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## The Influence of Brand Image and Price Perception on Online Food Delivery Purchase Decisions

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### ABSTRACT

This study aims to determine: (1) consumer perception of brand image in online food delivery services; (2) consumer perception of price in online food delivery services; (3) the level of consumer purchasing decisions in online food delivery services; (4) the influence of brand image perception on online food delivery purchasing decisions; (5) the influence of price perception on online food delivery purchasing decisions; and (6) the combined influence of brand image and price perception on online food delivery purchasing decisions. This research is a descriptive quantitative study using survey techniques. The population of this study consists of 5,098 students from the Faculty of Engineering at Yogyakarta State University. The sample size was determined using Slovin's formula, resulting in 100 participants, with samples collected using accidental sampling. The research instrument was a closed questionnaire (Google Form) with a Likert scale (1-4), tested for validity and reliability. Data analysis techniques included descriptive analysis and multiple linear regression with prerequisite tests, including normality, linearity, multicollinearity, and heteroscedasticity tests. The results showed that: (1) consumer perception of brand image is high, with an average score of 27.85; (2) consumer perception of price is high, with an average score of 28.65; (3) the level of purchasing decisions is high, with an average score of 47.1; (4) brand image perception influences purchasing decisions by 9.9%; (5) price perception influences purchasing decisions by 23.1%; and (6) simultaneously, brand image and price perception influence online food delivery purchasing decisions by 33%, with the remaining 67% influenced by other variables not examined in this study.

**Keywords:** Brand image, price perception, online food delivery, purchasing decision, consumer perception

### INTRODUCTION

Current students belong to Generation Z, characterized as digital natives because they were born when the internet was already developed. The age range of Generation Z spans from 1995 to 2012 (WJ Schroer Company, 2004). Generation Z is diverse, global, and influential on culture and societal attitudes. Notably, Generation Z is adept at leveraging technological changes in various aspects of their lives.

Stillman & Stillman (2018) provide a comprehensive overview of Generation Z, identifying seven key characteristics: digital, fear of missing out (FOMO), hyper-customization, driven, realistic, Weconomist, and do-it-yourself (DIY). FOMO is a significant challenge for daily life, characterized by a high curiosity about various things, especially new ones. When Generation Z receives information that does not meet their needs, they may feel anxious and unable to act. They tend not to miss any notifications on their smartphones due to their high curiosity for the latest information, making them heavily dependent on their smartphones and worried about missing out on information.

Generation Z has both positive and negative traits. Their high curiosity about information enhances their technological proficiency, enabling them to independently seek out what they need. They are also multitaskers, often engaging in multiple activities simultaneously, such as reading, talking, watching, and listening to music. However, they can be impatient and prefer instant solutions to problems (Bakti & Safitri, 2017).

Because they favor instant gratification, Generation Z utilizes available technology to meet their daily needs, including obtaining food. Online food delivery services have become a solution for those who value efficiency, offering time-saving purchases, ease of payment transactions, and a variety of menu options. However, the convenience of online food delivery also fosters a tendency towards laziness and consumerism (Zuhara, 2022). This aligns with the phenomenon of students using online food delivery due to laziness or "mager" (reluctance to move) to buy food offline, making online food delivery an attractive alternative. Research by Maretha et al. (2020) supports this, indicating that laziness, busy schedules, and avoiding traffic lead students to choose online food delivery apps.

Several online food delivery services are available in Indonesia, with Gofood, Grabfood, and Shopeefood being the most popular. According to CLSA research, Gofood and Grabfood are the largest players in Indonesia. Astuti & Anggresta (2022) note that Grabfood launched in 2015, Gofood in 2016, and Shopeefood in 2020. Despite being relatively new, Shopeefood attracted 55% of consumers within its first week of launch in 2022 (Kusuma & Hermawan, 2020).

The presence of various online food delivery apps has intensified competition, not only among the apps themselves but also among merchants. Merchants, whether individuals or groups, operate as sellers of goods or services with physical or online stores partnered with online food delivery services. Each merchant has its own brand image, defined as a set of beliefs, ideas, impressions, and perceptions held by individuals or communities about a brand (Huda, 2020). Brand image includes three variables: corporate image, user image, and product image. It represents trust, which is crucial and based on experience, transaction sequences, and interactions that meet consumer expectations. The challenge arises when consumers face numerous merchant options selling similar types of food, making it difficult to choose.

Price is another key factor in consumer purchasing decisions, with competitive and relatively low prices being particularly attractive. However, online food delivery prices are generally higher than offline purchases due to additional costs like service fees, order fees, parking fees, and delivery charges. Furthermore, product prices are higher due to extra profit-sharing with the third-party delivery app.

## **PURPOSE OF THE STUDY**

Based on these considerations, this study aims to determine: (1) consumer perception of brand image in online food delivery services; (2) consumer perception of price in online food delivery services; (3) the level of consumer purchasing decisions in online food delivery services; (4) the influence of brand image perception on online food delivery purchasing decisions; (5) the influence of price perception on online food delivery purchasing decisions; and (6) the combined influence of brand image and price perception on online food delivery purchasing decisions.

## METHOD

This research is a survey study with a descriptive quantitative approach. In a survey study, information is collected from respondents using a questionnaire (Sugiyono, 2017). This study has two independent variables: brand image perception and price perception, and one dependent variable: purchasing decision. This study was conducted from August 2022 to July 2023 at the Faculty of Engineering, Yogyakarta State University.

### Participants

The population used in this study consists of 5,098 students from the Faculty of Engineering, Yogyakarta State University. The sampling technique used in this study is accidental sampling, where the sample is taken based on incidental or specific opportunities when anyone suitable as a data source is encountered (Sugiyono, 2017). The sample criteria in this study are students of the Faculty of Engineering, Yogyakarta State University who use online food delivery services. The researcher determined the sample using Slovin's formula, resulting in 100 respondents.

### Data Collection and Analysis

The data collection technique is the method used by the researcher to obtain the required information in a study. The data collection technique used in this research is a survey with a questionnaire method, where the instrument is a closed questionnaire (Google Form).

The validity test was conducted on 30 respondents. The result showed that the  $r$  table value for the number of respondents ( $N$ ) 30 is 0.361. Items 1 – 30 have an  $r$  calculated value  $>$   $r$  table value of 0.361 ( $n = 30$ ;  $\alpha = 5\%$ ). Therefore, it can be concluded that these items are valid and can be used for data collection (see Table 1).

Table 1. Reliability Test

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.776	Reliable
Price (X2)	0.772	Reliable
Purchasing Decision	0.843	Reliable

Based on Table 1, it is shown that all variables have a Cronbach's Alpha  $>$  0.7, so it can be concluded that they are reliable and thus each item is suitable for use as a measurement tool.

This study uses descriptive analysis, which includes general data of respondents. Basic/prerequisite assumption testing includes normality test, linearity test, multicollinearity test, and heteroscedasticity test. Hypothesis testing is conducted using multiple linear regression analysis, coefficient of determination, and Effective Contribution (EC).

## FINDINGS

### Brand Image Perception

The brand image perception variable, which has three indicators: corporate image, product image, and user image, was measured using a questionnaire containing eight questions with answer options where the maximum value is 4 and the minimum value is 1. The sample consisted of 100 respondents, so the highest possible score is 32 and the lowest is 8. Based on the data obtained, the brand image perception variable has a mean ( $M$ ) value of 27.85. The frequency distribution data were then grouped into several categories of consumer perception of the brand image using the Ideal Mean ( $M_i$ ) = 20 and Ideal Standard Deviation ( $SD_i$ ) = 4. The categories of consumer perception of brand image can be seen in Table 2.

**Table 2.** Categorization of Brand Image Perception

No.	Formula	Value	Frequency	Percentage (%)	Category
1	$X < Mi - 1SDi$	16-Aug	0	0	Low
2	$Mi - 1SDi \leq X < Mi + 1SDi$	16 - 24	4	4	Moderate
3	$Mi + 1SDi \leq X$	24 - 32	96	96	High
Total		100	100		

Based on Table 2, it can be seen that 96 out of 100 respondents fall into the high category. Thus, it can be concluded that consumer perception of brand image in online food delivery services is high at 96%, with a mean score of 27.85.

### Price Perception

The price perception variable, which has four indicators: price affordability, price appropriateness with product quality, price competitiveness, and price appropriateness with benefits, was measured using a questionnaire containing eight questions with answer options where the maximum value is 4 and the minimum value is 1. The sample consisted of 100 respondents, so the highest possible score is 32 and the lowest is 8. Based on the data obtained, the price perception variable has a mean (M) value of 28.65. The frequency distribution data were then grouped into several categories of consumer perception of price using the Ideal Mean (Mi) = 20 and Ideal Standard Deviation (SDi) = 4. The categories of consumer perception of price can be seen in Table 3. Based on Table 3, it can be concluded that consumer perception of price in online food delivery services is "high," with 96 out of 100 respondents falling into the high category at 96%, with a mean score of 28.65.

**Table 3.** Categorization of Price Perception

No.	Formula	Value	Frequency	Percentage (%)	Category
1	$X < Mi - 1SDi$	16-Aug	0	0	Low
2	$Mi - 1SDi \leq X < Mi + 1SDi$	16 - 24	4	4	Moderate
3	$Mi + 1SDi \leq X$	24 - 32	96	96	High
Total		100	100		

### Purchasing Decision

The purchasing decision variable has five indicators: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, measured using a questionnaire containing 14 questions with answer options where the maximum value is 4 and the minimum value is 1. The sample consisted of 100 respondents, so the highest possible score is 56 and the lowest is 14. Based on the data obtained, the purchasing decision variable has a mean (M) value of 47.1. The frequency distribution data were then grouped into several categories of consumer levels regarding purchasing decisions using the Ideal Mean (Mi) = 35 and Ideal Standard Deviation (SDi) = 7. The categories of consumer perception of brand image can be seen in Table 4. The level of purchasing decisions in online food delivery services is "high," with 77 respondents falling into the high category at 77%, with a mean score of 47.1.

**Table 4.** Categorization of Purchasing Decision Level

No	Formula	Value	Frequency	Percentage (%)	Category
1	$X < Mi - 1SDi$	14 - 28	0	0	Low
2	$Mi - 1SDi \leq X < Mi + 1SDi$	28 - 42	23	23	Moderate
3	$Mi + 1SDi \leq X$	42 - 56	77	77	High
Total		100	100		

## Normality Test

The normality test aims to determine whether the residual values are normally distributed. This test was conducted using the IBM SPSS Statistic 21 program with the Kolmogorov-Smirnov test. If Sig. > 0.05, the data distribution of the variable can be considered normal. The normality test results in this study showed an Asymp Sig. 2-tailed value of 0.924 > 0.05. From these results, it can be concluded that the residual values are normally distributed.

## Linearity Test

The linearity test is used to determine whether the model used is linear. This study showed a Sig value of 0.389 > 0.05 for the brand image perception variable on purchasing decisions (X1 to Y) and a Sig value of 0.376 > 0.05 for the price perception variable on purchasing decisions (X2 to Y), indicating that the relationship between the independent variables and the dependent variable is linear. This means that the correct model for this study is a linear model, as a non-linear relationship between the independent and dependent variables cannot be analyzed using linear regression.

## Multicollinearity Test

The multicollinearity test aims to test whether there is a perfect or near-perfect linear relationship (intercorrelation) between two or more independent variables in the regression model. In this study, the brand image perception and price perception variables both had a Tolerance value of 0.900 > 0.100 and a VIF value of 1.185 < 10.00, indicating that there is no multicollinearity issue with the brand image variable.

## Heteroscedasticity Test

The heteroscedasticity test aims to assess whether there is a similarity of variance from one observation's residual to another in the linear regression model. The Glejser test results showed:

- 1) The brand image perception variable had a Sig. (2-tailed) value of 0.398 > 0.05, indicating no heteroscedasticity issue with the brand image variable.
- 2) The price perception variable had a Sig. (2-tailed) value of 0.797 > 0.05, indicating no heteroscedasticity issue with the price variable.

## t-Test (Partial Regression Coefficient)

To test the hypothesis partially between the independent variables and the dependent variable, the t-test results were interpreted by considering the significance value and comparing the t calculated value with the t table value. The t-test results in this study are explained as follows:

- 1) First Hypothesis Testing (H1): The significance value for the influence of the X1 (Brand Image) variable on the Y (Purchasing Decision) variable is 0.005 < 0.05, and the t calculated value is 2.891 > t table value of 1.984, so it is concluded that H1 is accepted, meaning there is an influence of brand image on purchasing decisions in online food delivery services.
- 2) Second Hypothesis Testing (H2): The significance value for the influence of the X2 (Price) variable on the Y (Purchasing Decision) variable is 0.000 < 0.05, and the t calculated value is 5.045 > t table value of 1.984, so it is concluded that H2 is accepted, meaning there is an influence of price on purchasing decisions in online food delivery services.

### **F-Test (Simultaneous Regression Coefficient)**

This test aims to determine whether there is a significant influence between the independent variables (X) simultaneously on the dependent variable (Y). In this study, the significance value of X1 – X2 simultaneously on Y is  $0.000 < 0.05$ , and the F calculated value is  $23.921 > F$  table value of 3.939, so it is concluded that H3 is accepted, meaning there is a significant simultaneous influence of X1 – X2 on Y.

### **Coefficient of Determination**

This analysis aims to determine the percentage of influence exerted by the X variables simultaneously on the Y variable. In this study, the coefficient of determination ( $R^2$ ) value is 0.330 or 33%. This means that the influence of the X1 and X2 variables simultaneously on the Y variable is 33%, while the remaining 67% is influenced by other variables outside the scope of this study.

### **Predictor Contribution**

Predictor contribution is an explanation of the amount of contribution each independent variable exerts on the dependent variable. In this study, the brand image perception variable influences purchasing decisions in online food delivery services by 9.9%, while the price perception variable influences purchasing decisions in online food delivery services by 23.1%.

## **DISCUSSION**

Online food delivery services have become an alternative option for purchasing food and beverages. By utilizing these services, consumers can easily order food or drinks through their smartphones. In Yogyakarta, a city known for its student population, many students from various parts of the country, especially those pursuing higher education, often use online food delivery services due to practical considerations regarding time, effort, and cost.

In this study, the majority of students use the ShopeeFood platform, with 93 out of 100 respondents (93%) preferring it over other applications like GoFood and GrabFood. Although ShopeeFood is newer compared to GoFood and GrabFood, this has not diminished its usage intensity as an online food delivery service. The newness of ShopeeFood has led to numerous promotions that attract students. This is supported by research from Astuti & Anggresta (2022), which found that ShopeeFood includes various marketing features such as free delivery vouchers, discounts of 20% - 50%, and bundling offers.

The category of products most frequently ordered by students through online food delivery services is main meals, with 95% of orders falling into this category. This indicates that students tend to use online food delivery services to order staple foods. This finding aligns with research by Suaib & Amir (2020), which shows that students are more likely to order main meals rather than snacks on GoFood.

The most frequently ordered brand of food or beverages among students at the Faculty of Engineering, Yogyakarta State University, is Gacoan, with the largest percentage at 44% compared to other brands.

The data obtained in this study show that brand image perception and price perception, both partially and simultaneously, influence purchasing decisions in online food delivery services. Brand image is a perception that someone holds about a particular product. In online food delivery services, brand image refers to perceptions of the quality of a product based on various aspects such as the credibility of the store or merchant selling the product, popularity, quality, quantity, product attributes, and the confidence it provides after consumption. The results indicate that the brand image variable has a t-value of 2.891 with a significance value of 0.005 ( $0.000 < 0.05$ ) and a positive regression coefficient of 0.537, proving that brand image perception positively influences purchasing decisions. This shows that consumers, especially students

at the Faculty of Engineering, Yogyakarta State University, consider brand image as a significant factor in their purchasing decisions for online food delivery. This finding is consistent with research by Arifta & Aulia (2023), which also found that brand image has a positive and significant influence on purchasing decisions.

Price in online food delivery services is the amount consumers must pay to obtain a product, serving as a measure of the benefits received. The results show that the price perception variable has a t-value of 5.045 with a significance value of 0.000 ( $0.000 < 0.05$ ) and a positive regression coefficient of 0.969, proving that price positively influences purchasing decisions. This indicates that consumers, particularly students at the Faculty of Engineering, Yogyakarta State University, consider price an essential factor in their purchasing decisions for online food delivery. This finding aligns with research by Dwijantoro & Syarief (2021), which states that price has a positive and significant influence on purchasing decisions.

The F-test results show an F-value of 23.921 with a significance of 0.000 ( $0.000 < 0.05$ ), proving that brand image perception and price perception simultaneously influence purchasing decisions in online food delivery services.

The categorization of variables shows that consumer perception of brand image is "high," with an average score of 27.85. This indicates that indicators within the brand image perception variable, such as store/merchant credibility, product attributes, product quality, product quantity, consumer lifestyle, social status, and consumer personality, are significant considerations in purchasing decisions for online food delivery. This relates to the respondent description, where the subjects are students who are in a productive age group, emphasizing the influence of lifestyle as a sub-indicator in the brand image perception variable.

Other data indicating that brand image perception is a consideration in purchasing decisions for online food delivery services show that the majority of students using these services are female, with a percentage of 59%. Women tend to be more impulsive and have higher consumption rates than men (Kusuma & Hermawan, 2020), which relates to the consumer lifestyle sub-indicator within the brand image perception variable.

Consumer perception of price in online food delivery services is categorized as "high," with an average score of 28.65. This shows that indicators within the price perception variable, such as price affordability (including purchasing power and flexibility), price appropriateness with product quality (including quality satisfaction), price competitiveness (including low prices and promotions/discounts), and price appropriateness with benefits (including efficiency and quality obtained), are significant considerations in purchasing decisions for online food delivery. This is supported by data from this study showing that most students at the Faculty of Engineering, Yogyakarta State University, have a monthly allowance of less than Rp. 1,000,000, with a percentage of 41%. The amount of allowance determines students' expenditures, including food purchases (Wulansari, 2019). Therefore, price appropriateness is a significant consideration for students in making purchasing decisions for online food delivery.

The level of purchasing decisions in online food delivery services is categorized as "high," with an average score of 47.1. This indicates that indicators within the purchasing decision variable, such as need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, are essential considerations for consumers before making a purchase through online food delivery services.

## CONCLUSION

Based on the data analysis and discussion, it can be concluded that consumer perception of brand image and price in online food delivery services is categorized as "high," with 96% for both, and average scores of 27.85 and 28.65, respectively. This indicates that consumers significantly consider both the brand image and price of each product. The level of purchasing decisions is also categorized as "high," at 77%, with an average score of 47.1, suggesting frequent use of online food delivery services, particularly among students. Brand image perception positively and significantly affects purchasing decisions with an influence of 9.9%, while price perception has an influence of 23.1%. Together, these variables influence purchasing

decisions by 33%, indicating that other factors not examined in this study account for the remaining 67%. The findings imply that online food delivery service providers should focus on enhancing their brand image and maintaining competitive pricing to attract and retain customers. Further research could explore additional factors influencing purchasing decisions to provide a more comprehensive understanding of consumer behavior in this sector.

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