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THE IMPACT OF GOFOOD PROMOTIONS AND APPLICATION EASE ON TRANSACTION DECISIONS OF UNM MANAGEMENT STUDENTS



Sitti Hasbiah

Management/Faculty of Economics and Business/State University of Makassar, Indonesia

Email : sittihashbiah@unm.ac.id

Abstract

The purpose of this study is to examine the effect of GoFood Promos and Ease of Access to the Gojek Application on transaction decisions among students of the Management Department of Makassar State University, class of 2024. The approach used is quantitative with an associative method. A total of 377 students became the study population, and 80 people were selected using a purposive sampling approach with multiple linear regression data analysis. According to the results of the study, GoFood Promos have a significant effect on transaction decisions, while Ease of Access to the Gojek Application has no significant effect. Simultaneously, these two variables still contribute to transaction decisions.

Keywords: GoFood Promo, Easy Access to the Gojek Application, Transaction Decisions



Introduction

The development of digital technology has significantly impacted lifestyle changes in society, including among students at Makassar State University. As the demand for efficient and practical services grows, digital applications have become a primary solution for meeting various student needs, particularly in the Management department. One innovation that has garnered significant attention is app-based food delivery services, which offer convenience in terms of time efficiency, energy savings, and a variety of food choices.

Makassar State University, as a higher education institution with a large student population, reflects these changing consumption dynamics. Students, particularly those in the Management Department, class of 2024, have shown a tendency to rely on GoFood services through the Gojek app as a solution for meeting their daily food needs. The spread of lecture halls, limited cafeteria facilities in some areas of campus, and the considerable distance to culinary centers are driving factors for students to choose app-based delivery services. Their busy academic schedules and involvement in organizations also reinforce their reliance on services with fast and convenient access.

Gojek is a comprehensive digital service platform offering a variety of services, including transportation through GoRide and GoCar, food delivery through GoFood, goods delivery through GoSend, and a digital payment system through GoPay. This diversity of services strengthens Gojek's position as a multi-functional application capable of meeting various community needs, including the needs of students in their daily activities (Junior, 2018).

Promotions play a significant role as one of the main reasons consumers use GoFood. Various attractive offers, such as discounts, free delivery, and cashback, are considered effective in helping students.


This is a way to save money, given the budget constraints generally faced by this group (Pratiwi et al., 2024). Furthermore, the app's ease of use also plays a role in students' decision to choose this service. GoFood's simple app interface, fast ordering process, and diverse payment options are contributing factors to their preference (Mulyaningtyas et al., 2021).

Promotion and ease of use of an app strongly influence purchase intention (Priskilia & Sitinjak, 2020). The impulse to purchase, known as purchase intent, typically arises after considering various factors such as price, convenience, and ease of service. The level of app usage is influenced not only by service speed and feature completeness, but also by ease of access and operationalization (Putra & Putra, 2025). For students, these two factors are key considerations when conducting online transactions.

Given the significance of this phenomenon, a study is needed to assess the extent to which promotions and ease of app access influence students' transaction decisions regarding food delivery services, particularly at Makassar State University. It is hoped that this research will advance understanding of changes in student consumption behavior in the digital era and serve as a reference for developing more effective and targeted marketing strategies in the future.

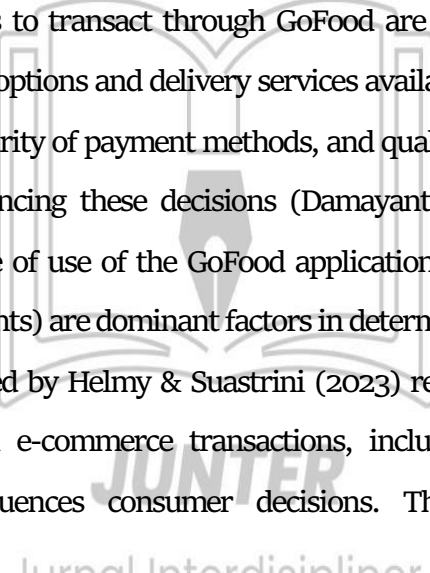
The food delivery service GoFood uses GoFood Promos as a marketing tactic to attract and retain customers. These promotions come in various forms, such as discounts, delivery cost savings, and limited-time discounts. Promos are a crucial component of sales promotion methods, which are initiatives short-term marketing used to boost transaction volume or encourage immediate purchases quickly (Iqbal & Kadir, 2024).

GoFood promotions play a crucial role in influencing how consumers perceive the value of a product in the digital realm. Promotions create the impression of lower prices and reduce consumer reluctance to purchase, particularly among students who often face financial difficulties. When sales or significant discounts occur, young shoppers are more likely to make impulse purchases. Furthermore, because users habitually use the app during promotions, they can also form long-term consumption patterns (Ariyanti et al., 2024).



GoFood promotions are a key factor influencing Makassar State University students' transaction decisions when using online food ordering services. Easy access to promotional information through apps and social media makes students more responsive and selective in making transaction choices (Rajaba et al., 2024). Thus, GoFood promotions serve not only as a marketing strategy but also as a key driver in shaping new consumption patterns in the digital era, where convenience, speed, and perceived value are key considerations in making purchasing decisions (Haris, 2020).

Consumers' decisions to transact through GoFood are the result of an evaluation process of the various food options and delivery services available. Several factors, such as price, ease of ordering, security of payment methods, and quality of delivery services, play a significant role in influencing these decisions (Damayanti & Sudarmanto, 2021). In today's digital era, the ease of use of the GoFood application and support for electronic payment systems (e-payments) are dominant factors in determining consumer purchasing decisions. A study conducted by Helmy & Suastrini (2023) revealed that the use of non-cash payment methods in e-commerce transactions, including delivery services like GoFood, significantly influences consumer decisions. This finding confirms that convenience and



The convenience of digital transactions is the main factor that consumers consider when making decisions to transact via GoFood.

Research methods



1. Research Approach

This study uses quantitative techniques and a correlational associative research design. The purpose of this study is to identify and evaluate the impact of independent factors, namely GoFood Promos and Ease of Access to the Gojek Application on the dependent variable, namely transaction decisions, among students majoring in Management at Makassar State University, class of 2024. According to (Sugiyono, 2020), in quantitative research, a specific population or sample is studied, and hypotheses are tested through statistical analysis of the data. This approach is based on the view that everything can be explained by data and facts. The purpose of this research's quantitative methodology is to determine and measure the relationship between variables objectively and measurably. By using numerical data and statistical methods, researchers can see how strong and significant the influence between the variables studied is.

2. Variable Measurement

The Likert scale, an evaluation tool that allows respondents to indicate their level of agreement or disagreement with a statement, was used to measure the variables in this study. Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1) are the five response options for each indication, arranged in sentence form. This scale facilitates more measurable and consistent data collection.

The variables used are:

X_1 (GoFood Promo): includes discounts, free shipping, cashback, and savings packages.

X_2 (Ease of Access to Application): includes application appearance, ordering speed, and payment flexibility.

Y (Transaction decision): includes the decision to make a purchase, choose a product or service, determine the purchase amount, and decide the transaction time.

3. Sampling Techniques

The method used in this study was purposive sampling, a non-random methodology in which sample selection is based on certain predetermined criteria. Students of the Management Department of Makassar State University, class of 2024, who used GoFood services, met the response requirements for this study.

The Slovin formula, which is used to determine the sample size, is as follows:

$$n = N / (1 + (N \times e^2))$$

With:

n = number of samples

N = population (377 students)

e = specified margin of error (10% or 0.1)

Therefore, the following formula is used to determine the sample size: $n = 377$

$$/ (1 + (377 \times 0.1^2))$$


$$n = 377 / (1 + 3.77)$$

$$n = 377 / 4.77$$

$n \approx 79.04$ rounded to 80 respondents

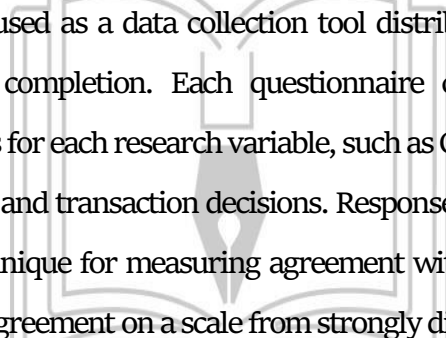
The sample size, 80 respondents, was determined using the Slovin formula for a population of 377 students with a 10% margin of error. This sample was purposively selected from only 2024 students in the Management Department of Makassar State University who actively use GoFood.

4. Data source



This research uses primary data, namely data obtained directly. From primary sources. In this context, data was collected directly from respondents selected based on predetermined standards. The questionnaire was distributed to 2024 Management students at Makassar State University who actively use GoFood. Respondent characteristics based on gender showed that there were 40 female respondents and 40 male respondents.

5. Method of collecting data



A questionnaire was used as a data collection tool distributed online to facilitate respondents' access and completion. Each questionnaire consisted of statements structured using indicators for each research variable, such as GoFood promotions, ease of access to the Gojek app, and transaction decisions. Response options were presented using a Likert scale, a technique for measuring agreement with a statement by asking respondents to rate their agreement on a scale from strongly disagree to strongly agree.


6. Data Analysis Techniques

Researchers use a number of analytical steps when examining data:

a. Validity Test

Used to ensure that each item on a questionnaire actually measures what it is supposed to measure. This test is conducted by examining the correlation between items and the total score.

b. Reliability Test



Used to assess the level of accuracy of consistent results when used under different conditions. Reliability is tested using Cronbach's Alpha value.

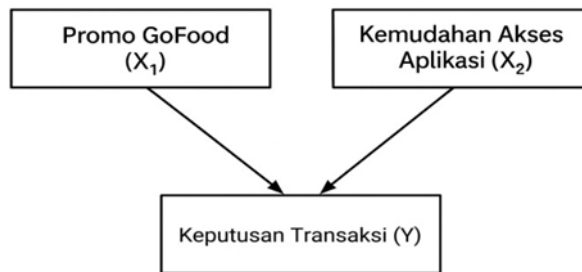
c. Classical Assumption Test

The purpose of the normality test is to confirm that the regression model used is statistically sound.

d. Multiple Linear Regression Analysis

Used to observe the partial and simultaneous influence of each independent variable (X_1 and X_2) on the dependent variable (Y)

Figure 1. Research Framework



Research Hypothesis:

H1: GoFood promos have a positive and significant impact on transaction decisions.

H2: Ease of access to the Gojek application has a large and beneficial impact on transaction decisions.

H3: GoFood promos and ease of access simultaneously influence transaction decisions.

Results and Discussion

Results

This study involved 80 respondents, active students of the Management Department of Makassar State University, class of 2024, who had experience using the GoFood service through the Gojek app. A questionnaire instrument developed based on research variable indicators was used to collect data. SPSS version 27 software was then used to examine the collected data to evaluate the influence of GoFood promotions and ease of access to the Gojek app on transaction decisions.

Validity testing was conducted to ensure that each questionnaire item accurately measured the intended variable. Analysis was conducted using Pearson correlation, where an item was considered valid if the calculated r value was greater than the table r value and the significance value (Sig.) was less than 0.05. If an item met both criteria, it was declared valid.

The results of the validity test are shown in the table:

Table 1. Validity Test (Pearson Correlation)

Indicator	GoFood Promo	Ease of Access Gojek application	Decision Transaction	Status
X1.1	0.712			Valid
X1.2	0.621			Valid
X1.3	0.506			Valid
X1.4	0.764			Valid
X1.5	0.664			Valid
X2.1		0.526		Valid
X2.2		0.543		Valid
X2.3		0.572		Valid
X2.4		0.608		Valid
X2.5		0.692		Valid
Y1.1			0.571	Valid
Y1.2			0.554	Valid
Y1.3			0.532	Valid
Y1.4			0.679	Valid
Y1.5			0.463	Valid

Source: *Data Processed, 2025*

The results of the validity test in Table 1 show that all indicators have met the criteria and can be considered valid.

Table 2. Reliability Test

Variables	Croanbach Alpha	Status
GoFood Promo	0.760	Reliable
Ease of access to the Gojek application	0.724	Reliable
Transaction decision	0.716	Reliable

Source: *Data Processed, 2025*

Reliability testing was conducted to ensure that measurement findings remained consistent when the same instrument was used repeatedly. An indicator in the questionnaire was considered valid if its alpha coefficient was greater than 0.7. Cronbach's Alpha was used to assess its reliability. The results showed that each variable had a Cronbach's Alpha value greater than 0.7, indicating that the third variable could be used in subsequent research.

The results of the validity and reliability tests indicate that all questionnaire items are valid and reliable. Each validity indicator received a score of more than 0.5, and each reliability indicator received a score of more than 0.7. The results indicate that both tests meet these requirements.

Table 3. Normality Test

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.077	80	.200 [*]	.984	80	.406

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

The normality test is a method for determining whether research data is normally distributed or has a normal distribution pattern. For the residual normality test, the Shapiro-Wilk test results showed a significance value of 0.406, which is greater than 0.05. This

shows that the assumption of normality in multiple linear regression analysis is met, because the residuals are regularly distributed.

This study uses multiple linear regression tests to determine the effect of GoFood promotions and ease of access to the Gojek application on transaction decisions of students of the Management Department of Makassar State University in 2024. Furthermore, to calculate the relative contribution of each independent variable to the dependent variable. In addition, this test is used to show the significance of the relationship between variables, determine the direction of the influence (positive or negative), and determine which components have the greatest influence on transaction decisions made by students.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.411	2.57814

a. Predictors: (Constant), Kemudahan akses aplikasi Gojek, Promo GoFood

The model's ability to explain the diversity of transaction decisions is shown in the Model Summary table. The two components of the GoFood promo model and the Gojek app's ease of use can explain 42.6% of the diversity in transaction outcomes, according to an R-square value of 0.426. However, the remaining 57.4% is influenced by external variables not examined in this study, such as price, service quality, personal preferences, or promotions from other platforms.

Table 5. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	379.682	2	189.841	28.561	<.001 ^b
	Residual	511.806	77	6.647		
	Total	891.487	79			

a. Dependent Variable: Keputusan transaksi

b. Predictors: (Constant), Kemudahan akses aplikasi Gojek, Promo GoFood

The ANOVA table is used to determine the significance of the overall regression model, namely whether the independent variables (such as GoFood promos and ease of access to the Gojek application) affect the dependent variable (transactions). The significance value (Sig.) in this table is less than 0.001, which means the regression model is statistically very significant. Meanwhile, the significance value in the F test <0.05 indicates that variables X1 and X2 together still significantly influence variable Y. However, partially, only X1 has a dominant influence.

Table 6. Regression Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.697	1.929		2.954	.004
	Promo GoFood	.506	.111	.556	4.547	<.001
	Kemudahan akses aplikasi Gojek	.142	.136	.128	1.043	.300

a. Dependent Variable: Keputusan transaksi

The coefficients table shows the influence of each variable on transaction decisions. GoFood promotions have a B value of 0.506 and a significance value of less than 0.001, meaning GoFood promotions have a significant and positive influence on transaction decisions. The more promotions, the higher the likelihood of people making transaction decisions. Meanwhile, ease of access to the Gojek application has a B value of 0.142 and a significance value of 0.300, meaning its effect is not statistically significant. Therefore, in this study, only GoFood promotions were proven to have a significant influence on transaction decisions of Makassar State University students majoring in management.

7. Discussion

GoFood promotions have been shown to significantly influence transaction decisions on the Gojek app. This indicates that consumers are more likely to make transactions when there are attractive promotions, such as discounts, free shipping, or

Cashback vouchers. This type of promotion creates a higher perceived value in consumers' minds, thus encouraging them to make transaction decisions. This finding is supported by research (Gunarsih et al., 2021), which found that price has a significant impact on transaction decisions. The study found that discounts or lower prices persuade customers to make larger purchases if they believe they are getting better value.

Contrary to the initial hypothesis, the Gojek App's Ease of Access variable did not show a significant influence on transaction decisions. This indicates that although the Gojek app has an easy-to-use interface, it is not enough to directly encourage increased transaction decisions. This result is in line with the findings of (Andini & Maniza, 2024), which claim that transaction intentions are not significantly influenced by application usability. In that study, despite the app's ease of use, elements such as the shopping experience actually have a greater impact on consumer transaction intentions.

Another possibility is that ease of access has become something "normal" for today's digital consumers, making it a determining factor in purchasing decisions. Therefore, emotional factors such as price, taste, and promotions have a more significant influence on consumer purchase decisions.

Although only GoFood promotions had a significant partial effect, simultaneous test results showed that the combination of GoFood promotions and easy access to the Gojek app still contributed to transaction decisions. This means that easily accessible app features remain important as a supporting tool, but the success of encouraging transactions is more influenced by the intensity and quality of promotions.

The findings (Pramarini et al., 2024) directly state that only promotions have a significant impact on transaction decisions. Meanwhile, ease of use has no significant effect, which is consistent with the results of this study. However, both factors simultaneously contribute to transaction decisions. Therefore, strengthening the promotional aspect needs to be a primary focus if we want to encourage consumers to make transaction decisions through the GoFood app.

CONCLUSION

Based on the analysis and research findings, it can be concluded that GoFood Promo (X_1) clearly influences Transaction Decisions (Y), based on the results of the analysis and study, the more attractive the promotion offered, the greater the student's decision to make a transaction. Meanwhile, Ease of Access to the Gojek Application (X_2) does not have a significant influence on Transaction Decisions. However, when viewed together, GoFood Promo and Ease of Access still contribute to Transaction Decisions, with GoFood Promo showing a more dominant influence than Ease of Access.



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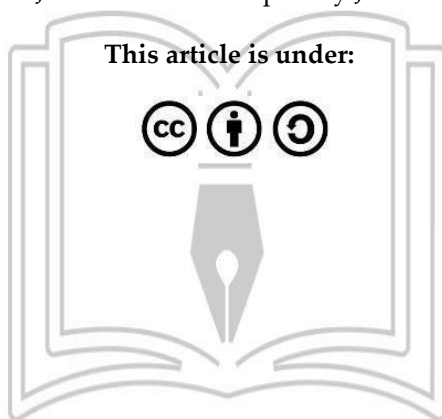
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