

## The Influence of Word of Mouth, Advertising, Discounts, and Perceived Ease of Use on Purchase Decisions through Online Food Platforms

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### ABSTRACT

The purpose of this study is to analyze the effect of word of mouth, advertising, discounts, and perceived ease of use on purchasing decisions through the GoFood service. The subjects of this study are GoFood users, with a total of 112 respondents, and the sample size is determined using Roscoe's theory. The sampling technique used is non-probability sampling with purposive sampling. The data analysis used in this study includes Tests instrument, Classical Assumption Tests, Multiple Linear Regression Tests, and Model Fit Tests. The results of this study indicate that Word of mouth has a positive and significant effect on purchasing decisions, Advertising has a positive and significant effect on purchasing decisions, Discounts have a negative and significant effect on purchasing decisions, and Perceived ease of use does not affect purchasing decisions.

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## **INTRODUCTION**

The current business development is highly competitive and rapidly growing due to activities in fulfilling daily needs, which are closely related to the online food delivery sector (Nitibaskoro dkk., 2022). The rapidly growing market development encourages business owners to think creatively and respond to this situation in an intelligent and wise manner (Hidayatuloh & Qisthani, 2020). The main benefit of the increasingly popular ordering service alternatives is the ability to manage time and offer greater convenience (Yolanda & Nuryati, 2021).

According to a report from Momentum Works, Indonesia is the largest online food delivery market in Southeast Asia in 2023 (momentum.asia). Throughout 2023, the gross merchant value (GMV) of online food delivery services in Indonesia reached US\$4.6 billion. GrabFood became the largest online food delivery provider in Indonesia in 2023 with a 50% market share, while GoFood had 38%, and ShopeeFood had 5% (databoks.katadata.co.id). The online food delivery service provider in Indonesia is GoFood. The competition between GoFood and GrabFood in the online food delivery industry in Indonesia is very fierce. Although GoFood, which is part of Gojek, has been a pioneer and one of the key players in this market, GrabFood has successfully positioned itself as the largest online food delivery provider in Indonesia.

GoFood is a food delivery service feature that allows users to place orders for delivery from restaurants. By simply using a smartphone and opening the GoFood feature in the Gojek app, consumers can order food from restaurants partnered with Gojek (Aprialsyah & Purnama, 2024). However, there are still many service standards in food ordering that have not been met, such as the absence of food storage boxes to keep the food, which can lead to a decline in food quality. GoFood needs to improve service standards to enhance consumer purchase decisions and remain competitive in the online food industry in Indonesia.

According to Firmansyah (2020) Purchase decision is the result of an evaluation conducted by consumers in selecting a product, which involves a cognitive process of a path or action among several available alternative products. Meanwhile, according to Mulyono (2021) Purchase decision is an approach to solving problems in purchasing, particularly in determining whether a purchase transaction will occur or not. According to Purboyo dkk., (2021) Consumers make purchase decisions after they have identified a problem, evaluated, and gathered information about a specific product.

According to Kotler & Keller (2016) The purchase decision is the process in which consumers recognize an issue, gather information about a specific product or brand, thoroughly assess each alternative, resolve the issue, and ultimately make a buying choice. During this process, consumers acknowledge that they have encountered a problem and, by using a logical approach, they are able to find a solution to the problem they are facing (Pratiwi dkk., 2021). According to Kotler & Amstrong (2018) The indicators of purchase decision are: decisions related to product selection, decisions related to brand selection, decisions related to the quantity of the product, decisions related to the timing of the purchase, and decisions related to the payment method.

One of the factors that can influence purchase decisions is Word of Mouth (Muammar dkk., 2024). According to Astuti & Ernawati (2020) Word of Mouth refers to the spread of knowledge about a product or service through personal or group discussions regarding its benefits. Meanwhile, according to Kotler & Keller (2021) Word of Mouth is a type of marketing where intermediaries (through word of mouth, written correspondence, or web-connected technologies) spread news about a product or service. The indicators of Word of Mouth according to Daulay & Putri (2021) The indicators of Word of Mouth are: 1) The willingness of consumers to talk positively about a product or service, 2) The recommendation of products and services to others, and 3) Encouraging friends or acquaintances to make a purchase of products or services.

The research conducted by Aprialsyah & Purnama (2024), Ningsih & Suginam (2024), Cahya dkk., (2024), Amalia dkk., (2024), and Pradhana & Fadli (2024) mentions that Word of Mouth has a positive and significant influence on purchase decisions. Meanwhile, the research conducted by Ena dkk., (2019) and Muttaqin (2024) mentions that Word of Mouth does not have an effect on purchase decisions.

Another factor that can influence purchase decisions is advertising (Leonandri & Erpurini, 2024). According to Tantri (2019) Advertising is a message that promotes a product to the general public through a media channel. Meanwhile, according to Irwin dkk., (2024) Advertising is part of a broader marketing strategy and functions to deliver messages to a target audience to encourage specific actions, such as purchasing a product, visiting a website, or subscribing to a service. The indicators of advertising according to Stephen dkk., (2020) The indicators of advertising are: 1) Necessity, 2) Pleasure, 3) Dominance, 4) Brand Recall, and 5) Stimulation.

The research conducted by Leonandri & Erpurini (2024), Annisa & Fitriyasari (2024), Muhajir (2024), Istiqomah & Nataliana (2022), and Rasyidi (2024) mentions that advertising has a positive and significant influence on purchase decisions. Meanwhile, the research conducted by Alfariza & Pratomo (2023) and Anjani dkk., (2024) mentions that advertising does not have an effect on purchase decisions.

The next factor that can influence purchase decisions is discounts (Sofia dkk., 2024). According to Kotler & Keller (2021) A discount is a price reduction provided to customers from the regular price of a product, usually shown on the product's label or packaging. It represents a lowering of the established price. The discount strategy is commonly employed by manufacturers or retailers to boost sales, as it can capture the attention of buyers and encourage them to purchase the items they require (Afida & Zamzami, 2020). The indicators of discounts according to Firmansyah & Nalurita (2022) The indicators of discounts are: 1) the amount of price reduction on items with a lower base price, 2) seasonal sales of goods within a limited time frame, and 3) product categories.

The research conducted by Ridwan dkk., (2020), Kurniawan dkk., (2024), Yulianto & Alhamdi (2022), Selviani dkk., (2024), and Hasanah (2024) mentions that discounts have a positive and significant influence on purchase decisions. Meanwhile, the research conducted by Bako dkk., (2024) and Damayanti dkk., (2023) mentions that discounts do not have an effect on purchase decisions. The next factor that can influence purchase decisions is perceived ease of use (Cecilia, 2024). Perceived ease of use is defined as the level of confidence a person has that a technology can be easily used without requiring much effort in obtaining information (Zahroh dkk., 2023).

Meanwhile, according to Marhamah & Supriyanto (2023) Perceived ease of use is a belief in using a technology/system that it is easy, free from issues, and does not require significant effort from the user, leading them to feel confident in using the technology. The indicators of perceived ease of use according to Davis (1989) in Rismalia & Sugiyanto (2022) The indicators of perceived ease of use are: 1) ease of learning, 2) controllability, 3) flexibility, and 4) ease of use. The research conducted by Aulia (2024), Aditya dkk., (2024), Cecilia (2024), Rosari dkk., (2024), and Riyadhatul dkk., (2024) mentions that perceived ease of use has a positive and significant influence on purchase decisions. Meanwhile, the research conducted by Lubis & Rini (2022) and Dewi (2019) mentions that perceived ease of use does not have an effect on purchase decisions.

This research is an extension of the study conducted by Nurita & Wijayanti, (2021) regarding the influence of advertising and discounts on purchase decisions in the Shopee marketplace. The researcher added the Word of Mouth variable from the previous study Winalda & Sudarwanto (2021) Because the previous study mentioned that Word of Mouth has a positive and significant influence on purchase decisions, the researcher also added the perceived ease of use variable from the study Hasdani dkk., (2021) Because the previous study mentioned that perceived ease of use has a positive and significant influence on purchase decisions, the researcher incorporated this variable into the study.

This research is conducted in the city of Purwokerto and targets the population of Purwokerto residents who use the GoFood service. The purpose of this study is to analyze the influence of Word of Mouth, advertising, discounts, and perceived ease of use on purchase decisions through online food platforms. The novelty of this research lies in the respondents, who are Purwokerto residents, and the addition of variables, namely discounts and perceived ease of use.

## **LITERATURE REVIEW**

### **Consumer Behavior**

Consumer behavior is the attitudes or actions of an individual involved in seeking information, acquiring, purchasing, consuming, using, and evaluating services or products that they expect will meet and satisfy their needs (Nurmanah & Nugroho, 2021). Consumer behavior is the dynamic interaction between influences, cognition, behavior, and events around us, where individuals engage with various aspects of their lives. It reflects how consumers process information, make decisions, and act in response to external stimuli, such as marketing, social influences, and personal experiences (Sunyoto & Saksono, 2022).

According to Peter & Olson (2014) Cognitive theory aims to influence customers' psychological responses by focusing on their knowledge, culture, and beliefs as a strategic model to provide information that can enhance competitive advantage. This theory emphasizes the importance of understanding how consumers process and interpret information, which can lead to more effective marketing strategies and decision-making. By aligning marketing efforts with consumers' cognitive structures, businesses can better meet their needs and expectations.

### **Purchase Decision**

According to Philip dkk., (2018) Consumer purchase decision refers to the decision to buy the most preferred brand, but two factors can arise between the intention to buy and the actual purchase decision. Meanwhile, according to Firmansyah (2019) The purchase decision is a problem-solving process performed by an individual when choosing the best option from two or more alternatives. This decision is viewed as the most appropriate course of action for making a purchase, following the stages of the decision-making process. According to Kotler & Amstrong (2018) The indicators of purchase decisions are: 1) decisions related to product selection, 2) decisions related to brand selection, 3) decisions related to the quantity of the product, 4) decisions related to the timing of the purchase, and 5) decisions related to the payment method.

### **Word of Mouth**

According to Astuti & Ernawati (2020) Word of Mouth refers to the spread of knowledge about a product or service through personal or group discussions regarding its benefits. Meanwhile, according to Kotler & Keller (2021) Word of Mouth is a type of marketing where intermediaries (through word of mouth, written correspondence, or web-connected technologies) spread news about a product or service. The indicators of Word of Mouth according to Daulay & Putri (2021) The indicators of Word of Mouth are: 1) The willingness of consumers to talk positively about a product or service, 2) The recommendation of products and services to others, and 3) Encouraging friends or acquaintances to make a purchase of products or services.

The research conducted by Aprialsyah & Purnama (2024), Ningsih & Suginam (2024), Cahya dkk., (2024), Amalia dkk., (2024), and Pradhana & Fadli (2024) mentions that Word of Mouth has a positive and significant influence on purchase decisions.

H1: Word of Mouth has a positive and significant influence on purchase decisions.

### **Advertising**

According to Tantri (2019) Advertising is a message that promotes a product to the general public through a media channel. Meanwhile, according to Irwin dkk., (2024) Advertising is part of a broader marketing strategy and functions to deliver messages to the target audience to encourage specific actions, such as purchasing a product, visiting a website, or subscribing to a service. The indicators of advertising according to Stephen dkk., (2020) is 1) Necessity, 2) Pleasure, 3) Dominance, 4) Brand Recall, and 5) Stimulation. The research conducted by Leonandri & Erpurini (2024), Annisa & Fitriyasari (2024), Muhajir (2024), Istiqomah & Nataliana (2022), and Rasyidi (2024) mentions that advertising has a positive and significant influence on purchase decisions.

H2: Advertising has a positive and significant influence on purchase decisions.

### **Discounts**

According to Kotler & Keller (2021) Discount is a reduction offered to customers from the standard price of a product, typically indicated on the label or packaging of the product. A discount is a decrease in the price that has been set. The discount system is often used by producers or sellers to increase sales, as it can attract buyers' interest to purchase the goods they need (Afida & Zamzami, 2020). The indicators of discounts according to Firmansyah & Nalurita (2022) The indicators of discounts are: 1) the amount of price reduction on items with a lower base price, 2) seasonal sales of goods within a limited time frame, and 3) product categories. The research conducted by Ridwan dkk., (2020), Kurniawan dkk., (2024), Yulianto & Alhamdi (2022), Selviani dkk., (2024), and Hasanah (2024) mentions that discounts have a positive and significant influence on purchase decisions.

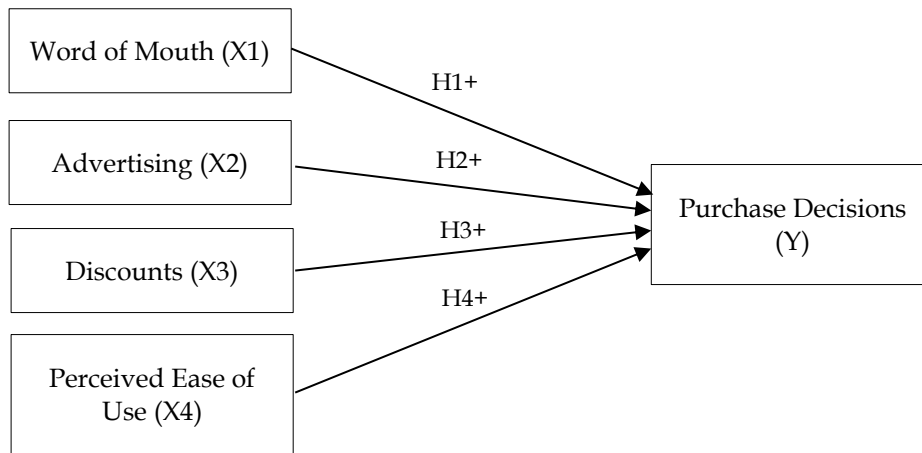
H3: Discounts have a positive and significant influence on purchase decisions

### **Perceived Ease of Use**

Perceived ease of use is defined as the level of confidence a person has that a technology can be easily used without requiring much effort in obtaining information (Zahroh dkk., 2023). Meanwhile, according to Marhamah & Supriyanto (2023) Perceived ease of use is a belief in using a technology/system that it is easy, free from issues, and does not require significant effort from the user, leading them to feel confident in using the technology. The indicators of perceived ease of use according to Davis (1989) in Rismalia & Sugiyanto (2022) The indicators of perceived ease of use are: 1) ease of learning, 2) controllability, 3) flexibility, and 4) ease of use.

The research conducted by Aulia (2024), Aditya dkk., (2024), Cecilia (2024), Rosari dkk., (2024), and Riyadhatul dkk., (2024) mentions that perceived ease of use has a positive and significant influence on purchase decisions.

H4: Perceived ease of use has a positive and significant influence on purchase decisions.



**Figure 1. Conceptual Framework**

## METHODOLOGY

This research uses a quantitative approach with a questionnaire as the instrument to collect data. The study was conducted in the city of Purwokerto, with the population being the people of Purwokerto who use GoFood services. The sample size was determined using Roscoe's theory, which states that the minimum sample size should be 10 times the number of variables; however, in this study, 112 respondents were used to ensure more valid data. The sampling technique used was non-probability sampling, specifically Purposive Sampling, with the criteria: 1) owning the GoJek application, 2) using GoFood services. Data analysis was conducted using SPSS Version 25 software, including instrument testing, classical assumption testing, model fit testing, multiple linear regression analysis, and hypothesis testing. The data collection instrument used a questionnaire created based on the indicators of the research variables, namely purchase decision, word of mouth, advertising, discounts, and perceived ease of use.

The indicators of purchase decision according to Kotler & Armstrong (2018) are: 1) Decision related to product selection, 2) Decision related to brand selection, 3) Decision related to product quantity, 4) Decision related to the time of purchase, and 5) Decision related to payment method. According to Daulay & Putri (2021), the indicators of word of mouth are: 1) Consumers' willingness to talk positively about the product or service, 2) Recommendations of products and services to others, and 3) Encouraging friends or acquaintances to make purchases of products and services. According to Stephen et al. (2020), the indicators of advertising are: 1) Necessity, 2) Pleasure, 3) Dominance, 4) Brand Recall, and 5) Stimulation. According to Firmansyah & Nalurita (2022), the indicators of discounts are: 1) The magnitude of price reduction on products with lower base prices, 2) Seasonal sales of goods within a limited time, and 3) Product

categories. According to Davis (1989) in Rismalia & Sugiyanto (2022), the indicators of perceived ease of use are: 1) Ease of learning, 2) Controllability, 3) Flexibility, and 4) Ease of use.

## RESEARCH RESULT

### *Respondent Characteristics*

The following is a table of data on the characteristics of respondents in this study:

**Table 1. Respondent Characteristic**

Criteria	Number (N)	Percentage (%)
<b>Gender</b>		
Male	53	47,3
Women	59	52,7
<b>Total</b>	<b>112</b>	<b>100,0</b>
<b>Age</b>		
< 17 years	21	18,8
17-20 years	17	15,2
21-25 years	47	42,0
> 25 years	27	24,1
<b>Total</b>	<b>112</b>	<b>100,0</b>
<b>Domicile</b>		
West Purwokerto	51	45,5
South Purwokerto	27	24,1
East Purwokerto	22	19,6
North Purwokerto	12	10,7
<b>Total</b>	<b>112</b>	<b>100,0</b>
<b>Length of Use</b>		
< 1 month	21	18,8
1-3 month	36	32,1
4-6 month	28	25,0
> 6 month	27	24,1
<b>Total</b>	<b>112</b>	<b>100,0</b>

Based on the respondent characteristics table above, it can be seen that the study involved 112 respondents with the following criteria: In terms of gender, there were 53 (47.3%) male respondents and 59 (52.7%) female respondents. In terms of age, there were 21 (18.8%) respondents under 17 years old, 17 (15.2%) respondents aged 17-20 years, 47 (42.0%) respondents aged 21-25 years, and 27 (24.1%) respondents aged over 25 years.

In terms of domicile, 51 (45.5%) respondents were domiciled in Purwokerto Barat, 27 (24.1%) respondents in Purwokerto Selatan, 22 (19.6%) respondents in Purwokerto Timur, and 12 (10.7%) respondents in Purwokerto Utara. Regarding the duration of GoFood app usage, 21 (18.8%) respondents had used the app for less than 1 month, 36 (32.1%) respondents for 1-3 months, 28 (25.0%) respondents for 4-6 months, and 27 (24.1%) respondents for more than 6 months.

### Validity Test

The validity test is the process of assessing how well a questionnaire or measurement instrument is able to measure the variables that the researcher wants to study appropriately (Sugiyono, 2016). The method used in this test is Pearson product moment correlation, with a degree of freedom (df) of 110 and a significance level of  $\alpha = 0.05$ , which results in an r table value of 0.1857. A statement in the questionnaire is considered valid if the value of r count is greater than rtable. From the results of the validity test in this study, it is known that each statement in this research questionnaire obtained an r value greater than the r table value of 0.1857. These results mean that all indicators or statement items in this study are considered valid.

### Reliability Test

The reliability test is used to assess the consistency of the questionnaire as a pointer to the variable being investigated (Sugiyono, 2016). The questionnaire is considered reliable if the Cronbach alpha value is greater than 0.60. Conversely, if the Cronbach alpha value is less than 0.60, the questionnaire is considered unreliable (Azwar, 2012). The results of the reliability test in this study indicate that all variables in this study are considered reliable because the Cronbach alpha coefficient value is greater than 0.60, namely purchasing decisions (0.788), word of mouth (0.778), advertising (0.741), price discounts (0.699) and perceived ease of use (0.650).

### Classical Assumption Test

The classical assumption test has a function in ensuring that the results of regression analysis are not affected by deviations that can affect the stability of the results. In this study, the classical assumption test includes data normality, multicollinearity and heteroscedasticity tests.

### Normality Test

The normality test is used to evaluate whether the distribution of standardised residuals in this study complies with the normal distribution or not (Ghozali, 2018). Normality testing was conducted using the Kolmogorov-Smirnov test. Data is considered normally distributed if the significance value (p-value) at a 0.05 level indicates a result consistent with the assumption of normal distribution. Below are the output table results from the normality test in this study.

**Table 4. Normality Test Results**

Variable	Asymp Sig (2-tailed)	Description
Unstandardized Residual	0,200	Normally Distributed

From the table it can be seen that the Asymp. Sig (2-tailed) from the Kolmogorov-Smirnov test is 0.200, exceeding the  $\alpha$  value (0.05). Thus the data used in this study are normally distributed.

### Multicollinearity Test

Multicollinearity test is used in assessing whether there is a significant relationship between independent variables in the regression model (Ghozali, 2018). The value (VIF) and tolerance value are used in determining the presence of multicollinearity symptoms in each independent variable. There is no multicollinearity if the VIF value  $\leq 10$  and the tolerance value  $> 0.10$ . Conversely, if the VIF value  $> 10$  and the tolerance value  $< 0.10$ , this indicates the presence of multicollinearity. The multicollinearity test results are shown in the following table.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF	Description
Word of Mouth (X1)	0,969	1,032	No Multicollinearity Detected
Advertising (X2)	0,680	1,471	No Multicollinearity Detected
Discounts (X3)	0,749	1,335	No Multicollinearity Detected
Perceived Ease of Use (X4)	0,833	1,201	No Multicollinearity Detected

Based on the results of the multicollinearity test presented in the table, it can be observed that the word of mouth variable has a tolerance value of 0.969 and a VIF value of 1.032, the advertising variable has a tolerance value of 0.680 and a VIF value of 1.471, the discount variable has a tolerance value of 0.749 and a VIF value of 1.335, and the perceived ease of use variable has a tolerance value of 0.883 and a VIF value of 1.201. Since all variables in this study have a tolerance value greater than 0.1 and a VIF value less than 10, it can be concluded that there are no indications of multicollinearity in this study.

### Heteroscedasticity Test

Heteroscedasticity test is used in evaluating the unevenness of variance in the regression model. The regression model is considered good if there is no heteroscedasticity (Ghozali, 2018). Symptoms of heteroscedasticity can be detected using the Glejser test. The test results are concluded that there is no heteroscedasticity problem if the independent variable has a significance value  $> 0.05$ . The following are the results of the heteroscedasticity test in this study.

**Table 6. Heteroscedasticity Test Results**

Variable	Sig.	Description
Word of Mouth (X1)	0,694	No Heteroscedasticity Detected
Advertising (X2)	0,205	No Heteroscedasticity Detected
Discounts (X3)	0,076	No Heteroscedasticity Detected
Perceived Ease of Use (X4)	0,876	No Heteroscedasticity Detected

Based on the results of the heteroscedasticity test above, it can be seen that the sig value for each variable has a value > 0.05, namely, word of mouth (0.694), advertisement (0.205), discount (0.076) and perceived ease of use (0.876). It can be concluded that in this study there are no symptoms of heteroscedasticity.

### Coefficient of Determination

The coefficient of determination is used to assess how much the model contributes to the dependent variable, namely how much influence the independent variable has on the dependent variable. (Sugiyono, 2016). The results of the coefficient of determination test are shown in the following table.

**Table 7. Determination Coefficient Test Results**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0,966	0,933	0,930	0,19878

Based on the coefficient of determination test table above, it can be seen that the adjusted R square value is 0.930 or 93%, this means that the variables of word of mouth, advertising, price discounts, and perceived ease of use have an influence on purchasing decisions by 93% and the remaining 7% is influenced by other factors or variables not examined such as trust, brand awareness and customer satisfaction.

### F Test

The model fit test (Goodness of Fit Statistic) is the first stage carried out before analysing the causal relationship between independent and dependent latent variables. According to Ghozali (2005) determination of model fit can be determined by minimising the difference between the sample covariance matrix (covariance matrix obtained through observation (data) with the implied covariance matrix (covariance matrix obtained based on the model). The following are the results of the F test in this study:

**Table 8. F Test Results**

Model	F	Sig
Regression	372,028	0,000
Residual		

Table df = df = (k-1), (n-k), namely (4-1), (112-4) = (3), (108) = 2.69. Based on the table above, it is known that the F value calculated with the regression model is 372.028, so F count (372.028 > 2.69) with a significance of 0.000 < 0.05. So it can be concluded that, the regression equation model developed meets the specified requirements.

### Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was used to see the effect of word of mouth, advertising, discounted prices and perceived ease of use on purchasing decisions. The following is a table of multiple linear regression analysis calculations in this study:

**Table 9. Multiple Linear Regression Analysis**

Variable	Regression Coefficients	t-Statistic	Sig	Description
Constant	0,193			
Word of Mouth (X1)	0,984	37,953	0,000	H1 Accepted
Advertising (X2)	0,077	2,192	0,031	H2 Accepted
Discounts (X3)	-0,121	-3,102	0,002	H3 Rejected
Perceived Ease of Use (X4)	0,026	0,722	0,472	H4 Rejected

Based on the results of the regression analysis in the table above, the regression equation can be arranged as follows:

$$Y = 0,193 + 0,984 + 0,077 - 0,121 + 0,026$$

The following are the results of multiple linear regression analysis in this study:

1. The constant value ( $\alpha$ ) shows a value of 0.193, which states that if word of mouth, advertising, price discounts, and perceived ease of use are zero, the purchase decision will increase by 0.193 units.
2. The regression coefficient value of the word of mouth variable shows a positive value of 0.984, stating that each unit increase in word of mouth causes the purchasing decision to increase by 0.984 units with the assumption that other variables remain constant.
3. The regression coefficient value of the advertising variable shows a positive value of 0.077, stating that each unit increase in advertising causes the purchasing decision to increase by 0.077 units with the assumption that other variables remain the same.
4. The regression coefficient value of the price discount variable shows a negative value of 0.121, stating that each increase in the unit price discount causes the purchasing decision to decrease by 0.121 units with the assumption that the other variables remain the same.

### Partial Hypothesis Test (t-test)

The t test is used to evaluate the partial or individual effect of the independent variable on the dependent variable (Ghozali, 2018). By using a significance level of  $\alpha = 0.05$  and a confidence level of 95%, the t table value obtained is 1.98217 with degrees of freedom (df) = 108 (112 - number of independent variables). The following are the results of the t test in this study.

### First Hypothesis

Based on table 9, the t value of word of mouth is 37.953 and the significance value is 0.00. With a calculated t value > t table (37.953 > 1.98217) and a significance value < 0.05 (0.00 < 0.05),  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a positive and significant influence between the independent variable on the dependent variable. The first hypothesis, which states that word of mouth has a positive and significant effect on purchasing decisions through GoFood services, is accepted.

### **Second Hypothesis**

Based on table 9, the t value of advertising is 2.192 and the significance value is 0.031. With a calculated t value  $>$  t table ( $2.192 > 1.98217$ ) and a significance value  $<$  0.05 ( $0.031 < 0.05$ ),  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a positive and significant influence between the independent variable on the dependent variable. The second hypothesis which states that advertising has a positive and significant effect on purchasing decisions through GoFood services is accepted.

### **Third Hypothesis**

Based on table 9, the calculated t value of the discount is -3.102 and the significance value is 0.002. With a calculated t value  $<$  t table ( $-3.102 < 1.98217$ ) and a significance value  $<$  0.05 ( $0.002 < 0.05$ ),  $H_0$  is accepted and  $H_a$  is rejected, which means that there is no positive and significant influence between the independent variable on the dependent variable. The third hypothesis, which states that discounts have a positive and significant effect on purchasing decisions through GoFood services, is rejected.

### **Fourth Hypothesis**

Based on table 9, the t value of perceived ease of use is 0.722 and the significance value is 0.472. With a calculated t value  $<$  t table ( $0.722 < 1.98217$ ) and a significance value  $>$  0.05 ( $0.472 > 0.05$ ) then,  $H_0$  is accepted and  $H_a$  is rejected, which means that there is no positive and significant influence between the independent variable on the dependent variable. The fourth hypothesis, which states that perceived ease of use has a positive and significant effect on purchasing decisions through GoFood services, is rejected.

## **DISCUSSION**

### **The Effect of Word of Mouth on Purchasing Decisions**

The results of hypothesis testing in this study indicate that word of mouth has a positive and significant effect on purchase decisions through GoFood services. The more people provide positive reviews or recommendations about GoFood, the higher the likelihood that others will decide to make a purchase through GoFood. Information spread by others can make consumers more confident and interested in using GoFood services.

This is related to cognitive theory, which explains how consumers process the information they receive and how it influences their decision-making. Information spread by others, whether through recommendations or positive reviews, is processed by consumers through cognitive mechanisms such as judgment and evaluation. When consumers hear positive information about GoFood, they compare it with their prior knowledge and experiences, which forms a more positive perception of the service. This process makes consumers more confident in the quality of GoFood and more likely to choose it when making a purchase decision. In line with research conducted by Apriansyah & Purnama (2024), Ningsih & Suginam (2024), Cahya et al., (2024), Amalia et al., (2024), and Pradhana & Fadli (2024) states that Word of Mouth has a positive and significant effect on purchasing decisions.

### **The Effect of Advertising on Purchasing Decisions**

The results of hypothesis testing in this study indicate that advertising has a positive and significant effect on purchasing decisions through GoFood services. The more effective and attractive the advertisements aired by GoFood, the more likely consumers are to decide to use GoFood services. The advertisements that are delivered can increase consumer interest and trust in GoFood, which in turn affects their decision to make a purchase.

According to cognitive theory, consumers collect and process existing information, either directly or through media such as advertisements. When GoFood advertisements deliver clear and convincing messages about the advantages of the service, the information will be processed by consumers in a way that influences their perceptions of GoFood. Ads that successfully influence these perceptions will increase consumer confidence that GoFood is the right choice to fulfil their needs. In line with research conducted by Leonandri & Erpurini (2024), Annisa & Fitriyasari (2024), Muhajir (2024), Istiqomah & Nataliana (2022), and Rasyidi (2024) states that advertising has a positive and significant effect on purchasing decisions.

### **The effect of Discounts on Purchasing Decisions**

The results of hypothesis testing in this study show that discounts have a negative and significant effect on purchase decisions through GoFood services. This means that, although discounts are typically intended to encourage purchases, in this study, discounts are actually associated with a decrease in purchase decisions. This negative effect suggests that when consumers see or receive discounts on GoFood services, it might reduce their interest or decision to make a purchase. This could happen because consumers may think that a lower price implies lower product quality. Additionally, if there are frequent large discounts, consumers may feel that the original price of the product is too high and unfair. Frequent discounts may also make the product seem ordinary, whereas initially, consumers might have perceived it as more special. For these reasons, even with discounts, some consumers may become uncertain about making a purchase.

Based on cognitive theory, this negative influence could be caused by several factors, such as distrust of the quality of discounted services, or consumers who may perceive prices that are too low as a sign of poor quality. In line with research conducted by Simange et al., (2023) which states that price discounts have a negative and significant effect on purchasing decisions.

### **The Influence of Perceived Ease of Use on Purchasing Decisions**

The results of the hypothesis test in this study indicate that the perception of ease of use does not affect the purchase decision through the GoFood service. This means that even though consumers may find the GoFood service easy to use, this factor does not directly influence their decision to make a purchase. This could happen because consumers are already comfortable with the GoFood app interface, so the ease of use is considered something that should naturally be there and is not a primary driving factor in decision-making.

According to cognitive theory, consumers tend to process information based on existing knowledge and experience. If consumers are already familiar with the GoFood service and feel comfortable using it, their perception of ease of use is no longer a factor they actively evaluate in the decision-making process. This is in line with the research conducted by Lubis & Rini (2022) which states that perceived ease of use has no influence on purchasing decisions.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion in this study, the conclusions are as follows: Word of mouth has a positive and significant effect on purchase decisions through GoFood services. Advertising has a positive and significant effect on purchase decisions through GoFood services. Discounts have a negative and significant effect on purchase decisions through GoFood services. Perceived ease of use does not have an effect on purchase decisions through GoFood services.

As for suggestions for GoJek, it is recommended to implement incentive programs to encourage customers to provide reviews or recommendations to friends and family, such as discounts or special offers for customers who write positive reviews. Additionally, creating more interactive advertisements that directly involve consumers could make them more engaged and enhance their purchase decisions.

## ADVANCED RESEARCH

The limitations of this study include the fact that the population used only covers the people of Purwokerto and the relatively short research time, which resulted in less optimal findings. Suggestions for future researchers include expanding the population of the study to achieve more comprehensive results.

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