COMPARISON OF THE MARKETING MIX BETWEEN GO FOOD AND GRAB FOOD IN MERCU BUANA STUDENT ENVIRONMENT

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ABSTRACT

This study aims to determine whether there is a difference in the marketing mix between Go Food and Grab food among Mercu Buana students whose data is run using SPSS 23. The test used is the Mann Whitney U test because the data is not normally distributed. While the one-sample t test is used to see which of the two types of online food delivery systems have met the ideal value determined by the researcher. The test used 155 samples consisting of Mercu Buana University students who had experienced online food delivery services from Grab Food and Go Food. The results obtained from the six marketing mixes such as product quality, price, promotion, people, place and process, product quality and price differ significantly between Go Food and Grab Food. And between the two online food shipments that were studied, it turns out that they are still not optimal in providing satisfying services to consumers.

Keywords: Marketing Mix, Service Quality, Price, Promotion, Place, People and Process

INTRODUCTION

Today's business actors must continue to develop their services according to the needs of the community and continue to strive to harmonize their business development. Market demands that continue to experience developments in terms of services make business people have to continue to make improvements and refinements. Online food delivery service as an alternative solution to meet the needs of today's consumers, it is very natural for business people to adopt applications that provide this service feature. Currently, applications that offer online food delivery services are Grab Food and Go Food. As a startup business, Grab Food and Go Food must continue to develop its services according to the needs of the Indonesian people and continue to strive to align their business development. One way is to understand consumer behavior. As stated by Lovelock, Wirtz, and Mussry (2011: 41) that business actors must understand how a person makes decisions about the purchase and use of a service, and what determines his satisfaction after consuming the service. The existence of internet marketing also brings several advantages in a company's business, including product/service opportunities are known throughout the world, customers have the opportunity to decide what they want, where, and at any time, increasing the company's capabilities. the ability to identify product changes and customer trends. and to test the value of new suggestions or responses (Paul 1996: 29-30). Go-Food and Grab Food offer online food delivery services with attractive features that are used to meet consumer needs. This feature makes it easy for consumers to get the food and drinks they want from a variety of restaurant choices only through smartphone media without having to visit the food and beverage store. With technological developments, online transportation services use applications with features that are easy to use on consumer cellphones (Viciwati, 2019), so that consumers can quickly get the type of online food they want. In practice, consumers who use online food services do not only use one online application, they can use more than one existing application according to their wants, needs and conveniences when they need to order food online which is usually seen from the benefits, they get both in terms of promotions such as discounts, discounts on postage costs and others.

The competition in the online marketing mix offered by Grab food and Go food is so attractive that consumers at every economic level and age try to enjoy both types of services provided by the online motorcycle taxi. According to research conducted on 258 respondents conducted by IDN Times in 6 major cities in Indonesia, 78.1% of respondents chose Go Food as the best food delivery service and the remaining 20.9% chose Grab Food. Go-Food is the most widely used and recommended application-based (online) food delivery service for millennials. Not only because as a pioneer, but this part of the Go-Food ecosystem was also chosen by young people because of its convenience and a diverse menu. When asked about Go-Food, millennials know 100 percent of it. Meanwhile, its competitor, GrabFood, scored 91.9 percent. Top of mind, when asked spontaneously about online food delivery services, Go-Food was twice as high as GrabFood, "Alvara Research CEO and Founder Hassanudin Ali, in his survey presentation in Jakarta, Assessment of the Top of Mind Go-Food aspects In the eyes of millennials it is 70.1 percent. GrabFood is 29.9 percent. Likewise, in the Future Intention aspect assessment to find out what services millennial consumers want to use in the future. 70.5 percent answered Go-Food, whereas GrabFood only 39 percent. *Https://www.kaskus.co.id/thread/5c6df4f1c8208478df5ab32f/go-food-vs-grabfood/*

In previous studies, no one has examined how to compare how Grab Food and Go Food do the marketing mix in an effort to attract consumers' attention, as was done by I Wayan Tisyadana et al where they conducted research on these factors. Consumers considerations when using delivery services in the Go Food application in Badung Regency (Go Food Consumer Study in Badung Regency-Bali) and research conducted by Yudha et al on the Effect of Ease of Use, Service Quality, Price and Promotion on Grab Food customer satisfaction. Based on the background of the problem above, the researcher wants to examine how the Comparison of the Marketing Mix between GO Food and GRAB Food in the Mercu Buana Student Environment.

LITERATURE REVIEW

Marketing Mix

The marketing mix definition is simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price.. 4Ps and 7Ps Initially this concept included only four elements and was known as the 4P marketing mix concept, namely: Kotler. 2002

1. Products are products or services that are sold which have a use-value and are needed by consumers. The product offered must pay attention to two elements, namely quality and visuals.
2. Price is an amount of money that must be given by consumers to get the goods or services being sold. The selling price must be in accordance with the market price, not too high or too low, and in accordance with the quality of the product.
3. Place is the location of the buying and selling process. The seller must pay attention to the sales location in accordance with his target market. Also, choose a place that really needs the product to be sold.
4. Promotion is a business activity with the aim of making consumers more familiar with and interested in business products. Adjust marketing to target markets and pay attention to efficiency and effectiveness. At the beginning of the business, take advantage of free media to save costs.

But along with changes and developments, the 4P elements were modified into a marketing mix 7P concept. Booms and Bitner, who introduced this new concept, added three new elements, namely:

1. Physical evidence, the physical appearance of both buildings, logos, interiors, products and so on will affect the consumer's mood so it must be made as attractive as possible.
2. People, namely all human resources involved in business.
3. Process, namely the steps taken between the seller and the consumer in the form of service and transaction processing. Good service is the key for consumers to survive. You can also add a unique and attractive impression so that consumers are more interested.

In this study, researchers chose product, price, promotion, place, process and people as the variables studied

Table 2. Operational Definition

Variable	Operational Definition	Scale
Product	Products are products or services that are sold which have a use-value and are needed by consumers. The product offered must pay attention to two elements, namely quality and visuals.	Likert (1-5)
Price	Price is an amount of money that must be given by consumers to get the goods or services being sold. The selling price must be in accordance with the market price, not too high or too low, and in accordance with the quality of the product.	Likert (1-5)
Promotion	Promotion is a business activity with the aim of making consumers more familiar with and interested in business products. Adjust marketing to target markets and pay attention to efficiency and effectiveness. At the beginning of the business, take advantage of free media to save costs.	Likert (1-5)
Place	Place is the location of the buying and selling process. The seller must pay attention to the sales location in accordance with his target market. Also, choose a place that really needs the product to be sold.	Likert (1-5)
Person	People, namely all human resources involved in business.	Likert (1-5)
Process	Process, namely the steps taken between the seller and the consumer in the form of service and transaction processing. Good service is the key for consumers to survive. You can also add a unique and attractive impression so that consumers are more interested.	Likert (1-5)

Previous preliminary studies have never conducted a comparative test. This study aims to compare the Marketing Mix of consumers who have ordered food and beverages with Grab Food and Go Food. Consumers who become respondents are Mercu Buana Students who have used Go Food and Grab Food with the aim of seeing whether there is a difference in consumer satisfaction by looking at the elements of the Marketing Mix between users of online food ordering services. This research also wants to examine which food ordering service is most suitable with the ideal value set by the researcher. The research hypothesis that is formed is:

To Test Different Marketing Mix Hypotheses between Go Food and Grab Food

Ha1: There is a difference in the quality of services provided between Go Food and Grab Food to consumers.
Ha2: There is a price difference between Go Food and Grab Food and consumers.
Ha3: There are differences in promotions given between Go Food and Grab Food to consumers
Ha4: There is a difference in the places given to consumers between Go Food and Grab Food.
Ha5: There are differences that are given by employees / people between Go Food and Grab Food to consumers.
Ha6: There are differences in the process between Go Food and Grab Food and consumers
Best Value Test for the Marketing Mix Hypothesis between Go Food and Grab Food
Ha7: The ideal value of Grab Food is better than the ideal value of Go Food

Research Framework

Based on the theories that have been reviewed and the hypotheses that have been developed, the research framework for the conduct of the study might be proposed as follows:

Differentiated

Figure 1. The Framework of Independent Sample t-Test (for the First to the Six Alternative Hypothesis).
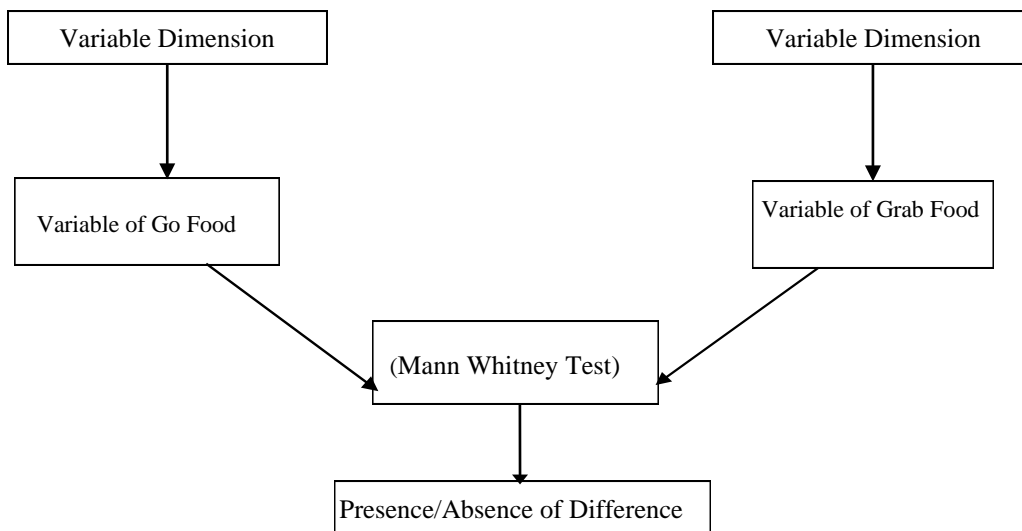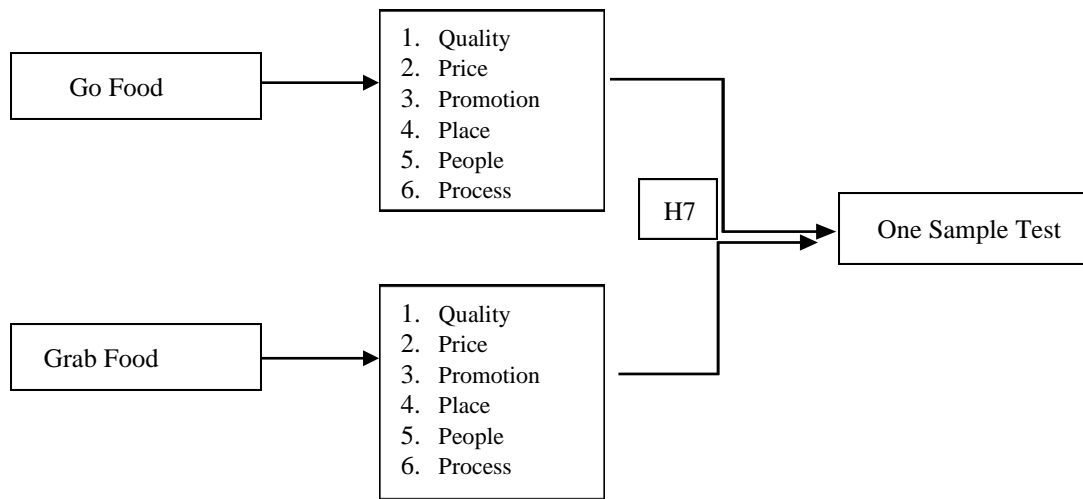
Figure 1.The Framework of Independent Sample t-Test (for te First to the Six Alternative Hypothesis).

RESEARCH METHOD

Data and Data Collection Methods

The type of data in this study is quantitative data, namely data in the form of numbers. While the data sources in this study include:
   a) Primary data, namely data are taken directly from the source (research object). In this research, data is taken from questionnaires filled out by respondents directly.
   b) Secondary data is primary data that has been obtained or available by other parties which is useful to provide additional images, descriptions of other parties that are useful for further processing.

Method of collecting data

Data collection techniques are based on data collection through survey research methods. This method is done by collecting data based on the respondent's answer to the list of questions asked by the researcher or by filling out a list of questions (questionnaire).

Table 2. Operational Indicator Variable

Variable	Code	Operational Indicator	Scale
Product	P1	Better service quality	Likert (1-5)
	P2	Service as expected	
	P3	Logo and design	
	P4	The brand is better known	
Price	Pri1	Affordable prices	Likert (1-5)
	Pri2	Competitive price	
	Pri3	Price according to quality	
	Pri4	Price according to satisfaction	
Promotion	Pro1	Know promotional activities	Likert (1-5)
	Pro2	Promotion has appeal	
	Pro3	Never bought because of promotional activities	
	Pro4	The promotional message is understandable	
Place	Pla1	Easy to access	Likert (1-5)
	Pla2	Easy to get services	

Person	Per1	Good service	Likert (1-5)
	Per2	Delivery less than 60 minutes	
	Per3	The same quality of service for each courier	
	Per4	The service is as expected	
Process	Pro1	Ease of procedure	Likert (1-5)
	Pro2	Delivery process on time	

Population and Sampling Method

The design that had been adopted in the study was the comparative design. According to Sugiyono (2017), a comparative study refers to the study that has been conducted in order to compare the similarities and the differences between two facts or more and the characteristics of the objects that have been studied based on certain frameworks. Furthermore, in relation to the design, Sugiyono (2017) states that population refers to the area of generalization that consists of objects or subjects that have certain qualities and characteristics that have been assigned by a researcher for the purpose of his or her study and verification. Specific to the context of the study, the population in the study was the customers who used order foodor drink by Go Food and Grab Food, Jakarta. In gathering the sample from the population, the non-probability sampling technique had been adopted. Non-probability sampling technique refers to the sample gathering technique that provides equal opportunity for each element or each member of the population to be selected as the sample (Sugiyono, 2017. Within the study, in determining the minimum number of samples, the statement by Hair et al. (2010), namely that the number of sample as respondent should be adjusted to the number of question/statement indicators that have been used in the questionnaire, served as the reference under the following assumption: n x 5 observed variable (indicators) until n x 10 observed variable (indicators). The number of the item was 20 statements that had been used for measuring 5 variables; consequently, the number of respondents that should be selected for the conduct of the study was 20 items x 5 = 100 respondents. Then, the formula for attaining the number of samples by means of Hair approach was as follows:

$$Sample = Number\ of\ Indicator \times 5$$
$$Sample = 20 \times 5$$
$$Sample = 100$$

From the above calculation, the minimum number of samples was 100 respondents and these respondents later were selected based on the following considerations:

1.   The respondents are students at Mercu Buana University.
2.   The respondents ever order food and drink used Go Food and Grab Food.

All of the tests or the calculation processes in the study were assisted by SPSS Version 23 program. Then, the normality test was conducted first in the study in order to identify whether the data had been normally distributed or not. Then, the subsequent tests or calculation processes were conducted by means of parametric statistic differential test method (Independent Sample t-Test and One Sample t-Test) or non-parametric statistic differential test method (Mann Whitney Test).

Data collection technique

The data collection method used a questionnaire that was distributed to respondents according to the criteria. The distributed questionnaire contains statements about Product, Price, Promotion, Place, Person and Process. Measurement of this variable uses a Likert scale. The Likert scale is a scale that can be used to measure a person's attitudes, opinions and perceptions about a particular object or phenomenon. In this study, 5 levels of scale were used, namely:

1 = Strongly disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

The data analysis technique used in this study was the Mann-Whitney Test and One-Sample Test with the help of SPSS Version 23 and use likert.

Results

Based on data from respondents who filled out the research questionnaire after being selected by respondents who had ordered food or drinks using both types of online food Go food and Grabfood, the following results were obtained:

Table3. Recapitulation of Research Respondents Data

Statistical Description of Research Respondents		Frequency	Percentage (%)
Ever or never ordered food and drinks with Go Food and Grab Food	Ever	155	100
	Never	0	0
	Total	155	100
Respondent Gender	Male	55	35,5
	Female	100	64,5
	Total	155	100
Respondent Age	< 20 year	56	36,1
	20 - 25 year	87	56,1
	26 -31 year	8	5,2
	>31 year	4	2,6
	Total	155	100
Frequency of Ordering Food or Drinks with Go Food	< 2 times	46	29,7
	2 – 5 times	43	27,7
	> 5 times	66	42,6
	Total	155	100
Frequency of Ordering Food or Drinks with Grab Food	< 2 times	41	26,5
	2 – 5 times	53	34,2
	> 5 times	61	39,4
	Total	155	100

This can be seen from the 155 research respondents, in this case Mercu Buana Students, consisting of 100 female respondents and 55 male respondents. Meanwhile, the highest age ranges from 20 years to 25 years. For the number of food and beverage orders from the two types of online food studied, 66 respondents stated that they ordered more than 5 times food and drinks using the Go Food service and 61 respondents who ordered food and drinks using the Grab Food service, this shows that respondents often use both types of services online food service.

Descriptive Results of Research Statement Statistics

To see the average value of each research statement between Go Food and Grab Food, it can be seen as follows:

Table 4. Average Recapitulation for Research Statement

Product			
Code	Mean	Code	Mean
P1 Go Food	3,99	P1 Grab Food	3,89
P2 Go Food	3,98	P2 Grab Food	3,92
P3 Go Food	3,83	P3 Grab Food	3,79
P4 Go Food	3,99	P4 Grab Food	3,68

Price			
Kode	**Mean**	**Kode**	**Mean**
H1 Go Food	3,46	H1 Grab Food	3,88
H2 Go Food	3,55	H2 Grab Food	3,82
H3 Go Food	3,66	H3 Grab Food	3,84
H4 Go Food	3,67	H4 Grab Food	3,89
Promosi			
Code	**Mean**	**Code**	**Mean**
PR1 Go Food	3,57	PR1 Grab Food	3,85
PR2 Go Food	3,83	PR2 Grab Food	3,99
PR3 Go Food	3,87	PR3 Grab Food	4,05
PR4 Go Food	3,94	PR4 Grab Food	4,01
Place			
Code	**Mean**	**Code**	**Mean**
T1 Go Food	4,15	T1 Grab Food	4,08
T2 Go Food	3,93	T2 Grab Food	4,00
Person			
Code	**Mean**	**Code**	**Mean**
O1 Go Food	4,01	O1 Grab Food	4,01
O2 Go Food	3,63	O2 Grab Food	3,63
O3 Go Food	3,45	O3 Grab Food	3,45
O4 Go Food	3,86	O4 Grab Food	3,86
Process			
Code	**Mean**	**Code**	**Mean**
PROS1 Go Food	3,93	PROS1 Grab Food	3,90
			3,83
PROS2 Go Food	3,68	PROS2 Grab Food	

In the recapitulation table for the average value per the statement, the results can be seen that most of the average of each of the same statements submitted for Go Food and Grab Food are still below the value of 4 (agree) but tend to answer agree. For each variable, the yellow value is the lowest average value for each research variable.

Data Analysis Techniques

Instrument Validity and Reliability Test

Validity and reliability tests are needed to ensure that the questionnaire used in the study can measure the research variables properly. The validity test shows that the measuring instrument actually measures what is being measured and finds out whether the measured questionnaire is really valid. A questionnaire is said to be valid if the questions on the questionnaire can reveal something to be measured. A question item is said to be valid if the correlation value is greater than the table correlation value at a significant level of 5% (Ariadi et al, 2015). The condition is valid or not can be determined by the following criteria:

a. If the 2-tailed sig> 0.05 then the question is considered invalid.
b. If sig 2-tailed <0.05, the question is considered valid.

While the reliability test is the degree of accuracy, precision, or accuracy shown by the measurement instrument. The reliability test shows the extent to which a measuring instrument can be trusted or relied on (Noor, 2011). The reliability testing technique is to use the Cronbach alpha value. If the alpha value> 0.6 means that the measuring instrument used is reliable or sufficient (sufficient reliability).

RESULTS AND DISCUSSION

Validity test Result

Table 5. The Results of The Validity Test Go Food

Question Item	R-count	R table	Information
Product	,718**	0,1589	Valid
Price	,697**	0,1589	Valid
Promotion	,604**	0,1589	Valid
Place	,686**	0,1589	Valid
People	,810**	0,1589	Valid
Process	,870**	0,1589	Valid

Table 6. The Results of The Validity Test Grab Food

Question Item	R-count	R table	Information
Product	,718**	0,1589	Valid
Price	,697**	0,1589	Valid
Promotion	,604**	0,1589	Valid
Place	,686**	0,1589	Valid
People	,810**	0,1589	Valid
Process	,870**	0,1589	Valid

Based on Table 5 and Tables 6, there are 5 question items where the question is about Go Food and Grab FoodTo calculate the validity of the instrument it is based on the r-count and r-table comparisons. From the data above, it can be seen that each question item is declared valid because of the rcount> table. R table = 0.1589 (df = N-2; 155-6 = 149 at α = 0.05) where the value of r table = 0.159 so that the 5 questions meet the requirements.

Reliability Test Results

Table 7. Reliability Test Results of Go Food

Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	60,200	100,603	0,787	0,871
Price	61,650	103,841	0,747	0,878
Promotion	60,790	97,048	0,693	0,896
Place	67,910	125,576	0,775	0,889
People	61,030	100,876	0,806	0,868
Process	68,390	122,654	0,827	0,882

Reliability Statistics	
Cronbach's Alpha	N of Items
0,899	6

An instrument is said to be reliable if the Cronbach alpha value is> 0.6. Based on table 7, it is known that all variables for Go Food are said to be reliable because the Cronbach alpha value is> 0.6.

Table 8. Reliability Test Results of Grab Food

Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	62,374	97,924	0,799	0,871
Price	62,232	99,816	0,757	0,878
Promotion	61,768	96,231	0,711	0,892
Place	69,581	121,440	0,811	0,886
People	62,413	99,075	0,811	0,869
Process	69,923	126,085	0,766	0,894

Reliability Statistics	
Cronbach's Alpha	N of Items
0,900	6

An instrument is said to be reliable if the Cronbach alpha value is> 0.6. Based on table 8, it is known that all variables for Grab Food are said to be reliable because the Cronbach alpha value is> 0.6.

Normality Test of Research Hypothesis

1. Normality Test Results for Difference Test

   To answer hypothesis 1 to hypothesis 6 which aims to see whether or not of the types of variables studied for the two online food services there is a difference or not, the results of the normality test can be seen in the table below:

Table 9. Normality Test Recapitulation for Difference Test

		One-Sample Kolmogorov-Smirnov Test Go Food						One-Sample Kolmogorov-Smirnov Test Grab Food					
		Product	Price	Promotion	Place	People	Process	Product	Price	Promotion	Place	People	Process
N		155	155	155	155	155	155	155	155	155	155	155	155
Normal Parameters[a,b]	Mean	15,79	14,35	15,2	8,08	14,96	7,61	15,28	15,43	15,89	8,08	15,25	7,74
	Std. Deviation	2,819	2,739	3,304	1,459	2,754	1,531	2,832	2,833	3,18	1,51	2,736	1,329
Most Extreme Differences	Absolute	0,168	0,125	0,131	0,206	0,121	0,166	0,168	0,149	0,133	0,209	0,166	0,211
	Positive	0,09	0,125	0,073	0,187	0,121	0,166	0,168	0,149	0,098	0,146	0,166	0,208
	Negative	-0,168	-0,114	-0,131	-0,206	-0,099	-0,163	-0,103	-0,129	-0,133	-0,209	-0,093	-0,211
Kolmogorov-Smirnov Z		2,09	1,554	1,633	2,566	1,503	2,071	2,091	1,852	1,657	2,597	2,061	2,628
Asymp. Sig. (2-tailed)		0,000	0,016	0,010	0,000	0,022	0,000	0,000	0,002	0,008	0,000	0,000	0,000

a. Test distribution is Normal.

b. Calculated from data.

The result viewed from the Asymp value. Sig. (2-tailed) it can be seen that all values are <0.05, meaning that all research data are not normally distributed. So that the test chosen is **the Mann Whitney U test**

2. Normality Test Results for the Best Value Test

The normality test carried out to test the best value of the ideal value used to answer the 7th research hypothesis is obtained as below

Table 10. Normality Test Recapitulation for the Best Value Test

		GO Food	**GRAB Food**
N		155	155
Normal Parameters[a,b]	Mean	75,99	77,66
	Std. Deviation	12,371	12,277
Most Extreme Differences	Absolute	,095	,121
	Positive	,054	,121
	Negative	-,095	-,067
Kolmogorov-Smirnov Z		1,179	1,508
Asymp. Sig. (2-tailed)		**,124**	**,021**

The results of the normality test for the best value test, it appears that Go Food has a normal distribution because of the Asymp Sig. (2-tailed) is greater than 0.05, but for the Grab Food data the distribution is not normal because of the Asymp Sig. (2-tailed) is smaller than 0.05. However, the *One-Sample T-test* was still chosen to test the seventh research hypothesis.

Research Hypothesis Test

The next step is to explain the results of the different test outputs to answer the first hypothesis to the sixth hypothesis for the different tests between two independent groups with the Mann Whitney U test. And test the best value between Go Food and Grab Food using the One Sample T test.

Table 11. Mann-Whitney Test Results

Variabel	Mann-Whitney Test Results				Test Statistics[a]	
Product	**PRODUCT**	**N**	**Mean Rank**	**Sum of Ranks**	**PRODUCT**	
	Go food	155	167,11	25901,5	Mann-Whitney U	10213,5
	Grab Food	155	143,89	22303,5	Wilcoxon W	22303,5
	Total	310			Z	-2,309
					Asymp. Sig. (2-tailed)	**0,021**
Price	**PRICE**	**N**	**Mean Rank**	**Sum of Ranks**	**PRICE**	
	Go food	**155**	138,22	21424	Mann-Whitney U	9334
	Grab Food	155	**172,78**	**26781**	Wilcoxon W	21424
	Total	310			Z	-3,439
					Asymp. Sig. (2-tailed)	**0,001**
Promotion	**PROMOTION**	**N**	**Mean Rank**	**Sum of Ranks**	**PROMOTION**	
	Go food	155	147,89	22923	Mann-Whitney U	10833
	Grab Food	155	163,11	25282	Wilcoxon W	22923
	Total	310			Z	-1,506

						Asymp. Sig. (2-tailed)	0,132	
Place	**PLACE**	**N**	**Mean Rank**	**Sum of Ranks**		**PLACE**		
	Go food	155	154,9	24010		Mann-Whitney U	11920	
	Grab Food	155	156,1	24195		Wilcoxon W	24010	
	Total	310				Z	-0,121	
						Asymp. Sig. (2-tailed)	0,903	
People	**PEOPLE**	**N**	**Mean Rank**	**Sum of Ranks**		**PEOPLE**		
	Go food	155	152,51	23639		Mann-Whitney U	11549	
	Grab Food	155	158,49	24566		Wilcoxon W	23639	
	Total	310				Z	-0,594	
						Asymp. Sig. (2-tailed)	0,552	
Process	**PROCESS**	**N**	**Mean Rank**	**Sum of Ranks**		**PROCESS**		
	Go food	155	151,54	23488		Mann-Whitney U	11398	
	Grab Food	155	159,46	24717		Wilcoxon W	23488	
	Total	310				Z	-0,806	
						Asymp. Sig. (2-tailed)	0,420	

1. Different Test Results for Product Quality between Go Food and Grab Food

The product in this case is the quality of service from the two types of online food services. Where the thing you want to see is whether or not there is a difference between Go Food and Grab Food in terms of service quality, service that meets expectations, logo and design and brand, then the test results carried out with the Mann-Whitney Test are shown in the table above at table 5

The results of the Mean Rank show that Go food has a high mean rank compared to the mean rank of Grab Food (167.11> 143.89). Meanwhile, to answer the first hypothesis to see if there is a significant difference between the quality of services between Go Food and Grab Food, we will look at the Asymp value. Sig. (2-tailed) is 0.021 where this value is less than 0.05, so the hypothesis chosen is Ha1, which is a significant difference between the service quality between Go Food and Grab Food, where the quality of services provided by Go Food is better than GrabFood.

2. Different Test Results for Price between Go Food and Grab Food

The price in this case is the price offered by the two types of online food services. Where the thing you want to see is whether or not there is a difference between Go Food and Grab Food in terms of affordable prices, competitive prices, prices according to quality and prices according to satisfaction

The results of the Mean Rank show that Grab food has a high mean rank compared to the mean rank of Go Food (172.78> 138.22). Meanwhile, to answer the second hypothesis to see if there is a significant difference between the prices offered between Go Food and Grab Food, we will look at the Asymp value. Sig. (2-tailed) is 0.001 where this value is less than 0.05, so the hypothesis chosen is Ha2, namely, there is a significant difference between the price between Go Food and Grab Food, where the price given by Grab Food is better than GoFood .

3. Different Test Results for Promotion between Go Food and Grab Food

Promotion in this case is a promotion offered by the two types of online food services. Where you want to see is whether or not there is a difference between Go Food and Grab Food in terms of consumer knowledge of existing promotional activities, attractive promotions, purchases due to promotions, and promotions offered are understood by consumers.

The Mean Rank results show that Grab food has a high mean rank compared to the mean rank of Go Food (163.11> 147.89). Meanwhile, to answer the third hypothesis to see whether there is a significant difference between the promotions offered between Go Food and Grab Food, we will look at the value of Asymp. Sig. (2-tailed) of 0.132 where this value is greater than 0.05, so the hypothesis chosen is Ho3, which is that there is no significant difference between Go Food and Grab Food promotions even though the promotions offered by Grab food have an average ranking which is higher than Go Food but this difference is not seen significantly.

4. Different Test Results for Places between Go Food and Grab Food

The place in this case is youth access to order from both types of online food services. Where do you want to see whether or not there is a difference between Go Food and Grab Food in terms of ease of access and ease of getting services.

The Mean Rank results show that Grab food has a high mean rank compared to the mean rank of Go Food (156.1> 154.9). Meanwhile, to answer the fourth hypothesis to see whether there is a significant difference between ease of access and ease of service access between Go Food and Grab Food, we will look at the value of Asymp. Sig. (2-tailed) is 0.903 where the value is greater than 0.05, so the hypothesis chosen is Ho4, which is that there is no significant difference between Go Food and Grab Food even though the places offered by Grab food have a higher average rank than Go Food but this difference not seen significantly.

5. Different Test Results for People between Go Food and Grab Food

What is meant in this case is the employee in charge of delivering food and drinks from the two types of online food services. Where what you want to see is whether there is a difference between Go Food and Grab Food in terms of good service, delivery is rarely wrong address, service quality is the same for each courier and orders as desired.

The Mean Rank results show that Grab food has a high mean rank compared to the mean rank of Go Food (158.49> 152.51). Meanwhile, to answer the fifth hypothesis to see whether there is a significant difference between employees who work to deliver food and drinks to Go Food and Grab Food, we will look at the Asymp value. Sig. (2-tailed) is 0.552 where this value is greater than 0.05, so the hypothesis chosen is Ho5, which is that there is no significant difference between employees who work to deliver Go Food and Grab Food even though the employees who work. Deliver food and drinks that are owned by Grab food has a higher average value than Go Food but this difference is not significant.

6. Different Test Results for Process between Go Food and Grab Food

The process in this case is the ease of ordering food and drinks from the two types of online food services. Where do we want to see whether or not there is a difference between Go Food and Grab Food in terms of ease of procedure and timeliness of the delivery proces.

The Mean Rank results show that GrabFood has a high mean rank compared to the mean rank of Go Food (159.46> 151.54). Meanwhile, to answer the sixth hypothesis to see whether there is a significant difference between the ease and timeliness of the process of delivering food and beverages to Go Food and Grab Food, we look at the Asymp value. Sig. (2-tailed) of 0.420 where the value is greater than 0.05, so the hypothesis chosen is Ho6, which is that there is no significant difference between the ease and timeliness of the process of delivery of Go Food and even Grab Food. Even though the average ranking of Grab food is higher than Go Food, it is not much different.

Best Test Results for Achieving the Ideal Value between Go Food and Grab Food

The One Sample t-Test was conducted in order to compare the mean scores from the samples that had been test and the mean scores that had been standardized. The mean score of the population were used as the comparison to the mean score of the samples. From this comparison, it might be revealed whether the mean scores of the population that had been used as the comparison were significantly different to the mean scores of the samples. If there had been differences, then the highest mean score from which group should have been calculated. In conducting the test, the two-sample test with level of significance was adopted (Wijaya, 2009).

Then, in order to determine the ideal mean score from the qualitative data that had been studied with 31 items, 5 measurement scales and 155 respondents as the samples, the ideal mean score that had been assigned was 80%. According to Siregar (003), the results of a study are considered to be higher than the ideal mean score if the ideal mean score that has been assigned is 70.00% and above. Returning to the context of the study, the figure 80.00% had been adopted as the ideal mean score for the conduct of the study. Such figure had been assigned because the other studies in general had assigned 70% and above as the ideal mean score. The procedures for assigning the ideal mean score were as follows:

1. $Ideal\ Score = Number\ of\ Statements \times Number\ of\ Measurement\ Scales \times Number\ of\ Respondents = 20 \times 5 \times 155 = 1550$
2. $Ideal\ Mean\ Score = Ideal\ Score/Number$ respondents - 100 = 1500/155 = 100
3. $80.00\%\ of\ the\ Ideal\ Mean\ Score = 80\% \times 100 = 80$

It was this ideal mean score that would serve as the standard of comparison to the responses from the respondents by means of One Sample t-Test. If the ideal mean score is higher, then it might be considered that the Customer Satisfaction had been in accordance to the expectation of the researcher (Siregar, 2013).

The final hypothesis in this study is to see whether the two types of online food under study have reached the ideal value set by the researcher, where the ideal value obtained from the calculation is 80, then based on the results of the One-Sample T-test the results are obtained as follows:

Table 12. One Sample T test Result

	N	Mean	Std. Deviation	Std. Error Mean
GO Food	155	75,99	12,371	,994
GRAB Food	155	77,66	12,277	,986

One-Sample Test

	Test Value = 80					
	t	df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
GO Food	**-4,032**	154	**,000**	-4,006	-5,97	-2,04
GRAB Food	**-2,375**	154	**,019**	-2,342	-4,29	-,39

From the statistical results, it can be seen that the mean value of both Go Food and Grab Food still has not reached the value of 80, namely Go Food 75.99 and Grab Food 77, 66 and this is reinforced by the results of one sample test, both Sig. (2-tailed) the two types of online food are smaller than 0.05, namely Go Food 0,000 and Grab Food 0.019, so the hypothesis chosen is Ha7 which means that both Go Food and Grab food are ideally not equal to 80, the value of t is worth negative means that both Go Food and Grab Food have not reached a value of 80 (smaller) so that the differences shown indicate that the mix that has been done by these two types of online food has not been maximal in satisfying customers, especially for Go Food, which has the smallest t-test value compared to the value of t Grab Food.

Discussion of Research Results

Based on the results obtained, it can be explained about the seven research hypotheses as follows:

Discussion on the Difference Test between Go Food and Grab Food Service Quality

The results of the Mann Whiney U test show that the Mean Rank value shown by Go Food is higher than the mean Rank for Grab Food, namely 167, 11> 43.89, where for product quality the statement asked of the respondent is as follows:

1. Better service quality
2. Service as expected
3. Attractive logo and design
4. Brands are better known

This can be explained because Go Food in the above case is considered better than Grab Food, besides that the number of Go Food fleets is more than Grab Food and spreads in almost all regions in Indonesia, the logo owned by Go Food is also better known by the public. The results of the significance value of the Mann Whitney U test are also smaller than 0.05, so in this case we accept the Ha1 hypothesis which states that there is a significant difference between the quality of Go Food and Grab Food services where Go Food product quality is better than Grab Food.

Discussion on the Difference Test between Go Food and Grab Food Prices

The results of the Mann Whiney U test show that the value of the Mean Rank shown by Grab Food is higher than the mean Rank for Go Food, namely (172.78> 138.22), where for product quality the statement asked of the respondent is as follows

1. Affordable price
2. Competitive price
3. Price according to quality
4. Prices according to satisfaction

This can be explained because in terms of Grab Food it is considered better than Go Food, this can be seen from the results of the significance value of the Mann Whitney U test which is also smaller than 0.05, namely (0.001) so that in this case we accept the Ha2 hypothesis which stated that there is a significant difference between the price of Go Food and Grab Food, where the price offered by Grab Food is considered cheaper and feels more competitive and in accordance with the quality and satisfaction of consumers who order food and drinks through Grab Food.

Discussion on the Difference Test between Go Food and Grab Food Places

The results of the Mann Whiney U test show that the value of the Mean Rank shown by Grab Food is higher than the mean Rank for Go Food (156.1> 154, 9), where for the place the statement asked of the respondent is as follows:

1. Easy to access
2. Easy to get services

However, the difference from the higher mean rank for the Grab Food Place variable is not significantly different where the significant result is greater than 0.05, namely 0.903, this is because both Grab Food and Go Food provide easy access in ordering food in the features in in consumer mobile applications, so that consumers do not have too much trouble ordering food and drinks from these two types of Food Online.

Discussion on the Difference Test between People Go Food and Grab Food

However, the higher mean rank difference for the Orang Grab Food variable is not significantly different where the results are significantly greater than 0.05, namely 0.552, this is because both Grab Food and Go Food companies provide training to employees before they go to the field to deliver orders. Although there are still some who have difficulty finding the address of the consumer or the order given does not match what was ordered, so that consumers complain when the food and drink they ordered took a long time or the food and drink they ordered did not match what they ordered.

Discussion on the Difference Test between Go Food and Grab Food Processes

The results of the Mann Whiney U test show that the Mean Rank value shown by Grab Food is higher than the mean Rank for Go Food (159.46> 151.54), where for the process the statements asked by respondents are as follows:

1. Ease of procedure
2. Delivery process on time

This can be explained because Grab Food in terms of providing convenience in ordering food and drinks is better than Go Food besides that the delivery process is more timely than Go Food, but the difference from the higher mean rank for the Grab Food Process variable is not significantly different significant where the significant result is greater than 0.05, namely 0.420, this happens because the features offered by Go Food are also made as easy and complete as possible even though in the matter of timeliness of delivery consumers still feel less agreeable if ordering with Go Food can be more timely .

Discussion of the Best Ideal Value between Go Food and Grab Food Prices

The One Sample t Test is a test used to answer the final hypothesis about whether the two types of online food under study have met the ideal value set by the researcher or not. The test results show that the two types of online food in fact have not met what the researchers expected of 80, the average value that occurs for Go Food is only 75.99 and Grab Food is only 77.66. With significance, respectively 0.000 and 0.019 are both less than 0.05. So the hypothesis for both is to accept Ha7 where for Go Food means that the ideal value is different from 80 with a t-stat value of -4,032, which means that the average value of Go Food is smaller than the ideal value, as well as Grab Food, the ideal value is different from 80 with the t-stat value is -2.375. Thus, in reality, both Go Food and Grab Food are still not maximally satisfying their consumers.

CONCLUSIONS

The results of the study provided the following results:

1. There is a significant difference between the quality of Go Food and Grab Food products, where Go Food is better than Grab Food as well as price, there is a significant difference between Go Food and Grab Food where the price offered by Grab Food is cheaper than the price offered by Go Food.
2. As for the promotional factors offered by Go food and Grab Food, Place (easy access) Go food and Grab Food, People (employees) Go food and Grab Food and the processes that occur in Go food and Grab Food, there are no significant differences.
3. To see which value is the best, both Go Food and Grab Food have not met the ideal value set by the researcher.

RECOMMENDATIONS

The suggestions that can be given to the two Food Online companies studied are as follows:

For Go Food and Grab Food companies

From the results of the average recapitulation per statement, it can be seen that from the aspects of price, promotion, place, people and processes still need to be improved, so that in the future Go Food consumers will be even more satisfied. As for Grab Food, the average recapitulation result per statement shows that in terms of products and people, it still needs to be improved, so that in the future consumers will be even more satisfied.

For further research

It is better for further research to compare the advantages for entrepreneurs in the food sector in working with the two types of online food and beverage delivery fleets, both Grab Food and Go Food.

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