

# WHAT DRIVES SHOPEEFOOD PURCHASES? EXPLORING THE ROLE OF SERVICE QUALITY, PROMOTION, PRICE, AND BRAND IMAGE IN SAMARINDA CITY

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Received : 30 Juni 2025

Revised : 10 July 2025

Accepted : 26 July 2025

Published : 1 Agustus 2025

DOI : <https://doi.org/10.54443/ijset.v4i10.963>

Link Publish : <https://www.ijset.org/index.php/ijset/index>

## Abstract

ShopeeFood is an integrated service within the Shopee application, offers online food and beverage delivery. This study aims to analyze and provide empirical evidence on the impact of service quality, promotion, price, and brand image on consumers' purchasing decisions on ShopeeFood. Utilizing a quantitative research design, the sample was selected through purposive sampling, consisting of 100 respondents who are active ShopeeFood users in Samarinda City. Data was gathered using an online questionnaire distributed via Google Forms. The research employs several data analysis techniques, including validity and reliability tests, classical assumption tests (such as normality tests), and multiple linear regression analysis. Hypothesis testing was conducted through partial tests, simultaneous tests, and coefficient determination tests. The analysis was performed using SPSS version 26, with responses measured on a Likert scale ranging from 1 to 5. The findings reveal that service quality, price, and brand image significantly influence purchasing decisions, whereas promotion does not have a significant impact. The study provides valuable insights into the factors influencing consumer choices on ShopeeFood in Samarinda City.

**Keywords:** *Purchase Decision, Service Quality, Promotion, Price, Brand Image*

## INTRODUCTION

In the contemporary era of globalization, advancements in information technology have facilitated widespread internet access, enabling individuals to connect anytime and anywhere. This technological evolution has fostered the rapid expansion of e-commerce, with the internet serving as a crucial platform for virtual business transactions. As projected by (Ardianti & Widiartanto, 2019), e-commerce transactions are expected to experience continuous growth, further integrating online platforms into the global business landscape. In Indonesia, the food delivery service sector has witnessed the emergence of three dominant e-commerce platforms and the launched year: GrabFood (2015), GoFood (2016), and ShopeeFood (2020) (Indraswara, 2023). The rapid growth of online food delivery services can be largely attributed to the behavioral shifts caused by the COVID-19 pandemic, which led to a significant change in consumer habits, with many individuals opting for home-based activities, including food purchases (Dimas et al., 2023). In response to this shift, Shopee, one of Indonesia's largest e-commerce platforms, introduced ShopeeFood in April 2020, capitalizing on the increased demand for online food delivery services.

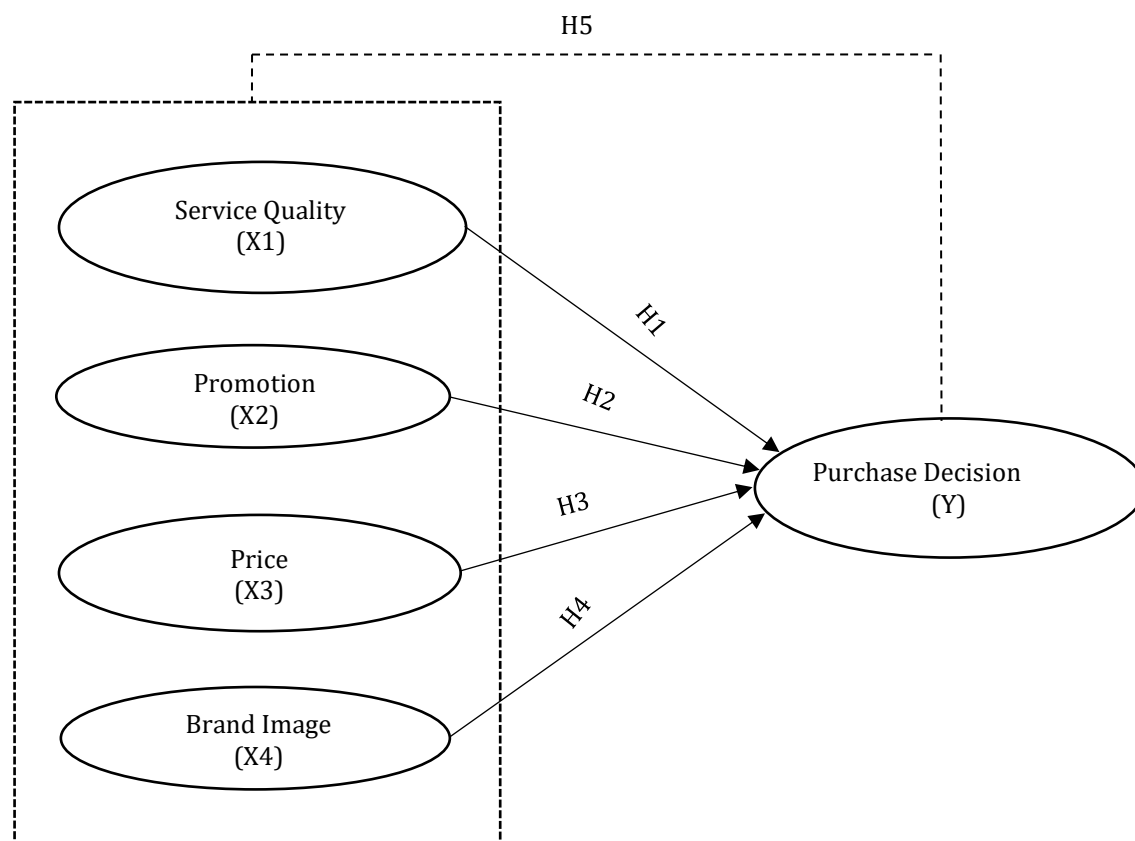
As reported, ShopeeFood currently holds the third position in the Indonesian food delivery market, with a 28% market share, trailing behind GoFood (75%) and GrabFood (57%) (Statista, 2023). Several studies have identified factors contributing to ShopeeFood's relatively lower market share. (Rozi, 2022) suggests that the pricing strategy employed by ShopeeFood does not align with consumer expectations, which may contribute to its position in the market. Additionally, research by (Nasabah et al., 2022) indicates that ShopeeFood faces challenges in gaining significant public attention, as GoFood and GrabFood had already established strong market presence. However, despite these challenges, ShopeeFood remains a formidable competitor, owing to the strong reputation of its parent company, Shopee, which was ranked as the leading e-commerce brand in Indonesia in 2020, although it experienced a slight decline to second place in early 2021. This market dynamic highlights that, despite being a newcomer to Indonesia's food delivery service sector, ShopeeFood has managed to attract a substantial consumer base, achieving a 28% usage rate by April 2023 (Statista, 2023). Moreover, the platform has expanded its operations, partnering with over 500 vendors in the Greater Jakarta area and several cities across Java Island. With an array of marketing

strategies designed to increase consumer engagement (Rayhan, 2023), ShopeeFood is well-positioned to remain a key player in the food delivery market. Given the current trends, it is anticipated that the demand for food delivery services will continue to rise in the years ahead. This study addresses the urgent need to understand the factors influencing consumer purchasing decisions on ShopeeFood in Samarinda City, particularly considering the growing competition in the online food delivery market. The primary objective is to analyze the impact of service quality, promotion, price, and brand image on consumer behavior. This study aims to provide empirical insights into how these factors shape consumer choices, offering valuable recommendations to optimize ShopeeFood's marketing strategy and boost consumer engagement and sales in the region.

## **LITERATURE REVIEW**

Consumer purchasing decisions are influenced by several key factors, including service quality, promotion, price, and brand image, each playing a significant role in shaping consumer behavior (Hermiyenti & Wardi, 2019). Service quality is a critical determinant, as it directly impacts customer satisfaction and fosters loyalty, both of which are essential for encouraging repeat purchases (Marcos & Coelho, 2022) (Sagala, 2019). High service quality also contributes to positive word-of-mouth, further influencing potential buyers and enhancing the brand's reputation (Syaharani Pratiwi Salam & Asmungi Asmungi, 2023). Promotional activities, including discounts, special offers, and advertising, have been shown to positively influence purchase intentions by creating a sense of urgency, which motivates consumers to make immediate purchases (Askal et al., 2024; Assidiki & Budiman, 2023; Muqet & Pawar, 2024). Price, as another crucial factor, significantly impacts consumer decisions. Competitive pricing strategies can attract consumers, and studies suggest that higher prices are often associated with higher quality, which may influence consumers' perception of value and, subsequently, their purchasing behavior (Assidiki & Budiman, 2023; Muqet & Pawar, 2024; Sagala, 2019). Finally, brand image plays a pivotal role in consumer trust and loyalty, leading to greater purchasing decisions. A strong brand image, coupled with a positive reputation and perceived quality, is essential for distinguishing products in a competitive market, which directly impacts consumer preferences (Azizan & Yusr, 2019). While these factors are influential, it is important to acknowledge that individual consumer preferences and external market conditions, such as socio-economic factors and cultural influences, can also shape purchasing decisions (Nayeem, 2012). Understanding these dynamics is essential for businesses aiming to develop targeted and effective marketing strategies.

While the influence of these factors is well-established in the literature, significant gaps remain, particularly in understanding how they interact within the context of online food delivery platforms like ShopeeFood in smaller cities such as Samarinda. Most existing studies focus on larger metropolitan areas or global markets, where consumer behaviors and market conditions differ substantially. Additionally, while individual factors like service quality, promotion, price, and brand image have been studied in isolation, fewer studies have examined how these elements interact collectively to influence purchasing decisions in the online food delivery sector. Furthermore, much of the existing research overlooks the unique characteristics of regional markets, such as those in Samarinda, where local socio-economic factors, cultural preferences, and varying levels of technological adoption may significantly impact consumer behavior. This study aims to address these gaps by providing empirical insights into how service quality, promotion, price, and brand image work together to shape consumer decisions specifically within the context of ShopeeFood in Samarinda, contributing to a deeper understanding of consumer behavior in emerging markets. A research framework visually represents the relationships between variables, typically comprising independent variables and a dependent variable. It is developed based on relevant theories and previous studies to guide analysis and support the interpretation of findings. The following research framework is based on these principles:



**Figure 1:** Research Framework

### Research Hypothesis

- H1: Service Quality has a positive impact on Purchase Decision
- H2: Promotion has a positive impact on Purchase Decision
- H3: Price has a positive impact on Purchase Decision
- H4: Brand Image has a positive impact on Purchase Decision
- H5: Service Quality, Promotion, Price, Brand Image have a positive impact on Purchase Decision

### METHOD

This study adopts a quantitative research approach to investigate the factors influencing purchasing decisions among ShopeeFood users in Samarinda City (Mohajan, 2020). The study specifically targets residents who have utilized the ShopeeFood feature on the Shopee e-commerce platform for food delivery purchases. To obtain a relevant sample, a non-probability sampling technique, specifically purposive sampling, was employed (Vehovar et al., 2016). This technique was selected to ensure that participants were selected based on their experience with ShopeeFood, thereby aligning with the study's objectives. The sample size was determined using the Lemeshow formula, a statistical method for calculating an appropriate sample size in population-based studies (Lai & Liu, 2018). Based on this formula, a sample of 100 participants was selected to ensure a reliable representation of the target population. Data collection was carried out through the distribution of a structured questionnaire via Google Forms (Bhalerao, 2015), designed to capture participants' perceptions regarding the factors influencing their purchasing decisions, such as service quality, promotion, price, and brand image. The use of Google Forms facilitated efficient data collection and ensured consistency in responses. Following data collection, hypothesis testing was performed using IBM SPSS software version 26, a widely recognized statistical analysis tool. The software was used to conduct various tests, including validity and reliability assessments, regression analysis, and hypothesis testing, to examine the relationships between the independent variables (Meyers et al., 2013) (service quality, promotion, price, and brand image) and the dependent variable (purchase decisions). This methodological approach ensures the robustness of the study's findings and their applicability to the broader population of ShopeeFood users in Samarinda City.

## RESULT AND DISCUSSION

### RESULT

According to (Sugiyono, 2013), the t-test is used to determine whether an independent variable has a significant partial effect on the dependent variable. If the significance value is less than 0.05, it indicates that the independent variable has a significant partial effect on the dependent variable.

**Table 1.** Partial Test (t) Results

Variable	P-Value	Sig	Note
Service Quality (X1)	.002	0.05	Significant
Promotion (X2)	.688	0.05	Not Significant
Price (X3)	.025	0.05	Significant
Brand Image (X4)	.000	0.05	Significant

Source: Data processing results from SPSS Version 26, 2024

Based on the test results, the variables Service Quality (X1), Price (X3), and Brand Image (X4) have a significant effect on purchase decisions, as their significance levels are less than 0.05, thus supporting the hypothesis. In contrast, the Promotion (X2) variable does not have a significant effect on purchase decisions, with a significance level of 0.688, which is greater than 0.05, leading to the rejection of this hypothesis.

**Table 2.** Simultaneous Test (F) Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.652	4	15.663	84.803	.000 <sup>b</sup>
	Residual	17.547	95	.185		
	Total	80.199	99			

a. *Dependent Variable:* Total Y

b. *Predictors:* (Constant), Total X4, Total X1, Total X2, Total X3

Source: Data processing results from SPSS Version 26, 2024

According to (Ghozali, 2018), the F-test is used to assess whether independent variables have a significant simultaneous effect on the dependent variable. This is determined if the significance value is less than the alpha level of 0.05 (95% significance level), indicating that the independent variables collectively have a significant effect on the dependent variable. From the F-test results, the significance value is 0.000, which is less than 0.05, leading to the acceptance of the alternative hypothesis. Therefore, it can be concluded that the variables Service Quality (X1), Promotion (X2), Price (X3), and Brand Image (X4) simultaneously have a significant effect on Purchase Decision (Y), thereby supporting hypothesis H5.

## DISCUSSION

### The Influence of Service Quality on Purchase Decisions

Based on statistical analysis, the study concludes that service quality significantly influences purchase decisions for ShopeeFood users in Samarinda. The t-value of 3.162 exceeds the t-table value of 1.661, and the significance level of 0.002 is below the threshold of 0.05, confirming this relationship. The reliability support indicator within service quality showed the highest Loading Factor of 0.755, indicating that service quality is the strongest determinant of purchase decisions. Factors such as responsive service, timely delivery, friendly couriers, and an easy-to-use application all contribute to customer satisfaction, leading to increased loyalty and repeat purchases. These findings align with previous research by Al Faiz & Santoso (2022) and Noviana & Khuzaini (2022), which also identified a significant relationship between service quality and purchase decisions.

### The Influence of Promotion on Purchase Decisions

Based on statistical tests, it was found that promotion does not have a significant effect on purchase decisions for ShopeeFood users in Samarinda. The t-value of -0.403 is less than the t-table value of 1.661, and the significance level of 0.0688 is greater than 0.05, indicating the lack of a significant impact. Analysis of the promotion variable revealed that public relations had the highest Loading Factor of 0.793, while advertising had the weakest Loading Factor of 0.666. The lack of significant effect is attributed to the misalignment between the types of promotions

offered and consumer needs, as well as consumer familiarity with similar promotions across different platforms and negative perceptions of price manipulation. These findings support previous research by Indraswara (2023), which also showed that promotion has an insignificant relationship with purchase decisions.

### **The Influence of Price on Purchase Decisions**

The study concludes that price has a significant positive influence on purchase decisions for ShopeeFood users in Samarinda. The t-value of 2.272 exceeds the t-table value of 1.661, and the significance value of 0.025 is less than 0.05, indicating a strong effect. The analysis also shows that price suitability has the highest Loading Factor value of 0.810, making price the strongest factor influencing purchase decisions. Competitive pricing, attractive promotions, and affordable delivery fees align with consumer expectations and purchasing power, thereby increasing the likelihood of consumers choosing ShopeeFood. These findings support previous studies by Pradana et al., (2022) and Indrasena & Budiarti (2022), which also identified a significant relationship between price and purchase decisions.

### **The Influence of Brand Image on Purchase Decisions**

Based on statistical tests, it was concluded that brand image has a significant positive effect on purchase decisions for ShopeeFood users in Samarinda. The t-value of 5.068 exceeds the t-table value of 1.661, and the significance value of 0.000 is below the 0.05 threshold, confirming this relationship. The analysis revealed that the product image indicator has the highest Loading Factor value of 0.834, indicating that brand image is the strongest factor influencing purchase decisions. A strong brand image, characterized by a good reputation, consumer trust, and a positive perception of reliability and quality, encourages consumers to choose ShopeeFood. These findings align with previous studies by Primaputra & Sudaryanto (2023) and Noviana & Khuzaini (2022), which also found a significant relationship between brand image and purchase decisions.

### **The Influence of Service Quality, Promotion, Price, and Brand Image on Purchase Decisions**

The study supports the hypothesis that service quality, promotion, price, and brand image collectively have a positive and significant influence on purchase decisions in the ShopeeFood application in Samarinda. The F-value of 84.803, which exceeds the F-table value of 2.47, and the significance value of 0.000, which is below 0.05, confirm this finding. The regression coefficients for the variables are as follows: service quality (0.294), promotion (-0.036), price (0.214), and brand image (0.471). While service quality, price, and brand image have positive coefficients, promotion has a negative coefficient. These results suggest that improving service quality, pricing strategies, and brand image will enhance purchase decisions, while promotion strategies may need adjustment. Collectively, these factors shape consumer perceptions and can increase consumer interest and trust in ShopeeFood, making it a preferred choice for food ordering.

## **CONCLUSION**

The results of this study indicate that service quality, price, and brand image each exert a positive and significant impact on the purchase decisions of ShopeeFood users in Samarinda. High service quality contributes to an enhanced consumer experience, thereby increasing the likelihood of consumers choosing ShopeeFood for their food delivery needs. Furthermore, competitive pricing that aligns with consumer expectations, in conjunction with a strong brand image, significantly influences purchase decisions by fostering consumer trust and loyalty. Conversely, promotion was found to have a negative and insignificant effect, suggesting that the promotional strategies employed by ShopeeFood may not resonate with consumer needs or distinguish the service from competing platforms.

These findings suggest that ShopeeFood should prioritize the maintenance and enhancement of service quality, as well as continue to develop competitive pricing strategies and reinforce its brand image to strengthen customer acquisition and retention in Samarinda. While promotions did not demonstrate a significant effect, it is recommended that ShopeeFood refine its promotional tactics to better align with consumer preferences. Future research should explore additional variables such as user experience, trust in the platform, and the influence of social media, as well as expand the scope to other cities for broader generalizability. Employing qualitative methods, such as in-depth interviews or focus group discussions, could provide a deeper understanding of consumer motivations. Longitudinal studies to assess shifts in consumer preferences over time and evaluate the long-term effectiveness of different promotional strategies would further contribute valuable insights for the development of ShopeeFood's marketing strategies.



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