The Effect of Food Delivery and Relationship Marketing Services on Consumer Purchase Decisions on Culinary MSMEs in Tanjung Priok Moderated with Entrepreneurship Self-Efficiency

Kustiadi Basuki[1], Devy Novianti[2]
[1,2]*Universitas 17 Agustus 1945 Jakarta, Indonesia*
kusdiadibasuki@gmail.com, devynovianti24@gmail.com

Abstract

This study aims to prove the effect of Food Delivery Services and Relationship Marketing on Purchase Decisions and the moderating impact of Entrepreneurial Self-Efficacy. And provide evidence on impact and provide recommendations to MSMEs to improve purchasing decision strategies. The population in this study are consumers who perform and use Food Delivery Services in Jakarta as many as 205 people, with probability sampling samples using Structural Equation Modeling (SEM) analysis techniques with partial least squares (PLS) through SmartPLS software. Data collected by questionnaires that have been tested for validity and reliability. The results of the first hypothesis testing, it was found that the relationship between Food Delivery Services and Purchase Decisions had a positive or significant effect on Tanjung Priok Culinary MSMEs. The results of the second hypothesis tester, it was found that the relationship between Relationship Marketing and purchasing decisions has a negative or insignificant effect on Tanjung Priok Culinary MSMEs. The results of the third hypothesis tester, it was found that the relationship of Entrepreneurial Self-Efficacy to Purchasing Decisions had a positive or significant effect on Tanjung Priok Culinary MSMEs. The results of the fourth hypothesis tester, it was found that Food Delivery Service on purchasing decisions could not be moderated by Entrepreneurial Self-Efficacy and was not significant in Tanjung Priok Culinary MSMEs. The results of the fifth hypothesis tester, it was found that Relationship Marketing on Purchase Decisions could not be moderated by Entrepreneurial Self-Efficacy

I. Introduction

Purchasing decisions during the covid-19 pandemic, especially in 2020 and 2021 in the culinary MSME sector caused a slight decline and some experienced a slight increase in the culinary MSMEs. In this case, many culinary SMEs have implemented strategies to develop culinary businesses during the pandemic by conducting Food Delivery and Relationship Marketing Services. MSMEs that have implemented this strategy have increased because many people prefer to order food through the Food Delivery Service. This service makes it easier for people to order food online and the process is very fast.

Food Delivery services have services that make it very easy for consumers if they want to order food because there is a Food Delivery Service connected to the Go-Food and GrabFood applications. And culinary SMEs can expand their market reach and can compete with international-class franchise restaurants. And technological developments from year to year have increased very rapidly and are like people's daily lifestyles. And

media technology is classified as a very important tool in the community for MSMEs who want to run a business.

Variable Y (purchase decision) is related to X1 (Food Delivery Service), Variable Y (purchasing decision) is related to X2 (Relationship Marketing), but there is no research evidence that describes Entrepreneurial Self-Efficacy or not to Variable Y (Purchase Decision). Then there is no research that places Entrepreneurial Self-Efficacy as a moderating variable between Variables X1 (Food Delivery Service) and X2 (Relationship Marketing) in an effort to influence Variable Y (Entrepreneurial Self-Efficacy).

So this study tries to form a research model that places Entrepreneurial Self-Efficacy as a moderating variable whose research will be tested directly on consumer purchasing decisions in the future, or tested as a moderating variable.

This research is intended to provide strategic recommendations for culinary SMEs to improve purchasing decisions in the future so that culinary SMEs in the future will increase.

Based on the phenomenon and also an explanation of the novelty of this research, a research was determined by proving the effect of Food Delivery Service (X1) and Relationship Marketing (X2) on Purchase Decision (Y) with Entrepreneurial Self-Efficacy (Z) as a moderating variable, so the purpose of this study These are (1) to find out whether Food Delivery Service has an effect on purchasing decisions (2) to find out whether Relationship Marketing has an effect on Purchase Decisions (3) to find out whether Entrepreneurial Self-Efficacy has an effect on Purchase Decisions (4) to find out whether the Service Food Delivery has an effect on Purchasing Decisions with Entrepreneurial Self-Efficacy as a moderating variable (5). To find out whether Relationship Marketing has an effect on Purchasing Decisions with Entrepreneurial Self-Efficacy as a moderating variable. The author conducted a study with the title "The Influence of Food Delivery Services and Relationship Marketing on Consumer Purchase Decisions at Tanjung Priok Culinary MSMEs moderated by entrepreneurial self-efficacy".

The writing of this article starts from the Introduction followed by Literature Review, Research Methods then Discussion of Results and Conclusions and Recommendations.

II. Review of Literature

2.1 Marketing Management

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). (P. Kotler & Keller, 2009) Marketing Management as the art and science of choosing target markets and gaining, retaining, and growing customers by creating, delivering, and communicating superior customer value. Marketing Management is the art and science of choosing target markets and gaining, retaining, and growing customers by creating, delivering, and communicating superior customer value.

2.2 Food Delivery

Food Delivery services according to "Home-delivery services where meals are delivered at home of the person who orders the meals." (Sudhir Andrews, 2009), "Where prepared food is brought to the customer's home" (Kaye Chon and Thomas A. Maier, 2010) The definition of delivery service is an activity and service delivery where customers order products provided by producers and usually use communication media by telephone or internet then the ordered product will be delivered to the customer's

destination without the customer needing to come and meet directly with the seller / producer.) Food Delivery services can directly be applied, including delivery without contact, and widening market reach at strategic points, to adding culinary tourism features to purchasing decisions2021 et al., 2018) namely;

a. Promotion
b. Distribution

2.3 Relationship Marketing

Relationship Marketing According to (Palmatier, 2008) is a company strategy to get, maintain and improve customer relationships. According to (Keller, 2012) the purpose of marketing is to develop lasting and deep relationships with people and organizations who directly or indirectly influence the success of the company's marketing activities.

There are three indicators in determining Relationship Marketing according to (Setiawan et al., 2020), namely;

a. Communication
b. Trust
c. (Tjiptono, 2008).

2.4 Purchase

Decision Purchasing decision according to (A. Kotler, 2008) is the purchase of the preferred brand, the brand most likely to be purchased by consumers. Meanwhile, according to (Iriani, 2016) consumer purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision, there must be several alternative choices.

According to (Pasaribu et al., 2019) According to Sunyoto (2014), Purchasing Decision indicators, namely;

1. Decisions about product types
2. Decisions about product forms
3. Decisions about brands
4. Decisions about sellers
5. Decisions about product quantities
6. Decisions about payment methods.

2.5 Entrepreneurial Self- Efficacy

Entrepreneurial Self-Efficacy according to (Putry et al., 2020) is the self-confidence possessed by individuals in their ability to succeed in doing a job, including entrepreneurship. , while according to (Bandura, 1977) explained that self-efficacy is one's belief in individual ability to complete work or certain tasks, which means that one's belief in an individual's ability to complete a particular job or task.

There are three indicators in determining Entrepreneurial Self-Efficacy according to (Sintya, 2019), namely;

a. Task difficulty level (magnitude)
b. Degree of belief or expectation (strength)
c. Broad area of behavior (generality).

Based on the theoretical approach, the independent variables in this research model have the potential to influence the Purchase Decision Variable (Y) and the placement of Entrepreneurial Self-Efficacy Variable (Z) as a Moderating Variable has the potential to

moderate the effect of Food Delivery Service Variables (X1) and Relationship Marketing (X2) on Purchase Decision Variables (Y).

2.6 Hypothesis Development

Ha1: It is suspected that *Food Delivery Services* have a positive effect on Consumer

H01: Allegedly *Food Delivery Services* have a negative effect on Purchase Decisions

Ha2: It is suspected that *Relationship Marketing* has a positive effect on Purchase Decisions

H02: Allegedly *Relationship Marketing* has a negative effect on Purchase Decisions

Ha3: Suspected Efficacy Entrepreneurial Self has a positive effect on Purchasing Decisions

H03: It is suspected that Entrepreneurial Self-Efficacy has a negative effect on Purchasing Decisions

Ha4: Allegedly *Food Delivery Services* have a positive effect on Purchase Decisions moderated by Entrepreneurial Self-Efficacy

H04: Allegedly *Food Delivery Services* have a negative effect on Purchase Decisions moderated by Efficacy Entrepreneurial Self

Ha5: It is suspected that *Relationship Marketing* has a positive effect on Purchase Decisions moderated by Entrepreneurial Self-Efficacy

H05: It is suspected that *Relationship Marketing* has a negative effect on Purchasing Decisions Moderated by Entrepreneurial Self-Efficacy
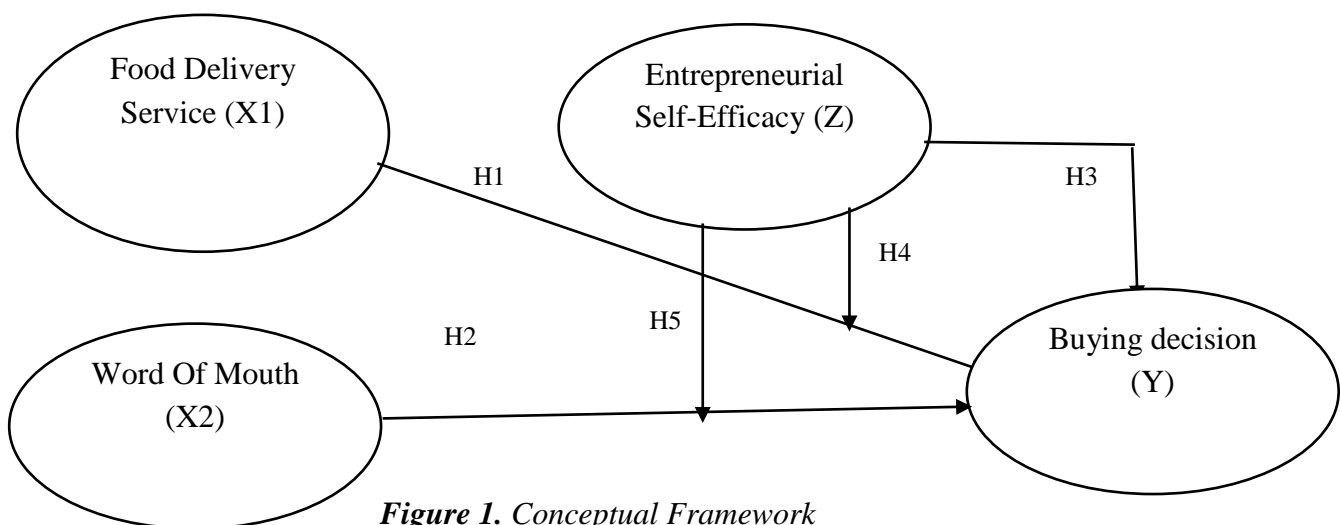
2.7 Conceptual Framework

Figure 1. *Conceptual Framework*

III. Research Method

3.1 Types of Research

This type of research is a quantitative research type. According to (Sugiyono, 2018) quantitative data is a research method that is based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. This study is intended to determine the relationship between the variables of the Independent Variable, namely *Food Delivery Service*(X1) and *Relationship Marketing*(X2) *on Purchase Decision (Y)* and the Moderating Variable, namely *Entrepreneurial Self-Efficacy (Z).*

3.2 Population

According to (Sugiyono, 2018) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population of this research is consumers of culinary SMEs in Jakarta as many as 205 people. The data analysis method uses *Structural Equation Modeling-Partial Least Square (SEM-PLS)* using *SmartPLS* version 3. The PLS calculation stage uses two measurement models (*Outer Model*) and structural model testing (*Inner Model*). Before testing the hypothesis, the validity and reliability tests will be carried out first. Validity test is about questions or statements made valid or not (valid or not) representing the variables studied.

3.3 Variables and their Measurements

Table 1. Variables and their Measurements

Variables	Definition	Indicator	Measuring Tool	Scale	Score
Independent Variable (X1) Food Delivery Service	Online food delivery is an online-to-offline service that is developing and provides a channel between catering companies and consumers by integrating online orders and delivery services offline (Putri et al., 2021)	(Pratama et al., 2018) 1. Promotion 2. Distribution	Questionn aires	Likert	1-5
Variable Relationship Marketing (X2)	Relationship Marketing is an ongoing process that requires a company to maintain constant communication with customers to ensure the company's goals are achieved, and integrate the relationship marketing process into a strategic plan so as to enable the company to manage resources well and be able to meet customer needs in the future (Anggraeni & Kartika, 2022)	(Setiawan et al., 2020) 1. Communication 2. Trust 3 Commitment From (Tjiptono, 2008).	Questionn aire	Likert	1-5
Purchasing Decision Variables (Y)	Purchasing Decisions according to Kotler and Keller (2016: 198)	(Pasaribu et al., 2019) 1. Decisions	Questionn aire	Likert	1-5

	namely in the evaluation stage, consumers can form preferences among the brands to be selected and will intend to buy the most preferred brand/brand (Setiawan et al., 2020)	about the type of product 2. Decisions about product forms 3. Decisions about brands 4. Decisions about the seller 5. Decisions about the number of products 6. Decisions about payment methods			
Entrepreneurial Self-Efficacy Variable (Z)	Self-efficacy is defined as an individual's belief in his ability to take an action to achieve individual goals, namely facing all challenges and being able to estimate how much effort is needed to achieve these goals, namely opening a business (Pasaribu et al., 2019)	(Sintya, 2019) of task difficulty (magnitude) 2. Degree of belief or expectation (strength) 3 The area of behavior (generality)	Questionnaire	Likert	1-5

IV. Results and Discussion

The respondents used were 205 respondents, using Random Sampling with the method (Sarstedt et al., 2014) at least 10 times the number of indicators. The research data was obtained from questionnaires distributed to consumers of culinary SMEs in Jakarta using the google form. The data collected is presented as follows:

Table 2. Data Collection

No	Characteristics	Total	Percentage (%)
1.	Gender		
	1. Male	46	22.4
	2. Female	159	77.6
	Total	205	100
2.	Age		
	1. 15 to 20 years	43	21
	2. 21 to 25 years	137	66.8
	3. 26 to 30 years	17	8.3
	4. 31 to 35 years	3	1.5

	5. > 36 years	5	2.4
	Total	205	100
3.	Type of Job		
	1. Not Working	12	5.9
	2. Student	152	74.1
	3. Entrepreneur	19	9.3
	4. and others	22	10.7
	Total	205	100
4.	Have you ever used Food Delivery Services via (GoFood, GrabFood and the following)?		
	1. Yes		
	2. No	199	97.1
		6	2.9
	Total	205	100
5.	How often do you buy food through the Food Delivery Service?		
	1. Never		
	2. Rarely	5	2.4
	3. Often	67	32.7
	4. Always	118	57.6
		15	7.3
	Total	205	100

Conclusions Respondent Data:

From the table above, it is stated that the respondents who dominated 159 people (77.6%) in this study were gender women. In terms of age, respondents who dominate in this study are from 21 to 25 years as many as 137 people (66.8%). In terms of occupation, the respondents who were dominated in this research were students/I as many as 152 people (74.1%). And then there are as many as 199 respondents who often use Food Delivery Services (97.1%). And then there are as many as 188 people who often make purchases through Food Delivery Services (57.6%).

4.1 Validity Test & Reliability Test
a. Validity Test

The results of the validity test were carried out on the research question variables using the SmartPLS application. A questionnaire is said to be valid if the questions and questionnaires are able to reveal something that will be measured by the questionnaire which is indicated by the loading factor value. If the factor loading value exceeds 0.5, then questions in a variable indicator will be declared valid, while questions with factor loading below 0.5 will be omitted from the model.
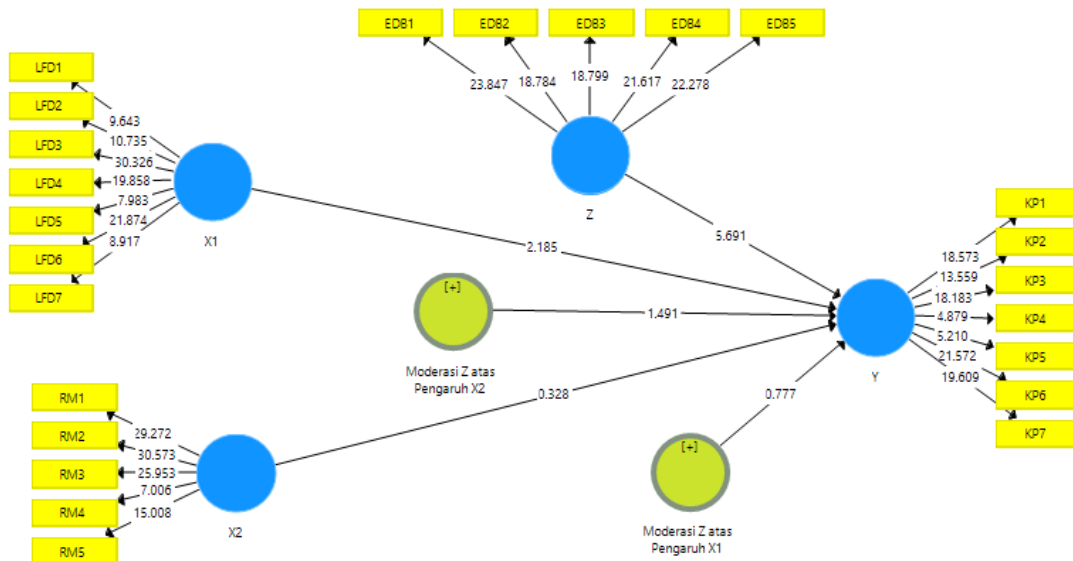
Figure 2. *Validity Test*

The data is declared valid if the original sample value is above 0.5. Based on the validity test with 205 respondents carried out, all of the indicators above, all the original sample indicator values > 0.5 which means that all variable indicators are declared **to have been valid.**

b. Reliability Test

Table 3. Reliability Test

DESCRIPTION	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Moderation Z on the effect of X1	1,000	1,000	1,000	1,000
Moderation of Z on the effect of X2	1,000	1,000	1,000	1,000
X1	0.845	0.852	0.882	0.5519
X2	0.861	0.906	0.896	0.635
Y	0.778	0.789	0.843	0.443
Z	0.837	0.843	0.884	0.604

The reliability test was carried out simultaneously on all statements. The reliability test was carried out on the model:
1. Cronbach Alpha. The reliability test was strengthened by Cronbach Alpha. Expected value > 0.7 for all constructs.
2. Rho_A. Expected value > 0.7
3. Composite Reliability. Data that has composite reliability > 0.7 has high reliability.
4. Average Variance Extracted (AVE). Expected AVE value > 0.5

Reliability test was conducted to determine the reliability of the research instrument. The research instrument is considered valid when the *Cronbach Alpha* > 0.7. Thus, the overall research instrument is reliable.

4.2 Hypothesis Testing
Hypothesis Test Results

The test includes the significant value of each path coefficient which states that there is a (significant) or no (non-significant) effect between constructs. Structural model testers are used to test the hypothesis between research variables that can be seen from the *P-value* and *T-statistics,* if the *T-statistic > 1.96.* then the effect is based on the values in the *path coefficients* table as shown in the table below:

Table 4. Hypothesis Test Results

DESCRIPTION	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Moderate Efficacy Entrepreneurial Self (Z) on the influence of Food Delivery Service (X1) -> Purchase Decision (Y)	0.077	0.078	0.103	0.743	0.458
Entrepreneurial Self-Efficacy Moderation (Z) on Relationship Marketing (X2) -> Purchase Decision (Y)	-0.132	-0.129	0.094	1.369	0.163
Food Delivery Service (X1)-> Purchase Decision (Y)	0.226	0.244	0.104	2.167	0.031
Relationship Marketing (X2) -> Purchase Decision (Y)	0.036	0.040	0.100	0.356	0.722
Entrepreneurial Self-Efficacy (Z) -> Purchase Decision (Y)	0.369	0.395	0.069	5.696	0.000

1. **Proof of Hypothesis (H1): There is an Influence of Food Delivery Services on Purchase Decisions**

   The first hypothesis in this study is H1: There is an Influence *of Food Delivery Services* on Purchase Decisions. The *path coefficient* shows the value (*Original Sample)* = 0.226, T *Statistics* = 2.167 > 1.96, P *Value* = 0.031. Thus, the *Food Delivery Service* has a positive and significant impact on the Purchase Decision.
   Based on these results, Hypothesis 1 can be accepted.

2. **Proof of Hypothesis (H2): There is an Effect of Relationship Marketing on Purchase Decisions**

   The first hypothesis in this study is H2: There is an Influence *Relationship Marketing* on Purchase Decisions. The *path coefficient* shows the value (*Original Sample*) = 0.036, T *Statistics* = 0.356 > 1.96, P *Value* = 0.722. Thus, *Relationship Marketing* does not influential and not significant to the Purchase Decision.
   Based on these results, the second hypothesis is not accepted or rejected

3. **Proof of the hypothesis (H3): There is an Effect of Entrepreneurial Self-Efficacy on Purchasing Decisions**

   The first hypothesis in this study is H3: There is an Influence *of Entrepreneurial Self-Efficacy* on Purchasing Decisions. The *path coefficient* shows the value (*Original*

Sample) = 0.369, T *Statistics* = 5.696 > 1.96, P *Value* = 0.000. Thus, *entrepreneurial self-efficacy* has a positive and significant effect on purchasing decisions.
Based on these results, the third hypothesis can be accepted

4. **Proof of the hypothesis (H4): There is an Influence of Food Delivery Services on Purchasing Decisions Moderated by Entrepreneurial Self-Efficacy**
The fourth hypothesis in this study is H4: There is an Influence of Food Delivery Services on Purchase Decisions Moderated by Self-Efficacy Entrepreneurs. The results of the fourth hypothesis test, indicate that the moderation of Entrepreneurial Self-Efficacy is not able to strengthen the influence of Food Delivery Services on Purchase Decisions. This result is shown by T-Statistics which is only 0.743 or below 1.96. Thus, Food Delivery Services with Consumer Purchase Decisions cannot be moderated by Entrepreneurial Self-Efficacy and are not significant.
Based on these results, the fourth hypothesis is not accepted or rejected

5. **Hypothesis verification (H5): There is an Influence of Relationship Marketing on Purchase Decisions Moderated by Entrepreneurial Self-Efficacy.**
The fifth hypothesis in this study is H5: There is an Influence of Relationship Marketing on Purchase Decisions Moderated by Efficacy Self Entrepreneur. The results of the fifth hypothesis test, indicate that the Moderation of Entrepreneurial Self-Efficacy is not able to strengthen the influence of Relationship Marketing on Purchase Decisions. This result is shown by T-Statistics which is only 1.369 or below 1.96. Thus, Relationship Marketing with Purchase Decisions cannot be moderated by Entrepreneurial Self-Efficacy and is not significant.
Based on these results, the 5th hypothesis is not accepted or rejected

V. Conclusion

From the results of research and discussion in the previous chapter of this study, namely the Effect of Food Delivery Services and Relationship Marketing on Consumer Purchase Decisions at Tanjung Priok Culinary MSMEs moderated by entrepreneurial self-efficacy, the authors draw the following conclusions:

1. Tester, it was found that the relationship between *Food Delivery Services and* Decisions has a positive or significant effect on the Tanjung Priok Culinary MSME.
2. Hypothesis *Purchase* . on Tanjung Priok Culinary MSMEs.
3. The results of the third hypothesis tester, it was found that the relationship of Entrepreneurial Self-Efficacy to Consumer Purchasing Decisions had a positive or significant effect on Tanjung Priok Culinary MSMEs.
4. Tester, it was found that *Food Delivery Services* could not be moderated by Entrepreneurial Self-Efficacy and not significant in Tanjung Priok Culinary MSMEs.
5. Hypothesis *on* DecisionsEntrepreneurial Self-Efficacy and Not Significant in Tanjung Priok Culinary MSMEs MSME.

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