

Analysis of the Effect of GoFood Services on Increasing Food Sales (Case Study of Culinary MSMEs Around Kajen Square, Pekalongan)

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ABSTRACT: *This research was carried out with the aim of analyzing the influence of GoFood services on increasing food sales of culinary MSMEs around Alun-Alun Kajen, Pekalongan. This research uses a qualitative method with a descriptive approach. Data was collected through primary and secondary data. Primary data was obtained in two ways, namely interviews with five food traders and direct observation around Kajen Square, Pekalongan. Secondary data was obtained from relevant previous studies. The research results show that GoFood services have a significant positive impact on increasing sales of Culinary MSMEs around Kajen Square. The benefits obtained include ease of transactions, price stability, effective promotions, increased market reach, and flexibility in stock management. GoFood also helps improve reputation and expand customer reach without the need to add physical infrastructure. However, some problems such as dissatisfaction with delivery times and food quality still require improvement. In conclusion, GoFood services help culinary MSMEs around Kajen Square to compete in an increasingly competitive market and increase their income. This research suggests that GoFood continues to improve the quality of delivery services and support MSMEs in making maximum use of the platform.*

Keywords: *GoFood, Increased Sales, Culinary MSMEs.*

1. INTRODUCTION

As time goes by, the role of technology is increasingly important because it helps facilitate humans in carrying out various daily activities more efficiently. One of the advances in the world of technology is the internet, a system that allows individuals to access widely shared information. The internet not only functions as a tool for searching for information and communicating, but also as a platform that makes it possible to do business (Hutabarat Herna P.W., 2023). Currently, the presence of a digital economy that is fully supported by the internet has changed the way people shop or trade, especially with the rapid growth of E-commerce as a revolution in modern commerce. The culinary business is a clear example where the internet has played an important role in facilitating industrial growth in the current digital era (Nur & Sartika Djafar, 2022).

The emergence of companies that utilize digital-based technology, such as Gojek and Grab, have become pioneers in driving the new economy by utilizing digital advances and the internet as the main foundation for their operations. Gojek, a unicorn industry startup created by the nation's children, which was founded in 2011, is an online transportation company that plays a key role in overseeing the transformation of the Industrial Revolution 4.0 in Indonesia. Gojek not only offers transportation services, but also various other features, including GoFood which has now become very popular among users. In this way, this company is not only changing the way people use transportation, but also expanding its impact in various aspects of daily life through its digital innovation (Sukardi & Rahmawati, 2022).

GoFood is an online food delivery service that is similar to a delivery ordering system from pre-existing restaurants or eateries. By simply using a smartphone and accessing the GoFood feature in the Gojek application, consumers can order food from restaurants or eateries that have collaborated with GoFood or Gojek. The food ordered will be delivered directly by the drivers (Nur & Sartika Djafar, 2022). The existence of the GoFood feature is very profitable for sellers because it functions as an effective promotional tool and makes it easier for them to reach more consumers and increase efficiency in their operations. However Apart from having a positive influence, the presence of GoFood has had a negative impact on MSMEs and their consumers (Hutabarat Herna P.W., 2023).

This research was carried out with the aim of analyzing the influence of GoFood services on increasing food sales or culinary MSMEs around Alun-Alun Kajen, Pekalongan. This research will explore the increase in income due to the presence of the GoFood feature, as well as observe the positive impact of this feature from both the merchant and consumer perspectives.

2. METHOD

2.1 Research Methods

To achieve accurate and valuable research results, this research uses a descriptive approach through qualitative methods. This method emphasizes comprehensive data analysis, with a focus on collecting, interpreting and reporting research results carefully and systematically using descriptive language and appropriate sentence structure. In essence, a qualitative approach is a research mechanism that relies on verbal descriptions that are carefully organized and structured to produce broad and meaningful findings (Waruwu Marinu, 2023). This descriptive approach attempts to explain in depth the problem that is the topic of discussion.

The descriptive qualitative research method is very suitable for this research because of its in-depth nature. Descriptive qualitative research allows this research to easily dig up detailed information about a comprehensive and in-depth picture of the influence of GoFood services on increasing food sales.

2.2 Location and Time of Research

This research was carried out around Kajen Square for approximately three days. After conducting observations, researchers found several problems related to customer dissatisfaction with delivery times which were often late and the quality of the food received. Even though GoFood has great potential to increase food sales, there are several aspects of service that require improvement to increase customer satisfaction so that it can increase sales.

2.3 Data Collection Methods

This research is included in the field research category, which is carried out systematically to collect data directly from the field (Anisya Dwi Septiani & Wardana, 2022). The aim of this research is to analyze more deeply the influence of GoFood services on increasing food sales or Culinary MSMEs around Kajen Square. This research will explore the increase in income due to the presence of the GoFood feature, as well as observe the positive impact of this feature from both the merchant and consumer perspectives.

Research subjects are closely related to data sources, which include various entities such as objects, individuals, activities and physical locations (Ibrahim, 2015). In this research, two types of data sources were used :

1. Primary Data

Primary data is the main source obtained directly from the original source without going through intermediary media. In this research, primary data was collected through interviews and observations of Food Traders or Culinary MSMEs around Kajen Square.

2. Secondary Data

Secondary data is information obtained indirectly through mediators or other means, which has been documented by other parties. For this research, secondary data was obtained from previous studies relevant to the research topic.

2.4 Data Collection Techniques

The data collection process in this research was carried out through the following steps:

1. Observation

In this research, observations were carried out around Kajen Square to understand the influence of GoFood services on increasing sales of food traders or Culinary MSMEs in the area. This method involves observing and recording data.

2. Interview

In this research, in-depth interviews were conducted by talking with food traders at Culinary MSMEs around Kajen Square.

3. Documentation

In this research, documentation techniques were used to collect information regarding the influence of GoFood services on increasing food sales in Culinary MSMEs around Kajen Square. Heading at the second level is written in italics using capital letters for each word.

2.5 Data Processing Techniques

The data processing technique in this research involves several steps as follows :

1. Data Sorting and Selection

The first step is to sort and select data that is relevant to the research topic, especially regarding the influence of GoFood services on increasing food sales in Culinary MSMEs. The data taken comes from Culinary MSME traders around Kajen Square.

2. Data Presentation

The data is presented briefly with an explanation of the positive and negative impacts provided by the GoFood feature, both from the perspective of traders and consumers.

3. Make conclusions

The final step is to draw up short and clear conclusions based on the data obtained, regarding the influence of GoFood services on increasing food sales to Culinary MSMEs around Alun-Alun Kajen, Pekalongan.

3. RESULT AND DISCUSSION

The Small and Medium Enterprises (MSME) sector is one of the main drivers of the economy in Kajen Square, Pekalongan. This sector absorbs the most labor and encourages increased investment. MSMEs cover various types of businesses, one of

which is the culinary sector. Small and Medium Enterprises have an important role and have a significant influence on economic growth in Kajen Square, Pekalongan.

Indonesia is famous for its culinary diversity. Each region has its own characteristics in the taste of its food, including Kajen Square. Some of the typical culinary delights at Alun-Alun Kajen include megono rice, meatballs, chicken noodles, fried rice, Indonesian Acehnese noodles, satay, lamongan, and nasi Padang. This culinary richness is an attraction for consumers, both local residents and immigrants. High consumer interest creates opportunities for culinary entrepreneurs, from small to large scale.

3.1 Increase in Sales from the Presence of the GoFood

The GoFood feature in the Gojek application provides significant convenience for users in various daily activities such as shopping and delivering goods. For example, with GoFood, users can order food without having to visit the restaurant in person. The existence of this feature not only provides financial benefits for buyers with various promos and discounts offered periodically. For sellers or restaurants, this feature opens up new opportunities to reach more customers without the need for additional seating or additional physical infrastructure. Overall, GoFood is not just a feature for ordering food, but also an ecosystem that benefits both consumers and culinary entrepreneurs in terms of efficiency, convenience and business growth (Hutabarat Herna P.W., 2023). Here are some of the benefits that sellers can get from this feature:

1. Increase Reputation

Improving the reputation of a restaurant or product is a very important aspect. By utilizing the GoFood application, sellers have the opportunity to improve their reputation.

2. Wider Customer Reach

When sellers collaborate with online motorcycle taxi applications, they have the opportunity to reach more customers because there are thousands of online motorcycle taxi drivers ready to deliver food to customers.

3. More Affordable Shipping

Many people pay attention to the cost of delivering food to customers. By registering a restaurant on GoFood, sellers don't need to worry because payments can be made via GoPay, which offers more affordable delivery costs.

4. Menu promotions are more practical

Through the various features offered by the GoFood application, sellers can easily promote superior menus from their restaurants.

5. No need to hire your own courier

Another advantage is that sellers do not need to employ their own couriers because the drivers are always ready to serve at any time (Hasbi et al., 2022).

Researchers used around 20 small culinary businesses as samples in this study. Respondents were randomly selected according to predetermined characteristics. Of the 20 samples, researchers succeeded in interviewing 5 respondents. The following are some of the results of interviews from respondents :

1. Pak Tosran Fried Rice

Pak Tosran is the owner of a fried rice business around Alun-Alun Kajen, Pekalongan who has joined GoFood since the Covid-19 pandemic. The decision to use GoFood has had a significant positive impact on his business. With this platform,

customers no longer need to come directly to the shop to enjoy fried rice, but can easily order via the application.

As Mr Tosran said:

"Yes, I see an increase in customers ordering food more often via GoFood because customers now tend to prefer something practical and fast." (Mr. Tosran, 2024)

2. GSM Mas Nur Chicken Noodle Meatballs

Mas Nur's chicken noodle meatballs are located around the GSM Kajen housing complex, Pekalongan, which is one of the meatball places that is much sought after by Kajen Pekalongan residents. Apart from being busy with offline visitors, Mas Nur also revealed in an interview that many orders for chicken noodle meatballs are also made online or via GoFood. Mas Nur explained that he had been using GoFood services for quite a long time and felt many benefits from this GoFood feature.

"This chicken noodle meatball has been using GoFood services for quite a long time, in fact almost every day there are orders using GoFood. The benefits itself certainly expand the reach of many consumers. Apart from that, ordering using GoFood makes the service more regular and less stressful." (Mas Nur, 2024)

3. Padang BUNDO CINTO Restaurant

RM Padang bundo cinto is a Padang restaurant that not only provides typical Padang food but also several other food menus. This restaurant also uses GoFood services for its orders. According to Mba Fina, as employees of the Bundo Cinto restaurant, with the GoFood feature, they can also introduce and promote new food and drink menus besides the nasi Padang menu. This shows that the GoFood feature has many benefits for business.

"I feel that there are many benefits from this GoFood feature, because apart from making delivery easier and getting a wider customer reach, the GoFood feature can also be a promotional medium for new menus at this Padang restaurant." (Mba Fina, 2024)

4. Lamongan Podo Tresno 1

Around Kajen Square, Pekalongan, there are lots of Lamongan food stalls. One of the best-selling Lamongan food stalls with the most complete menu is Lamongan Podo Tresno 1. This Lamongan food stall also provides GoFood services when ordering, not many Lamongan stalls provide GoFood services, but because the Lamongan Podo Tresno 1 stall is always busy with buyers, the owner of the Lamongan stall namely Mr. Muh decided to provide online ordering services. According to Mr. Muh, GoFood services are very useful and not complicated, we don't need to hire our own courier and there are drivers who are always ready to serve at any time.

"Thank God, my shop is always busy with buyers, sis, so I decided to use GoFood services for online ordering. In my opinion, using GoFood is also not complicated and makes things easier, of course, we don't need to prepare our own courier but it is already there and always ready." (Mr. Muh, 2024)

3.2 Positive Impact of the GoFood Feature

From the research results, it can be concluded that the existence of GoFood has had a big positive impact on the sales growth of food traders at Culinary MSMEs around Kajen Square. This feature not only makes it easier for consumers to order food from

traders online, but also increases the visibility and competitiveness of their products in an increasingly competitive market. With GoFood, Culinary MSME food traders can take advantage of effective promotional tools without having to spend money. large for traditional advertising, so it can reach more potential customers than ever before. This not only helps increase their income, but also provides continuity and sustainable growth for their business amidst the existing economic challenges. Several positive impacts that influence increased sales:

1. Ease of Transactions

Ease of transactions through GoFood plays an important role in increasing sales. Customers can easily order food without having to come directly to the sales point, so shopping convenience increases.

2. Price Stability

Consistently stable product prices are an added value for consumers, enabling culinary MSME products to remain competitive in an increasingly competitive market.

3. Effective Promotion

GoFood provides an efficient promotional platform for merchants, enabling them to market their products without the need to spend heavily on traditional advertising, thereby reaching a larger audience than ever before.

4. Increased Market Reach

With GoFood, Culinary MSME traders can expand their market reach significantly. This allows them to reach customers who were previously difficult to reach physically, increasing their sales potential.

5. Flexibility in Stock Management

Through the GoFood platform, Culinary MSME traders can be more flexible in managing stock and inventory and can anticipate customer demand more efficiently based on the data and analysis provided by the platform (Firdaus Kamaludin, 2022).

3.3 Application of GoFood to Help Competitive Food Sales for Culinary MSMEs Around Kajen Square.

The promotions offered by GoFood are very attractive and effective in attracting consumers to download and use the application. This not only makes it easier for consumers to order food and drinks, but also helps them save money. In the competitive culinary business, implementing GoFood provides additional benefits for businesses that provide discounts. By providing discounts on their menus in the GoFood application, these businesses can gain an advantage with top positions in search lists, even above competitors who offer similar menus (Hasbi et al., 2022). This is also supported by the results of an interview with Mas Andi, who sells Mie Aceh Nusantara, who stated:

"So, when a food menu is entered into the GoFood service and given a discount, the menu will be placed at the top of the application. "So, customers can find food that is on sale more quickly and practically without having to scroll down." (Mas Andi, 2024)

Overall, the use of GoFood not only benefits consumers with various attractive promotions, but also provides competitive advantages for culinary entrepreneurs in increasing sales and expanding their customer reach.

4. CONCLUSION

Based on the discussion above, it can be concluded that the GoFood service has had a significant positive impact on increasing sales of Culinary MSMEs around Kajen Square, Pekalongan. This feature makes it easier for consumers to order food online, increases the visibility and competitiveness of merchant products, and provides an effective promotional tool without large costs. With GoFood, traders can expand their market reach and manage stock more efficiently, potentially increasing revenue and business sustainability. Although there are some issues such as customer dissatisfaction with delivery times and food quality, overall, this service helps traders compete in an increasingly competitive market.

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