Cirebon International Journal of Economics and Business
Vol. 2, No. 2, 2024: Page 01-09
Published by Department of Islamic Economics,
Faculty of Islamic Economics and Business
IAIN Syekh Nurjati Cirebon
E-ISSN 3031-3236

The Effect Of Price Discounts And Online Customer Ratings On Grabfood Consumer Loyalty On Salero Restaurant, South Jakarta

Idzan Ihdil Mar'i[1], Layaman[2], Aan Jaelani[3]
[1]*Islamic Economics, Faculty of Islamic Economics and Business, IAIN Syekh Nurjati Cirebon*
(*Email Correspondence: *Idzaaan@gmail.com*)

KEYWORDS

Price Discount, Online Customer Rating, Consumer Loyalty

ABSTRACT

Technological developments have resulted in the creation of online food delivery services that allow consumers to order food without having to come to the location.
Efforts need to be made to maintain loyalty to consumers who use Grabfood services. The purpose of this study is to determine the effect of price discounts and online customer ratings on Grabfood consumer loyalty at Salero Restaurant. The research method used is a quantitative approach with an associative research type. Data collection was carried out using a questionnaire. The number of samples in this study was 100 respondents. The determination of respondents used a purposive sampling method with the following criteria: (1) respondents are users of Grabfood services on the Grab application, and (2) respondents have ordered Grabfood at the Salero Restaurant Merchant in South Jakarta at least once. The results of the study show that: (1) price discounts have a significant effect on Grabfood consumer loyalty at Salero Restaurant with a calculated t value > t table, namely 6.213 > 1.985. (2) Online customer ratings have a significant effect on Grabfood consumer loyalty at Salero Restaurant with a calculated t value > t table, namely 4.830 > 1.985. (3) Price discount and online customer rating simultaneously have a significant effect on Grabfood consumer loyalty at Salero Restaurant with a calculated f value > f table, namely 56.783 > 3.09.

INTRODUCTION

In this day and age, people live active lives inseparable from the development of technology. Developments in technology make changes in social, economic and cultural life, the impact of which can observed and felt directly. Technology makes it easier for everyone to support various kinds of activities in life (Sarkina, 2022).

The progress of the current era is developing so rapidly with technology internet-based. The internet facilitates individuals to interact and exchange news with other individuals quickly. In addition, the existence of technology internet-based which is increasingly massive in human life today makes Humans can carry out activities quickly and instantly, especially after the presence of *online* -based transportation (Indraswari & Kusuma, 2018).

Online food delivery services on online transportation services are services like ordering food delivery at a restaurant or eatery has existed before. Online food delivery is currently available in every service online transportation can be a good option for culinary business actors, because Delivery services do not need to be provided by the culinary business itself. Culinary business actors only need to partner with online transportation services, so that are Restaurants or eateries do not need to spend a lot of money procurement (Az-zahra et al, 2021). Currently, there are various transportation services online that offers online food delivery services, one of which is Grab with the name of its food delivery service, namely Grabfood.

Grabfood is a food delivery service on the Grab application. allows buyers to order food easily just using their mobile phones without much effort. The ordering process This is done by opening the Grab application, then selecting the Grabfood service. which will then display various Grabfood Merchants according to the point nearest location. After placing an order, users can also see the location Grab drivers are tasked with delivering the order until it arrives at the destination. user's hands (Nugraha et al, 2019).

.

LITERATURE REVIEW

Consumer Loyalty

Hariyanto and Trisunarno's (2020) opinion on how online customer ratings are formed by customers who have purchased online and provided ratings and reviews of products purchased in online stores or websites. Online customer The rating functions as feedback that the customer conveys to the seller and reflect consumer opinions on product quality and service quality done by the seller.

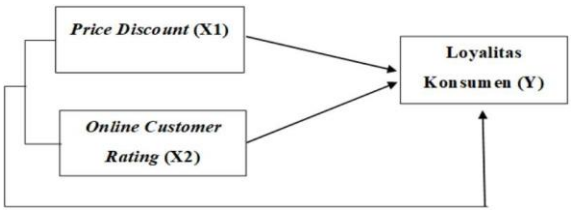
Price Discount

According to Tjiptono (2015) *price discount* is an advertising technique that used in selling something. *Price discount* is a reduction in the price of something product from the usual rate with a specified time period. *price discount* used to increase consumer purchasing interest. This is because by the attraction of discounts which makes consumers tend to be more interested to spend their money on products that offer discounts price.

Online Customer Rating

Hariyanto and Trisunarno's (2020) opinion on how online customer ratings are formed by customers who have purchased online and provided ratings and reviews of products purchased in *online stores or websites. Online customer The rating* functions as *feedback* that the customer conveys to the seller and reflect consumer opinions on product quality and service quality done by the seller.

Frame Work



Hypothesis

The hypothesis of this study is:
Ha1: Price discount has a significant effect on consumer loyalty.
Ha2: Online customer rating has a significant influence on loyalty consumer.
Ha3: Price discount and online customer rating have a significant influence on consumer loyalty.

RESEARCH METHODS

This research was conducted at the Salero Padang Cuisine Restaurant on Karet Street. West Rear No. 34, Kuningan, Karet Village, Setiabudi District, South Jakarta, Special Capital Region of Jakarta. The study period is the month of November 2023 to March 2024.

The type of approach in this study is quantitative, the results of which are obtained through a questionnaire that was analyzed statistically. The population in this study namely customers of Salero Restaurant who make purchases either through direct purchase, eat-in, takeaway and through Grabfood service. Meanwhile, the sampling technique used is Purposive Sampling. method of selecting informants to be used as samples according to criteria specifically (Sugiyono, 2016). The sample in this study will be determined based on criteria proposed by Hair JF (2010), using the *Maximum* method *Likelihood Estimation* (MLE). Total sample based on the *Maximum Likelihood* Estimation technique*Likelihood Estimation* (MLE) ranges from 100 to 200 samples

RESULTS AND DISCUSSION

RESULTS

a. Classical Assumption Tests

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,59947167
Most Extreme Differences	Absolute	,077
	Positive	,049
	Negative	-,077
Test Statistic		,077
Asymp. Sig. (2-tailed)		,148[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Results of data processing using SPSS, 2024

According to the table, it can be concluded that the test results *Kolmogorov smirnov* for residual values shows *Asympt. Sign (2-tailed)* of 0.148 is greater than 0.05. Based on these results, it can be it is concluded that the residual data contained in this study is distributed normal.

Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,958	2,595		,754	,452		
	Price Discount	,590	,095	,482	6,213	,000	,788	1,268
	Online Customer Rating	,478	,099	,375	4,830	,000	,788	1,268

a. Dependent Variable: Loyalitas Konsumen

Source: Results of data processing using SPSS, 2024

Based on the table above, it is known that the tolerance value of all the variable has a value of not less than 0.1 with details of the variable tolerance value price discount and online customer rating both had a value of 0.788. Meanwhile, for the VIF value of the price discount, online customer rating and loyalty variables consumers are no more than 10, so it can be concluded that all The independent variables do not show symptoms of multicollinearity.

Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,042	1,584		1,921	,058
	Price Discount	-,093	,058	-,181	-1,600	,113
	Online Customer Rating	,045	,060	,084	,748	,456

a. Dependent Variable: Loyalitas Konsumen

Source: Results of data processing using SPSS, 2024

Based on the table above, it is known that the significance value of the price variable discount of 0.113, and the online customer rating variable of 0.456. Both The variable has a significance value greater than 0.05, which means it does not heteroscedasticity occurs in both variables.

b. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,958	2,595		,754	,452
	Price Discount	,590	,095	,482	6,213	,000
	Online Customer Rating	,478	,099	,375	4,830	,000

a. Dependent Variable: Loyalitas Konsumen

Source: Results of data processing using SPSS, 2024

From the results of multiple linear regression in the table above, the equation is obtained regression as follows:

Based on the test above, the constant value (a) is 1.958, this is This means that if all independent variables have a value of 0 (zero), then the loyalty variableconsumers have a value of 1.958. This means that all independent variables are very It is important to increase consumer loyalty at Salero Restaurant. The regression coefficient value of the price discount variable of 0.590, which means that the price discount variable has a positive influence on the loyalty of consumers at Salero Restaurant. So that if the provision of The more frequent price discounts are on more products, the more loyal consumers will be. will increase.

Then for the regression coefficient value of the online customer rating variable of 0.478, which means that the online customer rating variable has an influence positive impact on consumer loyalty. Thus, if online stars If customer ratings increase and are high, it will affect loyalty Salero Restaurant consumers.

c. Hypothesis test

1) t-test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,958	2,595		,754	,452
	Price Discount	,590	,095	,482	6,213	,000
	Online Customer Rating	,478	,099	,375	4,830	,000

a. Dependent Variable: Loyalitas Konsumen

Source: Results of data processing using SPSS, 2024

a. *Price Discount* Variable (X1)

The significance value for price discount (X1) is known. consumer loyalty (Y) is 0.000 < 0.05 and the calculated t value 6.213 > t table 1.985, so it can be concluded that Ha1 is accepted which means that the price discount variable (X1) has a positive effect significant on consumer loyalty (Y).

b. Online Customer Rating Variable (X1)

The significance value for online customer rating (X1) is known. on consumer loyalty (Y) is 0.000 < 0.05 and the value t count 4.830 > t table 1.985, so it can be concluded that Ha2 accepted which means the online customer rating variable (X1) has a significant positive effect on consumer loyalty (Y).

2) F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	783,222	2	391,611	56,783	,000[b]
	Residual	668,968	97	6,897		
	Total	1452,190	99			

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Price Discount. Online Customer Rating

Source: Results of data processing using SPSS, 2024

Based on the testing in the table above, the significance value is known at price discount variables (X1) and online customer rating (X2) simultaneously on consumer loyalty (Y) is 0.000 < 0.05 and the calculated F value 56.783 > F table 3.09 so it can be concluded that Ha3 is accepted. It's means the price discount variable (X1) and online customer rating (X2) has a significant positive effect simultaneously on consumer loyalty (Y).

3) Coefficient of Determination (R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,734[a]	,539	,530	2,62613

a. Predictors: (Constant), Price Discount, Online Customer Rating

b. Dependent Variable: Loyalitas Konsumen

Source: Results of data processing using SPSS, 2024

Based on the testing in the table above, the Adjusted R Square value is known. of 0.530. This means that the influence of the price discount variable (X1) and online customer rating (X2) simultaneously on consumer loyalty (Y) is 53%. The remaining 57% is influenced by other variables outside this research.

DISCUSSION

Based on the research conducted, the results obtained from the hypothesis testing are as follows:

1. **The Influence of Price Discounts on Grabfood Consumer Loyalty Salero Restaurant**
   The results of the t-test on the price discount variable show that the calculated t-value is 6.213 and the significance value is 0.000. Based on these results, the calculated t value (6.213) > t table (1.984), while the significance value (0.000) < (0.05) In this case, Ha1 is accepted. This means that the price discount variable partially has significant influence on the Grabfood consumer loyalty variable at Home Eat Salero.

2. **The Influence of Online Customer Ratings on GrabFood Consumer Loyalty At Salero Restaurant**

The results of the t-test on the online customer rating variable show that the t-value The calculated value is 4.830 and the significance value is 0.000. Based on these results, then the calculated t value (4.830) > t table (1.984), while the significance value (0.000) < (0.05) with this Ha2 is accepted. This means that the online customer rating variable is partial has a significant influence on consumer loyalty variables Grabfood at Salero Restaurant

3. The Influence of Price Discounts and Online Customer Ratings on Loyalty Grabfood Consumers at Salero Restaurant

The results of the study show that *price discounts* and *online customers Ratings* have an influence on Grabfood consumer loyalty at Home Eat Salero. Based on the Anova table data, the simultaneous f-test obtained a value of f count 56.783 with a significance value of 0.000. Based on these results, the calculated f value (56.783) > f table (3.09), this is reinforced by the statement next, namely significance (0.000) < (0.05). Thus it is stated that *price discount* and *online customer rating* have a significant influence on consumer loyalty.

CONCLUSION

The results obtained are as follows following: a) The *price discount* variable (X1) has a significant effect on Consumer loyalty variable (Y) Grabfood at Salero Restaurant. This is proven by the T test which states that t count > t table, namely 6.213 > t table 1.985 and significance value < *a* namely 0.000 < 0.05: b) The online customer rating variable (X2) has a significant influence on consumer loyalty (Y) Grabfood at Salero Restaurant. This is proven by the T test which states that t count > t table namely 4.830 > t table 1.985 and significance value < a namely 0.000 < 0.05. c) Price discount (X1) and online customer rating (X2) have a significant effect simultaneous effect on consumer loyalty (Y) Grabfood at restaurants Salero. This can be proven by simultaneously obtaining the F value count 56.783 > F table 3.09 thus it is assumed that the F value count > F table. Or with a significance value of 0.000 < 0.05. so that it can it is concluded that simultaneously or simultaneously the price variable discount and online customer rating have a significant influence on Grabfood consumer loyalty to Salero Restaurant.

RECOMMENDATION:

Based on the research results, the suggestions put forward by the researcher in efforts to increase consumer loyalty for Salero Restaurant as following: a) The research results show that price discount (X1) has an effect on consumer loyalty (Y). Salero Restaurant needs to considering giving price discounts more often to consumers on the Grabfood service, because of the provision of price discounts can not only increase consumer loyalty but also will attract more new consumers, expand market share, and ultimately increase sales. However, providing price discounts also must be balanced with an analysis of the profit margin so that it does not reduce income. b) The research results show that online customer rating (X2) also influence on consumer loyalty (Y). Online customer rating is a depiction of Salero Restaurant's reputation in product sales or food through the Grafood service. Thus increasing the rating

and maintaining a high rating will certainly increase consumer trust and loyalty to Salero Restaurant.

REFERENCES

Aldion, R., Hasyim, AI, & Murniati, K. (2020). The Effect of Marketing Mix on Consumer Loyalty of Golden Melon (Cucumis Melo L) at PT. Mekar Unggul Sari, Bogor, West Java. *Journal of Agribusiness Sciences, 8(4),* 689-695.

Aryatiningrum, SW (2020). The Effect of Price Discounts on Consumer Loyalty in Online Marketplace Users. Journal of Management Science 8.3 946-953.

Az-zahra, HN (2021). Online food delivery services to help increase sales in micro-enterprises. Journal of Community Service and Research (JPPM), 2(2), 156-165.

Bill, Y. (2020). Analysis of Trust and Price Discount Factors for Traveloka Users and Their Impact on Consumers and Consumer Loyalty. Jurnal Syntax Transformation, 79-83.

Budiantara, M., Gunawan, H., & Utami, ES (2019). Perceived Usefulness, Perceived Ease of Use, Trust in Online Store, Perceived Risk as Triggers for Online Purchase Intention on "Made in Indonesia" MSME Products Through the Use of E-Commerce Marketplace. Mercu Buana Accounting Research Journal, 5(1), 19-27.

Djayapranata, GF (2020). Consumer satisfaction is not always linear with consumer loyalty: An analysis of fast food restaurants in Indonesia. INOBIS: Indonesian Journal of Business Innovation and Management, 3(4), 569-579.

Hair JF, ea (2010). *Multivariate Data Analysis. Seventh Edition.* New Jersey: Pearson Prentice Hall.

Hariyanto, HT, & Trisunarno, L. (2020). Analysis of the Influence of Online Customer Reviews, Online Cus, tomer Ratings, and Star Sellers on Customer Trust. ITS Engineering Journal,9(2).

Indraswari, A., & Kusuma, H. (2018). Analysis of the Use of the Go-Food Application for the Income of Restaurant Owners in Sawojajar Village, Malang City. Journal of Economics JIE 2, no. 1, 63-73.

Irawan, F. (2020). The Effect of Price Discounts and GrabFood Application Services on Customer Loyalty Through Customer Statistics at Kandang Ayam. Journal of Accounting and Business Studies, Vol. 5, No. 2.

Irwansyah, R. (2022). The Effect of Discounts and Location on Consumer Loyalty at CV. Perfect Com. Journal of Management, STIE Muhammadiyah Asahan, Vol.9 No. 1.

Ismiatun, D., Budiatmo, A., & Prihatini, AE (2022). The Influence of Price, Promotion, and Product Quality on Purchasing Decisions (A Study on Consumers of Hangiri Banyumanik Semarang). Journal of Business Administration, 11(4), 764-773.

Kamisa, N., P, AD, & Novita, D. (2022). The Influence of Online Customer Reviews and Online Customer Ratings on Consumer Trust (Case Study: Shopee Users in Bandar Lampung). *Journal of Economic and Business Research,* 21-29.

Kumar, L., & Bangari, M. (2023). The Effect Of Ewom, Online Review & Rating, And Advertising Information & Value On Consumers' Preference And Their Loyalty For Brands: A Study With Special Focus On Working Women And Cosmetic Products. *Academy of Marketing Studies Journal,* 1-16.

Kurniawan, B. (2021). The Influence of Online Customer Reviews and Ratings on Purchase Intention on Lazada. *Scientific Journal of Business Management and Accounting Vol.* 2.

Latief, F., & Ayustira, N. (2020). The Influence of Online Customer Reviews and Customer Ratings on Cosmetic Product Purchase Decisions at Sociolla. *Mirai Management Journal.*

Mo, ZL, & Fan, P. (. (2015). Effect of Online Reviews on Consumer Purchase Behavior.
Journal of Service Science and Management,, 419–424.

Nugraha, Febrisar, W., & Oktafiani, F. (2019). The Influence of Promotion Mix on Grab Food Purchasing Decision Process in Jabodetabek. *eProceedings of Management 6, no.* 3.

Putra, NI, Pangestuti, E., & Devita, LR (2018). The Effect of Discounts and Gift Giving on Impulsive Purchases at Fashion Retail Matahari Department Store in Malang. *Journal of Business Administration (JAB), 61(4),* 1–9.

Rahman, SH (2020). The Effect of Price Discounts and Bonus Packs on Purchase Intention. *Journal of Management Science, 2(1),* 24–36.

Sarkina, P. (2022). The Impact of the Go Food Application on Sales at the Nasi Sambal Korek Business on Bangau Sakti Street, Simpang Baru Village, Pekanbaru City, Reviewed According to Sharia Economics. *PhD diss., Sultan Syarif Kasim State Islamic University, Riau.*

Subagio, DP, & Hastari, S. (2021). Price Discount: Its Influence on Online Customer Reviews and Purchase Intention of Online Marketplace Platform Consumers during the Covid-19 Pandemic. *Journal of Management & Entrepreneurship, 9(1),* 15-25.

Sugiyono, & Susanto, A. (2015). *Easy Ways to Learn SPSS & Lisrel.* Bandung: CV. Alfabeta.

Sugiyono. (2016). *Educational Research Methods: Quantitative, Qualitative, and R & D Approaches, 23rd & 24th Edition.* Bandung: Alfabeta.

TH Engler, PW (2015). Understanding online product ratings: a customer satisfaction model. *J. Retail. Consume. Serv., vol. 27,* 113–120.

Tjiptono, F., Chandra, G., & Andriana, D. (2008). Strategic Marketing.Yogyakarta: Andi Offset.