian countries reached US$9.4 billion (IDR 148 trillion). GrabFood dominates the Indonesian market, half of Indonesia's food delivery transactions worth US$4.6 billion (IDR 72.6 trillion) are processed through the Grab application (Banten, 2024).

This significant growth is driven by several key factors that influence consumer purchasing decisions, such as product quality, price, promotions, and discounts. Understanding these factors is very important for companies to develop marketing strategies that can increase consumer loyalty and satisfaction Product quality is one of the factors that greatly influences consumer purchasing decisions. Consumers tend to choose services that offer high-quality food, which is not only related to taste and freshness, but also to appearance and packaging. Research by (Kottler and Keller, 2016) states that product quality is an important factor in influencing consumer satisfaction and repurchase decisions. High-quality products create a positive experience that encourages consumers to return to using the service.

Price is also a determining factor in purchasing decisions. Consumers often consider price when deciding to buy through a delivery service. According to (Monroe, 2003), the price that is perceived according to product quality has a significant influence on consumer purchasing decisions. Competitive prices not only increase attractiveness but also affect customer loyalty (Setiawan & Sayuti, 2017). In addition, promotions play an important role in increasing consumer interest. Various forms of promotions such as special offers, loyalty programs, and digital advertising have proven effective in encouraging consumers to try or reuse GrabFood services. Kotler & Armstrong, 2018) explain that attractive promotions can increase awareness and create a desire to buy among consumers.

Discounts are also one of the factors that influence purchasing decisions, especially for consumers who are price sensitive. Discounts provide additional incentives for consumers to make purchases immediately. According to (Lovelock, C, Wirtz, 2016), discounts create a sense of urgency and provide added value in transactions, thus encouraging consumers to make purchases more often.

This study aims to analyze the effect of product quality, price, promotion, and discounts on purchasing decisions of consumers who use GrabFood services. Through this study, it is hoped that a deeper understanding can be obtained regarding how each of these factors contributes to purchasing decisions, as well as how GrabFood can optimize its marketing strategy amidst increasingly fierce competition.

Product Quality

Product quality is a measure of the extent to which a product is able to meet or even exceed consumer expectations regarding the functionality, reliability, durability, and value offered. Product quality includes a number of aspects that indicate the level of excellence of a product in meeting the needs or desires of users.

According to Kottler & Keller (2016), product quality is defined as the ability of a product to meet customer needs and provide satisfaction. Some of the main indicators of product quality according to Kottler & Keller (2016) are as follows:

1) Performance: Refers to the basic ability of a product to fulfill its function, such as speed, durability, or effectiveness.
2) Features: Secondary characteristics of a product that add value or provide additional satisfaction to consumers, such as additional features on electronic devices.
3) Reliability: How consistently a product can function without experiencing damage over a certain period of time.
4) Conformance: The degree to which a product conforms to certain specifications or standards.
5) Durability: The life of a product before requiring replacement or repair.
6) Serviceability: The ease and speed of a product to be repaired when damaged.
7) Aesthetics: The appearance and appeal of a product in terms of visuals, sound, or taste.
8) Perceived Quality: Consumer perception of the overall quality of a product, which may be based on brand reputation, advertising, or previous consumer experience.

Product quality indicators are often used in product assessments to determine the extent to which the product meets consumer expectations. Some indicators that are commonly used in various products include:

1) Color: Indicates the freshness or visual quality of the product, especially for food products or textile products.
2) Appearance: A general assessment of the aesthetics or attractiveness of the product, including how the product looks overall.
3) Taste: Especially for food products, taste is an important indicator that reflects the quality of the ingredients and manufacturing process.
4) Shape: Includes the size and physical structure of the product that matches consumer expectations.
5) Ripeness: For food products, especially fruits or vegetables, the level of ripeness is very important in determining quality.

6) Aroma: The aroma of the product, especially food or perfume, is one of the elements that indicates its quality and freshness.
7) Portion: The size or amount of product given, usually evaluated in the context of whether it is in accordance with the price or consumer expectations.
These indicators are very relevant in evaluating product quality, especially for food and beverage products, but can also be applied to various other types of products.

Price

Price is the value determined for a product or service paid by consumers in exchange for the benefits obtained. In a business context, price is one of the main elements of the marketing mix and plays an important role in determining the market position of a product and influencing consumer purchasing decisions. According to Kottler & Keller (2016), Price may be defined as the cost of a good or service or as the value that customers trade for the advantages of owning or utilizing the good or service. This concept highlights that pricing is more than simply a monetary amount; it also represents how customers perceive value. Price, according to Tjiptono (2015), is a declaration of a product's worth expressed in monetary units. Customers' perceptions of value, including affordability and fit with the advantages the product offers, must be reflected in the price. (Kottler & Keller, 2016).

Promotion

Promotion is a series of communication activities carried out by companies to inform, persuade, and remind consumers about products or services, with the aim of influencing purchasing decisions and building brand awareness. Promotion is one of the important elements of the marketing mix that aims to create value for customers and strengthen the relationship between the company and its consumers.

According to Kottler & Keller (2016), promotion is "an activity that communicates the benefits of a product and persuades target consumers to buy it." Kotler emphasizes that promotion is part of integrated marketing communications that include various activities such as advertising, sales promotions, direct selling, and public relations. According to (Sudaryanto et al., 2019) Promotion is the main activity that needs to be carried out by companies that need to introduce their products and attract customer purchasing power.

Discount

A discount is a decrease in price that a seller offers a customer over the original cost of an item or service.. Discounts are given for various purposes, such as attracting more customers, increasing sales volume, reducing stock, or as part of a promotional strategy.

Discounts can be in the form of a percentage discount, a certain amount of money, or a special offer such as "buy one get one free". In general, discounts aim to provide incentives for consumers to make purchases by providing more value in terms of price.

Philips Kotler (2009) defines discount as a price reduction given to buyers, usually as part of a promotional strategy to increase sales volume or reduce stock. (Tjiptono, 2015) states that a discount is a price reduction given by a seller to a buyer as a purchase incentive or to stimulate large purchases. (Kotler & Keller (2016) explain how promotional elements such as the frequency and size of discounts can influence consumer purchasing decisions.

Purchase Decision

A purchase decision is a mental and emotional process that consumers go through in choosing and deciding to buy a product or service. This process involves various stages ranging from recognizing needs, searching for information, evaluating alternatives, deciding to buy, to post-purchase evaluation. Purchasing decisions are influenced by various factors such as consumer needs, perceptions of the product, motivation, preferences, and social and cultural conditions.

According to Kotler & Keller (2016), a purchase decision is an action taken by consumers after going through an evaluation process of existing alternatives and choosing a particular product or service as a solution to their needs or desires. Philip Kotler & Gary Armstrong (2018)) explain that purchasing decisions involve various stages, ranging from recognizing needs to post-purchase evaluation, which involves repeat purchases, making recommendations, and consumer confidence in the product.

The Relationship Between Product Quality and Purchasing Decisions

Product quality is one of the crucial factors that influences consumer purchasing decisions. Product quality reflects how well a product can meet or even exceed consumer expectations. According to Kotler & Keller (2016), product quality is defined as the ability of a product to fulfill its functions, including durability, reliability, precision, ease of use, and other attributes. In other words, the higher the product quality, the more likely consumers are to make a purchase. Purchasing decisions reflect a series of processes that consumers go through before deciding to buy a product. Consumers not only consider price, promotion, or brand, but also product quality as the main factor.

Tjiptono's research (2015) found that there is a positive correlation between product quality and purchasing decisions. Consumers tend to prefer products with high quality because they believe that the product will better satisfy their needs and desires. For example, in the context of technology products, high quality is usually associated with more sophisticated features, longer durability, and better after-sales service, all of which contribute to consumer satisfaction and the likelihood of repeat purchases.

Consumers who are satisfied with the quality of the product are more likely to become loyal customers and recommend the product to others (Kotler & Keller, 2016).

(Kotler & Keller, 2016) explains that consumers tend to give high value to products that have good quality, which ultimately increases the likelihood of consumers making a purchase. In the context of digital services such as GrabFood, consumers cannot directly check the quality of the product, so they rely more on information such as user reviews and product photos provided.

Previous research conducted by Madani et al (2023) showed that Product Quality has a positive and significant effect on purchasing decisions. Sarafil (2024) also stated that Product Quality has an influence on purchasing decisions. This study shows that product quality, especially taste and cleanliness, has a significant effect on purchasing decisions. Consumers who are satisfied with the quality of the food they receive tend to repurchase from the same restaurant on GrabFood.

H1: Product quality has a positive and significant effect on purchasing decisions.

Relationship Between Price and Purchasing Decisions

The relationship between price and purchasing decisions is closely related because price is one of the main factors that influences consumer perceptions of the value of a product or service. Consumers tend to compare price with the quality and benefits they expect. If the price is considered to be in accordance with the quality or even lower than the perceived benefits, consumers are more likely to make a purchase. However, if the price is considered too high without being comparable to the quality, this can reduce purchase interest.

In addition, price also functions as a quality signal for consumers. In some cases, a higher price can give the impression that the product has better quality, while a price that is too low can raise doubts about the quality of the product. Therefore, competitive prices or promotions such as discounts can encourage consumers to make purchases faster, especially in a competitive environment such as the GrabFood platform.

Overall, the relationship between price and purchasing decisions is dynamic, depending on consumers' perceptions of value, competitive prices, and how the price compares to similar products or services in the market.

According to Schiffman and Kanuk (2010), price is a major factor in the consumer decision-making process. Consumers use price as a measure of quality as well as a factor in determining the suitability of the product to their budget. The higher the price of a product, the more likely consumers are to consider the product to be of higher quality. However, if the price is too high compared to the perceived benefits, the purchasing decision will be negatively affected.

According to Kotler & Keller (2016), price is one element of the marketing mix that has a direct impact on demand elasticity. If the price is too high, consumer demand can decrease, but low or competitive prices can increase demand and purchasing decisions. Consumers tend to be price sensitive, especially in product categories that are available on various platforms, such as GrabFood.

Previous research results by Febriana (2020), Alfira Lianita & Widodasih (2023), (Lestari, 2023), and Nurhayati (2022) suggest that price has a positive and significant influence on purchasing decisions.

The four studies above show that price plays an important and significant role in influencing purchasing decisions on the GrabFood platform. Competitive price offers are one of the key factors that influence consumers to make purchases. Consumers, especially those who are price sensitive, tend to prefer restaurants that offer more value, either through price reductions or promotional offers. From the three studies, it can be concluded that price is one of the main

elements considered by consumers in deciding to buy food through the GrabFood platform.

H2: Price has a positive and significant effect on purchasing decisions.

Relationship Between Promotion and Purchasing Decisions

The relationship between promotion and purchasing decisions is very important in the world of marketing. Promotion serves as a tool to increase consumer awareness, attract attention, and influence their perception of a product or service.

Promotion not only provides information about a product, but can also influence consumer attitudes. When consumers are exposed to attractive and relevant promotions, they tend to feel more interested in buying the product. promotions can also create a sense of urgency, where consumers feel that they must act quickly to get a profitable offer. Promotion acts as a bridge connecting the product with the consumer, facilitating the purchasing decision-making process and ensuring that consumers get the value they expect from the product offered.

H3: Promotion has a positive and significant effect on purchasing decisions.

The Relationship Between Discounts and Purchasing Decisions

The relationship between discounts and purchasing decisions is an important aspect of marketing that can influence consumer behavior. Discounts are often considered a powerful incentive that can attract buyers' attention and encourage them to make a purchase. When consumers see a discount, they usually feel they are getting better value for the product or service being offered, which in turn can increase interest and desire to buy.

Discounts not only serve to attract new consumers but can also increase the loyalty of existing consumers. When customers are satisfied with the discounts given, they are more likely to make repeat purchases in the future. Discounts can create a positive perception of the brand and product, so that consumers feel closer and connected to the brand. With the right approach, discounts can be a very effective tool in influencing consumer purchasing decisions.

According to Kotler & Keller (2012), discounts are one of the effective marketing strategies to increase sales. Discounts can trigger consumer interest and encourage them to make purchasing decisions faster. Discounts can also create a sense of urgency, where consumers feel the need to buy immediately before the offer ends.

Discounts can affect the perception of product value, so that consumers feel they are getting more for a lower price. Aida (2020) stated that in a digital context, discounts given through applications can greatly influence consumer purchasing decisions. They found that ease of access and price transparency through digital platforms increase consumer trust and, in turn, purchasing decisions.

The opinions above show that discounts have a significant influence on purchasing decisions, both psychologically and in a digital context. Well-managed discounts can increase purchasing interest and strengthen consumer

loyalty, but keep in mind that excessive use can have a negative impact on brand perception.

Previous studies by Ryansa et al (2023) and Kapriani & Ibrahim (2022) showed that discounts have a significant positive effect on consumer decisions to make purchases on the GrabFood application. The researchers found that consumers are more likely to make purchases when there are attractive discounts, which contributes to increased sales.

H4: Discounts have a positive and significant effect on purchasing decisions.

Hypothesis

Based on the existing literature review and comprehensive conceptual understanding, the hypotheses proposed in this study aim to test the relationship between the relevant variables as follows:

a. H1: Product quality has a positive and significant effect on purchasing decisions.

b. H2: Price has a positive and significant effect on purchasing decisions.

c. H3: Promotion has a positive and significant effect on purchasing decisions.

d. H4: Discounts have a positive and significant effect on purchasing decisions.

Referring to the hypothesis, the research model applied is as follows:

LITERATURE REVIEW

(Kotler & Armstrong (2004), promotion is one of the elements of the marketing mix (Product, Price, Place, Promotion). Promotion aims to increase consumer awareness, influence their perceptions, and encourage purchasing decisions. Various promotional methods such as advertising, sales promotions, and public relations are used to attract consumer attention and increase purchasing interest.

Promotion influences purchasing decisions through cognitive processes (Belch E & Belch, 2001). Advertising and other promotions help shape consumer perceptions and attitudes towards products, which ultimately influence their decisions to purchase. The right promotion can create positive associations in consumers' minds.

According to (Schiffman & Kanuk (2010)), the promotion factor is one of the elements that can influence consumer behavior and purchasing decisions. Promotion can increase motivation and purchasing interest, especially when consumers are faced with various product choices.

Previous research conducted by Reppi et al (2021) and Richadinata et al (2022) stated that promotion has a positive and significant influence on consumer purchasing decisions at GrabFood. Promotion programs and special offers carried out by GrabFood have proven effective in increasing consumer purchasing interest. Users are more likely to make a purchase when there is an attractive offer that increases the value of the product. This result confirms the importance of a good promotional strategy to increase sales volume.

METHODOLOGY

This research is included in the category of explanatory research that applies quantitative research methods. Explanatory research, as explained by Elvis (2019) is to test the relationship between several variables studied, namely the relationship between independent variables (and other variables) with dependent variables. Sani & Vivin (2013) stated that explanatory research involves testing hypotheses between hypothesized variables.

Quantitative methods refer to approaches that focus on numerical data and are usually associated with statistical analysis (Jane, 2006). Sugiyono (2016) added that quantitative methods were chosen because the data collected is in the form of numbers, which are then analyzed using statistical techniques.

Quantitative research methods produce both historical and current information regarding beliefs, views, characteristics, and interactions between variables that can be used to test a number of hypotheses.

The primary data source in this study was obtained directly from the results of a survey filled out by respondents using the GrabFood application. Meanwhile, secondary data can be collected from various literature sources through research on reference books, journals, and other sources relevant to this study.

The population in this study includes individuals who have used the GrabFood application to order food or drinks. The sampling method applied is a non-random or non-probability method known as purposive sampling. Purposive sampling is a sampling technique based on the researcher's assessment that the desired elements already exist among the sample elements taken (Sugiyono, 2004). (Arikunto, 2010) explains that purposive sampling is a sampling technique based on specific criteria determined by the researcher. If the researcher considers that the data obtained is sufficient for analysis purposes, then the data can be applied as an instrument in the study. This method provides an opportunity for researchers to obtain information that is more in accordance with the objectives of the study.

(Ghozali, 2008) added that a sample size that is not too large is sufficient for data analysis using the Structural Equation Model (SEM). In this study, the number of samples used was 100 respondents.

Data collection was carried out by conducting a survey of GrabFood application users through the distribution of questionnaires, both directly and online using a form from the Google Form application. This approach aims to facilitate the effective reach of respondents. The questionnaire used adopted an assessment using a 5-point Likert Scale with a total sample of 100 respondents.

The data analysis technique used in this study was SEM (Structural Equation Modeling) analysis using Smart PLS (Partial Least Square) software version 3. According to Setiaman (2020), Partial Least Squares (PLS) is an alternative structural equation modeling technique to handle very complex variables, the data distribution is not normal and the data sample size is small (sample <100).

Setiaman (2020) stated that PLS can be used to explain whether or not there is a relationship between two or more latent variables (predictions). Setiaman (2020) groups the parameter estimates obtained through PLS into three categories. This shows that: (1) weight estimates are used to generate latent variable scores, (2) path estimates connecting latent variables with indicator blocks (cross-loading), and (3) the relationship between the average indicator value and latent variables and their parameter positions (regression constants). The path model design or path diagram describes the relationship between hypotheses and variables (Setiaman, 2020). The path model consists of (1) latent components or variables, which are variables that are not directly measured, and (2) indicators, which are data from variables that are directly measured. The direction of the arrows in the path model indicates the relationship between indicators and constructs, as well as between various variable components and other constructs (Setiaman, 2020).

RESULTS AND DISCUSSION

In this study, hypothesis testing was carried out through Partial Least Square (PLS) analysis using the SmartPLS Version 3 application. The total number of respondents involved in this study was 100 people.

Descriptive Test Results

The results of the descriptive test on 100 respondents showed that the majority of respondents were 41% male and 59% female. Based on age criteria, the majority of respondents were 35% aged between 25 and 31 years, 28% aged between 32 and 38 years, 20% aged between 18 and 24 years, and 17% aged over 39 years. The monthly shopping expenses of respondents were between IDR 3,000,001-IDR 5,000,000 as many as 32%, <IDR 1,000,000 as many as 28%,> IDR 5,000,001 as many as 22% and IDR 1,000,001-IDR 3,000,000 as many as 18%. The majority of respondents have been using the GrabFood application for a long time, as many as 64% have used it for more than a year and less than a year as many as 36%.

Measurement Model

Evaluation of the measurement model is carried out by assessing convergent validity and discriminant validity (Setiaman, 2020).

a. Convergent Validity

Convergent validity is related to the principle that the measures (manifest variables) of a construct should have a high correlation. The convergent validity test for reflective indicators can be carried out by looking at: (1) the size of the factor loading to determine the level of correlation of each indicator with the construct, and (2) the internal consistency of the dimensions of the construct format measured through Composite Reliability, Cronbach Alpha, and Average Variance Extracted (AVE) (Sobur Setiaman, 2020).

b. Factor Loading

Factor loading is a measure of the estimated weight that connects factors with indicators. The standard factor loading ranges from 0 to 1. Factor loading is considered significant if its value is close to 1, which indicates that the weight value of the measurement model is getting stronger (Setiaman, 2020).

Conventionally, the factor loading value for confirmatory research must be more than 0.70, which indicates that the value is above the error variance value. Thus, a factor loading of 0.70 is the minimum value equivalent to a weight of 0.50 (Hair et al., 2017). If the factor loading value is below 0.70, the indicator must be removed or not used because its error variance is more than 50% seen from the weight value. For exploratory and explanatory research, factor loading above 0.60 is still considered acceptable.

The following are the results of the factor loading value (λ) from the results of data processing with Smart PLS Version 3:

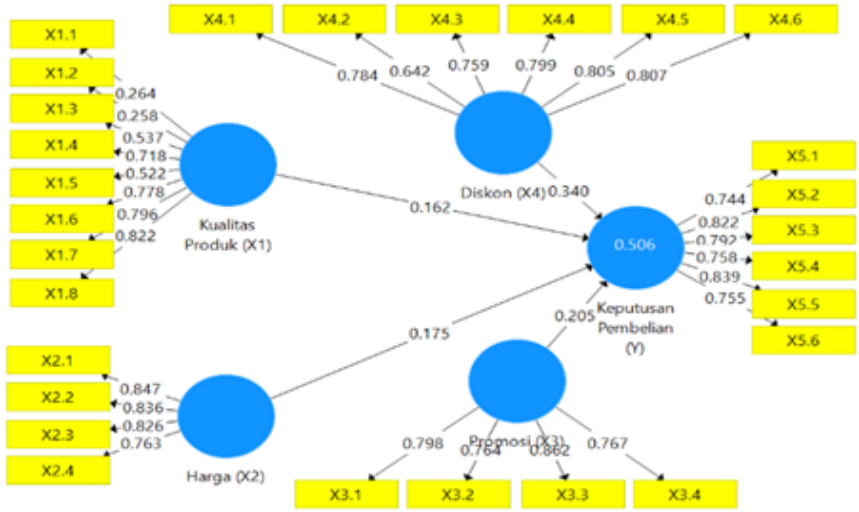

Figure 1. Model 1 Path Diagram & Factor Loading Value
Source: Data Analysis Results Using Smartpls Version 3, 2024

Table 1. Construct Reliability and Validity Model 1

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Diskon (X4)	0.860	0.870	0.896	0.590
Harga (X2)	0.835	0.839	0.890	0.670
Keputusan Pembelian (Y)	0.876	0.878	0.906	0.618
Kualitas Produk (X1)	0.785	0.844	0.819	0.391
Promosi (X3)	0.810	0.820	0.875	0.638

Source: Data Analysis Results Using Smart PLS Version 3, 2024

This research is an explanatory research, so the loading factor value> 0.60 is still acceptable. Based on Figure 2 above, there are still loading factor values below 0.6, namely: X1.1, X1.2, X1.3, and X1.5 so they must be dropped/eliminated from the model.

The AVE value shown in Table 1 for the Product Quality variable is 0.391, meaning it is still <0.5, so the loading factor indicator on the Product Quality variable whose value is <0.5 must be dropped/eliminated.

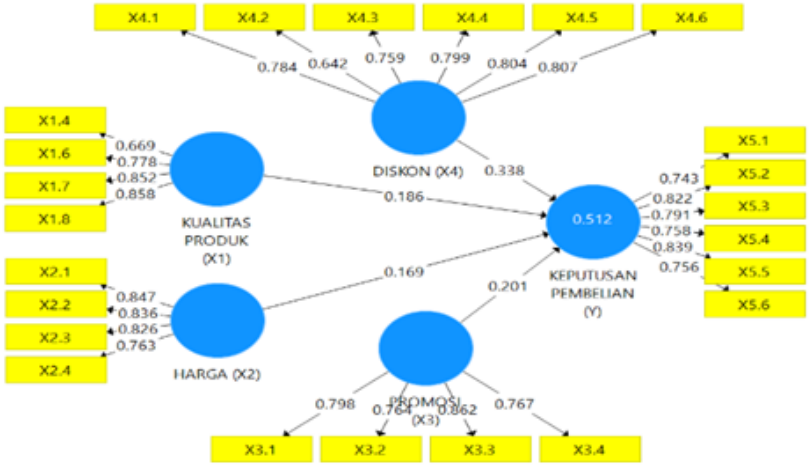

Figure 2. Model 2 Path Diagram & Factor Loading Value
Source: Data Analysis Results Using Smartpls Version 3, 2024

Table 2. Construct Reliability and Validity Model 2

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DISKON (X4)	0.860	0.870	0.896	0.590
HARGA (X2)	0.835	0.839	0.890	0.670
KEPUTUSAN PEMBELIAN (Y)	0.876	0.878	0.906	0.618
KUALITAS PRODUK (X1)	0.799	0.810	0.870	0.629
PROMOSI (X3)	0.810	0.820	0.875	0.638

Source: Data Analysis Results Using Smart PLS Version 3, 2024

Figure 2 above no longer has a factor loading value <0.6 and the AVE value in Table 2, it can be seen that all variables have AVE values> 0.5. Thus, all indicators are declared valid to measure their variables.

Composite Reliability (CR)

The composite reliability test or Composite Reliability is used as an alternative to measure convergent validity in the reflective model, replacing the Cronbach Alpha test. Researchers argue that the composite reliability value tends to be higher than the results obtained from the Cronbach's Alpha test. The composite reliability value ranges from 0 to 1. For exploratory research, the recommended minimum value for composite reliability is 0.60 (Chin, 1998; Hock & Ringle, 2006), while for confirmatory research it is 0.70 or higher (Henseler et al., 2009). Composite reliability values greater than 0.90 indicate that the error variance is very small (minor).

Table 3. Composite Reliability (CR) Values

Construct	*Composite Reliability (CR)*
Product Quality (X1)	0,870
Price (X2)	0,890
Promotion (X3)	0,875
Discount (X4)	0,896
Buying decision (Y)	0,906

Source: Data Analysis Results Using Smart PLS Version 3, 2024

From Table 3 above, the Composite Reliability (CR) value of each construct is more than 0.60, which indicates that the construct has high consistency in measuring latent variables. The Composite Reliability (CR) value> 0.60, this also means that the identified indicators are quite capable of measuring each latent variable (construct) and the four measurement models can be relied on or declared reliable.

Cronbach's Alpha

The desired Cronbach's Alpha value in explanatory research testing should be above 0.60. This figure indicates that each indicator has a high level of consistency in measuring latent variables.

Table 4. Cronbach's Alpha Value

Construct	*Cronbach's Alpha*	Keterangan
Product Quality (X1)	0,799	*Reliabel*
Price (X2)	0,835	*Reliabel*
Promotion (X3)	0.810	*Reliabel*
Discount (X4)	0,860	*Reliabel*
Buying decision (Y)	0,876	*Reliabel*

Source: Data Analysis Results Using Smart PLS Version 3, 2024

Based on Table 4 above, the Cronbach's Alpha value for each construct is greater than 0.60, which indicates that the construct has high consistency in measuring latent variables.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) test is used to assess convergent and divergent validity. The results of the AVE test will reflect each latent factor in the reflective model. The reflective model is considered adequate if the AVE value is greater than 0.50 (Chin, 1998; Hock & Ringle, 2006: 15). In addition, the AVE value must exceed the cross-loading correlation value. If the AVE value is below 0.50, the model is considered to have a high error rate.

The AVE test functions to identify convergent and divergent validity. AVE value greater than 0.50 indicates that the reflective model is quite good (Chin, 1998; Hock & Ringle, 2006). In addition, the AVE value must be higher than the cross-loading correlation value. If the AVE value is less than 0.50, this indicates a high error.

Tabel 5. Nilai Average Variance Extracted (AVE)

Construct	*Average Variance Extracted (Ave)*
Prodcut Quality (X1)	0,629
Price (X2)	0,670
Promotion (X3)	0,638
Discount (X4)	0,590
Buying decision (Y)	0,618

Source: Data Analysis Results Using Smart PLS Version 3, 2024

From Table 5, it can be seen that the AVE value for each configuration is >0.50. This shows that the measure of convergent validity is good and meets the convergent validity criteria because the AVE values of the five latent variables exceed the minimum criteria, which is >0.5.

b. Discriminant Validity

Discriminant validity is related to the principle that constructs that are measured differently (manifest variables) should not have a correlation with each other. To test discriminant validity on reflective indicators, several steps that need to be considered are as follows: (1) The correlation value or cross-loading correlation between each variable that forms the construct must be greater than 0.70. (2) Compare the Fornell-Larcker Criterion value for each construct with the correlation value between the constructs in the model. (3) Good discriminant validity can be shown by the Fornell-Larcker Criterion value in each construct which should be higher than the correlation with other constructs.

Table 6. Cross Loading Output

Indicator	Product Quality (X1)	Price (X2)	Promotion (X3)	Discount (X4)	Purchasing Decree (Y)
X1.4	**0,669**	0,141	0,358	0,285	0,361
X1.6	**0,778**	0,35	0,255	0,267	0,306
X1.7	**0,852**	0,383	0,365	0,29	0,392
X1.8	**0,858**	0,354	0,370	0,376	0,414
X2.1	0,351	**0,847**	0,477	0,355	0,432
X2.2	0,268	**0,838**	0,496	0,391	0,416
X2.3	0,258	**0,826**	0,541	0,499	0,482
X2.4	0,405	**0,763**	0,482	0,398	0,414
X3.1	0,408	0,619	**0,798**	0,417	0,486
X3.2	0,302	0,392	**0,764**	0,589	0,445
X3.3	0,382	0,482	**0,862**	0,586	0,559
X3.4	0,273	0,458	**0,767**	0,533	0,444
X4.1	0,311	0,451	0,600	**0,784**	0,431
X4.2	0,198	0,376	0,585	**0,642**	0,390
X4.3	0,289	0,351	0,569	**0,759**	0,486
X4.4	0,290	0,294	0,442	**0,799**	0,437
X4.5	0,308	0,444	0,467	**0,804**	0,539
X4.6	0,369	0,407	0,445	**0,807**	0,574
X5.1	0,422	0,436	0,458	0,443	**0,743**
X5.2	0,402	0,428	0,479	0,464	**0,822**
X5.3	0,390	0,454	0,503	0,611	**0,791**
X5.4	0,306	0,453	0,548	0,453	**0,758**
X5.5	0,278	0,386	0,425	0,531	**0,839**
X5.6	0,410	0,353	0,448	0,442	**0,766**

Source: Data Analysis Results Using Smart PLS Version 3, 2024

As seen in Table 6 above to test the discriminant validity (discriminant_validity) by comparing the values in the cross_loading table. All of the indicators above are declared valid because the target construct has the highest factor loading value compared to the factor loading values of other constructs.

Table 7. Fornell Larker Criterion Output

Variable	Discount (X4)	Price (X2)	Purchasing Head (Y)	Product Quality (X1)	promotion (X3)
Disount (X4)	0,768				
Price (X2)	0,505	0,819			
Buying decision (Y)	0,629	0,535	0,786		
Product Quality (X1)	0,389	0,389	0,470	0,792	
promotion (X3)	0,664	0,612	0,609	0,431	0,799

Source: Data Analysis Results Using Smart PLS Version 3, 2024

1) Structural Model Evaluation (Inner Model)

The structural model in SEM using PLS is evaluated by conducting a goodness-of-fit test using the R-squared (R2) test and a significance test by estimating the path coefficient (coefficient value/original sample, standard error, t-statistic)

a. Goodness of fit

The goodness-of-fit model (internal model or inner model) is used to determine the suitability of the model through the R-squared or R2 test. The R2 value is the coefficient of determination value that represents the predictive power of endogenous variables from the structural model (Hock, M., & Ringle, 2006). The R-squared value is the result of a linear regression test, namely the variability of a set of endogenous variables that can be explained by exogenous variables (Setiaman, 2020).

Table 8. Evaluation of R Square Value

	R Square	R Square Adjusted
KEPUTUSAN PEMBELIAN (Y)	0.512	0.492

Source: Data Analysis Results Using Smart PLS Version 3, 2024

In Table 8, the R-Square value of the Purchase Decision construct is 0.512 or 51.2%, which illustrates the magnitude of the influence received by the Purchase Decision construct from the Product Quality, Price, Promotion, and Discount constructs. The higher the R-Square value, the greater the ability of the exogenous construct to explain endogenous variables so that the structural equation formed is better.

b. Hypothesis Testing or Significance Testing

Hypothesis testing or significance testing aims to test whether there is an influence of exogenous variables on endogenous variables. Hypothesis testing in this study can be assessed from the magnitude of the t-statistic or t-count compared to the t-table of 1.661 at 5% alpha. If t-statistic/t-count < t-table 1.661 at alpha 5%, then Ho is rejected and If t-statistic/t-count > t-table 1.661 at alpha 5%, then Ha is accepted. The following is the SmartPLS output result, which illustrates the estimation output for testing the structural model in Table 9:

Table 9. Result Path Coefficients

Variable		Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Eksogen	Endogen				
Kualitas Produk (X1) →	Kep Pembelian (Y)	0,286	0,078	2,383	0,018
price (X2) →	Purchasing Decree (Y)	0,169	0,105	1,616	0,107
Promotion (X3) →	Purchasing Decree (Y)	0,201	0,106	1,896	0,059
Discount (X4) →	Purchasing Decree (Y)	0,388	0,106	3,173	0,002

Source: SmartPLS 3 Inner Model Test Results, 2024

Based on Table 9, it can be seen that:

1) The t-statistic value> t-table 1.661 or 2.383> 1.661 with a p-value of 0.018 <0.05, thus the hypothesis can be accepted or H0 is rejected and H1 is accepted, in other words there is a positive and significant influence of Product Quality on Purchasing Decisions.

2) The t-statistic value <t-table 1.661 or 1.616 <1.661 with a p-value of 0.107> 0.05, thus the hypothesis is rejected or H0 is accepted and H2 is rejected, in other words there is no significant positive influence of Price on Purchasing Decisions.

3) The t-statistic value> t-table 1.661 or 1.896> 1.661 with a p-value of 0.059> 0.05, thus the hypothesis is rejected or H0 is accepted and H3 is rejected, in other words there is no significant positive influence of Promotion on Purchasing Decisions.

4) The t-statistic value> t-table 1.661 or 3.173> 1.661 with a p-value of 0.002 <0.05, thus the hypothesis can be accepted or H0 is rejected and H4 is accepted, in other words there is a positive and significant influence of Discounts on Purchasing Decisions.

Hypothesis Testing

- The Effect of Product Quality on Purchasing Decisions

The results of the study show that the T-statistics on the effect of Product Quality on Purchasing Decisions show a figure of 2.383, the value is greater than the t table of 1.661 and the P Value shows a figure of 0.018, the value is less than 0.05. Thus, hypothesis 1 which states that Product Quality has a positive and significant influence on Purchasing Decisions is accepted, meaning that Product Quality has an influence on Purchasing Decisions using the GrabFood application.

This is like the research conducted by Riani et al (2019), Nurhayati (2022) and Arianto (2024) in their research showing that Product Quality has a significant influence on Purchasing Decisions. Based on the results of this study, it shows that business owners must really pay attention to and maintain the quality of their products so that consumers make decisions to buy the product.

- The Influence of Price on Purchasing Decisions

The results of the study show that the T-statistics on the influence of Price on Purchasing Decisions show a figure of 1.616, the value is smaller than the t table of 1.661 and the P Value shows a figure of 0.107, the value is greater than 0.05. Thus, hypothesis 2 which states that Price has a positive and significant influence on Purchasing Decisions is rejected, meaning that Price does not affect Purchasing Decisions using the Grabfood application.

This is like a study conducted by Politon et al (2020) which stated that there was no influence between price and purchasing decisions and Nasution et al (2019) stated that partially the price variable had no positive and insignificant effect on consumer purchasing decisions.

The results of the study showed that price did not affect the purchasing decisions of consumers who used the GrabFood application, because the respondents or consumers in this study were mostly office workers so the price factor was not a problem. The presence of GrabFood greatly helps office workers to order food and drinks online, especially at lunchtime.

The results of this study are not in line with the results of the study (Arianto, 2024) which stated that price had a positive and significant effect on purchasing decisions, Richadinata et al (2022) stated that there was an influence of price on consumer decisions and Wijaya et al (2023) Price has a positive and significant effect on consumer satisfaction.

- The Effect of Promotion on Purchasing Decisions

The results of the study show that the T-statistics on the influence of Promotion on Purchasing Decisions shows a figure of 1.896, the value is greater than the t table of 1.661 and the P Value shows a figure of 0.059, the value is greater than 0.05. Thus, hypothesis 3 which states that Promotion has a positive and significant influence on Purchasing Decisions is rejected, meaning that Promotion does not affect the Purchasing Decisions of consumers who use the GrabFood application.

This is like the research of Nasution et al (2019) which states that partially the promotion variable has no positive and insignificant effect on consumer purchasing decisions. Febriana (2020) also stated that the promotion variable does not affect purchasing decisions. Ardiansyah & Khalid (2022), promotion does not have a significant effect on purchasing decisions.

This happens because the respondents or consumers who shop using the GrabFood application are mostly office workers so that the GrabFood application is very helpful in ordering food or drinks that are needed without having to leave the office. Even though there is no promotion, consumers will still buy. Therefore, the promotion factor does not affect consumer purchasing decisions, whether or not there is a promotion, consumers will still buy because they need

food and beverage delivery services and make it easier for consumers to get the products they want without having to leave the office.

- The Effect of Discounts on Purchasing Decisions

The results of the study show that the T-statistics on the effect of Discounts on Purchasing Decisions shows a figure of 3.173, the value is greater than the t table of 1.661 and the P Value shows a figure of 0.002, the value is less than 0.05. Thus, hypothesis 4 which states that Discounts have a positive and significant effect on Purchasing Decisions is accepted, meaning that Discounts have an effect on Purchasing Decisions using the GrabFood application.

This is in accordance with Dewi's research (2018) which states that the discount variable has the most significant effect on Purchasing Decisions and Sunreni et al (2022) states that giving discounts has a positive and significant effect on purchasing decisions. The results of the study by Aprialsyah & Purnama (2024) also show that there is a significant effect of Discounts on Consumer Purchasing Decisions. This shows that if there is a product that provides a discount, consumers tend to prefer buying that product over other products.

However, this study is not in line with Lestari's research (2023) which states that discounts do not have a significant effect on purchasing decisions. For consumers who prioritize product quality, they are not affected by discounts in deciding to purchase a product, meaning that whether there is a discount or not, consumers will still buy the product because they prioritize quality.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data processing in the research, it can be concluded as follows:

a. Product quality has a positive and significant influence on consumer purchasing decisions. This means that quality influences consumer purchasing decisions using GrabFood services. If product quality is guaranteed, consumer purchasing decisions will increase, and vice versa if GrabFood cannot maintain product quality, consumer purchasing decisions will decrease.

b. Price has a positive and insignificant influence on consumer purchasing decisions. This means that price does not influence purchasing decisions using GrabFood services because the respondents or consumers in this study are mostly office workers so the price factor is not a problem. The existence of GrabFood helps office workers order food and beverage delivery online, especially during lunch hours.

c. Promotion has a positive and insignificant influence on consumer purchasing decisions. This means that promotion does not influence consumer purchasing decisions using GrabFood services, because the majority of respondents or consumers who shop using the GrabFood application are office workers, so the GrabFood application is very useful for ordering food and beverage delivery that is needed without having to leave the office. So even without promotion, consumers will still buy.

d. Discounts have a positive and significant influence on consumer purchasing decisions. This means that discounts influence consumer purchasing decisions

using GrabFood services. The results of this study indicate that if a product offers a discount, consumers are more likely to buy the product than other products.

Based on the results of the description above, the summary of the conclusion is: product quality and discounts greatly influence consumer purchasing decisions using GrabFood services, while price and promotion do not influence consumer purchasing decisions using GrabFood services.

By focusing on product quality and attractive discount offers, as well as smarter strategies in pricing and promotion, GrabFood business people can increase competitiveness and grow consumer interest in determining purchasing decisions.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of The Influence of Product Quality, Price, Promotion and Discount on Consumer Purchasing Decisions Using GrabFood Services in order to improve this research and add insight to readers.

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