

## **The Influence of Price and Taste Perception on Consumer Decisions to Use the Grab Food Application on Jalan Perisai Rantauprapat**

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### **Abstract**

*This study aims to analyze the influence of price perception and taste on consumer decisions in using the Grab Food application on Jalan Perisai Rantauprapat. The method used is a quantitative approach with a survey technique, where data is collected through questionnaires distributed to consumers who use the Grab Food service. Data analysis was carried out using multiple linear regression to identify the relationship between independent variables (price perception and taste) with the dependent variable (consumer decision). The results of the study indicate that price perception and taste have a significant positive influence on consumer decisions in choosing the Grab Food service, with the results of  $t_{count} > t_{table}$ . The results of the simultaneous test show that the significance value for the influence of Price Perception (X1) and Taste (X2) on Consumer Decisions (Y) is  $0.000 < 0.05$  with an F count value of  $17.253 > F_{table} 3.19$  so that there is a simultaneous influence between X1 and X2 on Y in Rantauprapat. Keywords: Price perception, taste, consumer decision, Grab Food, Rantauprapat. This research is expected to provide insight for Grab Food business actors and service providers in improving the quality of service and consumer experience.*

**Keywords: Price Perception, Taste, Consumer Decision, Grab Food, Rantauprapat.**

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## **INTRODUCTION**

Current technological developments have an impact on all sectors, business, economy, education, tourism and so on, in this case, especially the business and economic sectors, have an impact on transportation services, with so many diverse community activities that they cannot be separated from transportation (Amelia, 2023). Transportation as a tool or necessity to support all activities carried out. Transportation services are one of the services needed by the community to help carry out daily activities (Schroten A & al, 2020).

In Indonesia, transportation services have been around for a long time and continue to grow until now. Transportation services began to appear in Indonesia in 2014 (Miharja et al., 2023). The rise of online-based transportation services began with the launch of the Uber application, which introduced UberTaxi as its initial service. This innovation was subsequently followed by the emergence of other platforms such as Gojek, Grab, and more recently, Maxim (Juwenie & Parihala, 2022). Transportation continues to grow very rapidly, this is a factor in increasing congestion, especially in big cities, so it is natural that people need fast transportation services as well as transportation that can easily penetrate traffic jams, so online transportation such as motorbikes or known as online motorcycle taxis can be an effective solution for the community, both in ordering consumer delivery and in terms of ordering food (Sekarsari & Dwiatmoko, 2022), (Rizqita Oktorini & Lita Sari Barus, 2022).

The advancement of increasingly sophisticated technology has an impact on human behavior to become consumptive where everyone wants something more instant, fast and comfortable. So far, transportation services circulating in the community include conventional transportation services and online transportation services, not only that, various sectors of life, one of which is in the field of food and beverage services. Online food ordering applications (online food delivery) such as Grab Food are increasingly popular among consumers, especially in big cities and small cities in Indonesia. In the midst of fierce competition between food

ordering applications, various factors can influence consumer decisions in choosing the services they use, one of which is the perception of price and taste (Putri et al., 2022), (Usmi, 2022).

Price perception refers to how consumers assess the price of a product or service compared to the quality or benefits they receive (Ilham et al., 2024), (Irawan & Sijinjak, 2024). If consumers feel that the price offered by a food ordering service is in accordance with the quality received, then price perception becomes a positive factor in purchasing decisions. On the other hand, taste is a very important factor in the food industry. Consumers tend to choose services that serve food with a taste that suits their preferences (Lestari et al., 2022), (Fadilah et al., 2023). An effective marketing strategy is the main key to maintaining and increasing consumer purchasing interest (Gunawan et al., 2025). Therefore, these two factors are expected to influence consumer decisions in using services such as Grab Food (Kartono & Tjahjadi, 2021).

This study focuses on Grab Food application users on Jalan Perisai Rantauprapat, which is an area with a variety of culinary services. This study aims to analyze the extent to which price and taste perceptions influence consumer decisions in choosing and using the Grab Food application. Understanding the influence of these two factors is important for business actors and service providers to improve service quality and attract more consumers.

## RESEARCH METHODS

### Population and Sample

#### Population

The population in this study were all customers using the Grab Food application service in Rantauprapat.

#### Sample

The sample in the study will be conducted using purposive sampling technique, namely selecting respondents who meet certain criteria that are relevant to the study. The sample criteria that will be taken in the implementation of this study are: Users who have used the Grab Food transportation service. Users who live or often do activities in Rantauprapat.

#### Data collection technique

As for the techniques in collecting data for this study, the author used several data collection techniques consisting of Field research and Library research techniques, namely as follows: Field research, namely by conducting direct research on the object being studied. The results are in the form of primary data, namely data obtained directly from research sources. This field research was conducted with:

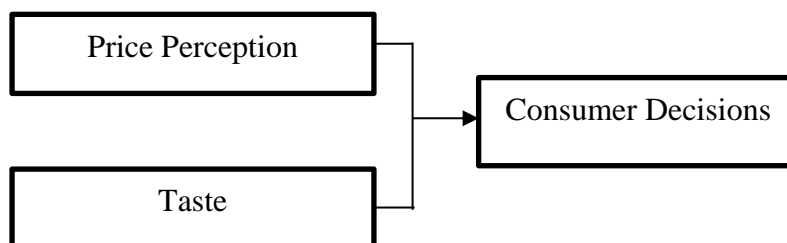
- a) Interviews were conducted with key persons including: local Gojek consumers. Furthermore, interviews were conducted with Gojek employees in the city of Medan.
- b) Observations were conducted by the research team conducting direct observations at the research location with the aim of obtaining an accurate picture of the target or object being studied.
- c) Documentation is data obtained in writing from existing documents and other information related to the research.
- d) Questionnaires, namely questions given to other people with the intention that the person is willing to provide a response according to the user's request. This study uses closed questions.
- e) Library research is conducted by reviewing secondary data related to the research topic

#### Data Analysis Techniques

This research employs a quantitative analysis approach, which involves examining data collected through questionnaires that have been converted into numerical form and subsequently analyzed using statistical methods.

## RESULT AND DISCUSSION

### Conceptual Framework



**Figure 1.** Conceptual Framework

In the conceptual framework image where the Independent Variable is about Price Perception: How customers assess the price of Gojek services in this case some become assessments for conducting research namely related to (affordable, reasonable, according to quality) and for Taste. so that with this conceptual framework describes the relationship between the variables studied and provides guidance in compiling research to analyze the influence of price perception and taste on consumer decisions using grab food services in Rantauprapat.

### Linear Regression Analysis Results

#### Price to Decision

Table 1.  
**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Harga <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan

b. All requested variables entered.

Table 2.  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.883	1	60.883	20.247	.000 <sup>b</sup>
	Residual	144.337	48	3.007		
	Total	205.220	49			

a. Dependent Variable: Keputusan

b. Predictors: (Constant), Harga

Based on the results of ANOVA for price on decisions, it can be seen that the most important thing is. If Sig. <0.05, then the model is significant. This means: the independent variables (Price) together have a significant effect on the dependent variable (Decision).

Table 3.  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.503	2.642		5.868	.000
	Harga	.400	.089	.545	4.500	.000

a. Dependent Variable: Keputusan

The results of the hypothesis test (t-test) above show that the significance value of the variable is 0.000 which is smaller than 0.05. This indicates that price perception has an influence on customer satisfaction. And for the calculated t obtained 5.868 with a t-table value of 1.6759 meaning that the calculated t value > t-table so that there is an influence of price perception on Consumer Decisions.

Table 4. Taste For Decisions  
**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Cita_rasa <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan

b. All requested variables entered.

Table 5.  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.801	1	81.801	31.814	.000 <sup>b</sup>
	Residual	123.419	48	2.571		
	Total	205.220	49			

a. Dependent Variable: Keputusan

b. Predictors: (Constant), Cita\_rasa

Based on the results of ANOVA for Taste on Consumer Decisions, it can be seen that the most important thing is. If Sig. < 0.05, then the model is significant. This means: the independent variables ((Taste (X2)) together have a significant effect on the dependent variable ((Decision (Y))).

Table 6. SPSS t-test results  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.500	2.817		4.082	.000
	Cita_rasa	.516	.092	.631	5.640	.000

a. Dependent Variable: Keputusan

The results of the hypothesis test (t-test) above show that the significance value of the variable is 0.000 which is smaller than 0.05. This indicates that taste has an influence on

consumer decisions. And for tcount obtained 5.640 with a ttable value of 1.6759 meaning that the tcount value > ttable so that there is an influence of taste on consumer decisions.

Table 7. Price And Taste On Decisions  
Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Cita_rasa, Harga <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan

b. All requested variables entered.

Table 8. Price And Taste On Decisions  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 <sup>a</sup>	.423	.399	1.58678

a. Predictors: (Constant), Cita\_rasa, Harga

Model Summary table, the R value of 0.651 indicates a strong correlation between the independent and dependent variables. The R Square value of 0.423 suggests that 42.3% of the variance in Grab Food usage can be accounted for by the variables included in the model, while the remaining 57.7% is attributed to other external factors not covered in the analysis. Furthermore, the Adjusted R Square value of 0.399 implies that even after adjusting for the number of predictors, the model still adequately explains the variation in the data.

Table 9.  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.880	2	43.440	17.253	.000 <sup>b</sup>
	Residual	118.340	47	2.518		
	Total	205.220	49			

a. Dependent Variable: Keputusan

b. Predictors: (Constant), Cita\_rasa, Harga

Based on table 4.13 simultaneous test based on the output in the SPSS above, it is known that the significance value for the influence of Price Perception (X1) and Taste (X2) on Consumer Decisions (Y) is 0.000 < 0.05 with an Fcount value of 17.253 > Ftable 3.19 so that there is a simultaneous influence between Price Perception (X1) and Taste (X2) on Consumer Decisions (Y).

## Discussion

Based on the results of the hypothesis testing and data analysis, the significance value for H1, which examines the effect of price perception (X1) on consumer decisions (Y), is 0.000 < 0.05, with a t-count of 5.868 > t-table of 1.6759. This indicates that the price perception variable has a positive and significant influence on consumer decisions among Grab Food users in Rantauprapat. Similarly, the significance value for H2, which assesses the impact of taste (X2) on consumer decisions (Y), is 0.000 < 0.05, with a t-count of 5.640 > t-table of 1.6759. Therefore, H2 is accepted, confirming that taste also has a positive and significant effect on the consumer decisions of Grab Food users in Rantauprapat.

The results of the simultaneous test show that the significance value for the influence of Price Perception (X1) and Taste (X2) on Consumer Decisions (Y) is  $0.000 < 0.05$  with a calculated F value of  $17.253 > F_{table} 3.19$  so that there is a simultaneous influence between X1 and X2 on Y in Rantauprapat. The R Square value of 0.423 means that the influence of Price Perception (X1) and Taste (X2) on Customer Decisions (Y) of users of the Grab Food application service in Rantauprapat simultaneously or together is 42.3%.

## CONCLUSION

With the results of the research analysis conducted, it can be concluded: Price perception has a very significant effect on Consumer Decisions to use the Grab Food application in Rantauprapat with the results of the analysis obtained t count of  $5.868 > t_{table}$  of 1.6759. Taste has a significant effect on Consumer Decisions for users of online Grab Food services in Rantauprapat with the results of the analysis obtained t count of  $5.640 > t_{table}$  of 1.6759. The simultaneous test obtained a significance of  $0.000 < 0.05$  with an F count value of  $17.253 > F_{table} 3.19$  meaning that Price Perception (X1) and Taste (X2) have a simultaneous effect on Consumer Decisions (Y) for users of online Grab Food application services in Rantauprapat.

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