

# COMPARISON OF THE COMFORT LEVEL OF GOFOOD AND GRABFOOD APPLICATION USERS

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## Abstract

The rapid advancement of technology today encourages all entrepreneurs to continue to compete in business so that their business remains afloat and is not easily eliminated. One of the most popular businesses today is the culinary business. The number of competitors in this business makes business actors are required to continue to focus on seeing opportunities and strategies to market their products to consumers. The strategy currently being used by business people to market their culinary business is collaborating with Go-food and Grab-food. The two delivery services which are widely known by modern society provide opportunities for someone who wants to do business in the culinary field, as well as provide delivery service for the community, although these two delivery services have almost the same thing, both of them still have differences in the eyes of consumers, the importance of research this is done to provide information for business actors, as well as Go-food and Grab-food in order to improve the quality of the best service for customers, therefore this study intends to make a comparison between Go-food and Grab-food in order to determine the level of comfort of messaging service users. between Go-food and Grab-food and find out which applications are most often used by consumers. The author uses a qualitative descriptive research method by using a questionnaire distribution technique to English education students at the Indonesian Technocratic University, while the results of this study the author can find that the majority of respondents are more satisfied and comfortable when using Go-food delivery services compared to Grab-food, This statement can be proven by several factors, one of which is the quality of services provided by Go-food for consumers.

**Key words:** Gofood, Grabfood, Delivery food, Gojek, Grab

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## INTRODUCTION

Based on statistical data from the internet world, internet users in Indonesia will reach 212.35 million people in 2021 (Abidin & Permata, 2021; Anderha & Maskar, 2021; Puspito et al., 2020). With this number, Indonesia is in the third place with the most internet users in Asia. Most internet users in Indonesia are on the island of Java with a percentage of 55.7% of all internet users in Indonesia (Adiyanto & Febrianto, 2020; Sari & Wahyudin, 2019; Yunitasari & Sintaro, 2021). Advances in technology in Indonesia are very helpful for many people in meeting their daily needs such as transacting, shopping, buying tickets, to paying bills which can now be done online (Ahdan et al., 2021; Febrian & Fadly, 2021a; Sengkey et al., 2020). The solution to this problem was provided by two large start-up companies in Indonesia, namely GO-JEK Indonesia and Grab (Azmi et al., 2019; Lazuardi & Sukoco, 2019; Rasyid, 2017). The two agencies have almost the same types of services, namely online motorcycle taxis, online taxis, cleaning services, massage services, buying cinema tickets, to ordering food delivery online (Febrian et al., 2021; Rusliyawati et al., 2021; Yasin et al., 2021). Food delivery or online food delivery was popularized by the GO-JEK company with its service called Go-Food (Damayanti et al., 2019; Lina & Ahluwalia, 2021). The company cooperates with many merchants and is dominated by MSMEs in the culinary field spread across 74 cities in Indonesia (Aziz et al.,

2021; Diharjo et al., 2020; Lestari et al., 2021). Go-Food often offers promos that can be used by consumers to be exchanged for special discounts according to the terms of each promo, for example vouchers for new Go-Food users, postage promos, to promos on certain big days. A competitor similar to Go-Food is Grab-food, which provides application-based online food delivery services starting in 2016 (Huda & Fernando, 2021; Novitasari et al., 2021; Oktaviani et al., 2021). Currently, Grab-food serves 178 cities in Indonesia with various types of restaurants and dining options available in its application (Pintoko & L., 2018; Putri et al., 2021; Wahyudi et al., 2021). Not inferior to its competitors, Grab Food also offers attractive promos that make consumers look forward to the moment. GO-JEK and Grab compete in a healthy manner and continue to innovate to provide even better services for their customers (Novita et al., 2020; Novita & Husna, 2020b; Styawati et al., 2021). The marketing strategies implemented by each of these startup companies can lead to different opinions and judgments from users. The quality of services provided also meets customer needs so that customers feel comfortable and trust the services provided by Go-Food and Grab Food (Lina & Ahluwalia, 2021; Novita & Husna, 2020a; Rusliyawati et al., 2020). We can find out the differences in the strategy and quality of Go-Food and Grab-food services by comparing the two services based on user responses to the marketing mix and the quality of services perceived by customers (Fauzi & Lia Febria, 2021; KUSUMA ROZA, 2021; Sulistiani et al., 2019). Therefore, the author will further analyze the Go-Food and Grab Food services with the research title "Comparison Of The Comfort Level Of Gofood And Grabfood Application Users" in order to determine the level of customer comfort based on the two delivery services.

## **LITERATURE REVIEW**

Online food delivery services have benefited from the changing business environment due to the pandemic (Febrian & Ahluwalia, 2020; Febrian & Fadly, 2021b; Nurkholis, Damayanti, et al., 2021). In Indonesia, the industry is led by two on-demand applications: Gojek and Grab. Recently, market insight think tank CLSA released a survey to compare the online food delivery services of the two tech giants during the pandemic (Ariesta, W., Aina, M., Uslan, S. K., & Aminatun, 2021; Choirunnisa & Mandasari, 2021; Saipulloh Fauzi1, 2020). The survey was conducted online with a total of 450 participants. These participants are mostly based in the Jakarta and Jabodetabek areas and come from different socioeconomic segments.

During the COVID-19 pandemic, people rely more on online food delivery services (Guru et al., 2021; Isnain et al., 2021; Panganiban1 & Madrigal, 2020). Surveys show that 70 percent of respondents are ordering food online more often than ever before. Of all participants, 40 percent ordered food and drink online one to three times a week, while the rest ordered less frequently than that (Damuri et al., 2021; Malik et al., 2008; Nurkholis, Sitanggang, et al., 2021; Very & Pasha, 2021). Therefore, it is interesting to measure the popularity of online food delivery provided by the respective platforms, GoFood and GrabFood (AYU SANTIKHA, 2021; Darwis et al., 2020; Yusuf, 2021). In this regard, the results of the CSLA study are quite clear; GoFood is at the top of the priority list of Indonesian consumers. The survey revealed, for online food delivery services, consumers prefer GoFood (35 percent) over GrabFood (20 percent).

## **METHOD**

The method used in this research is descriptive qualitative research that uses questionnaires to distribute to several objects in order to obtain relevant data as research samples about

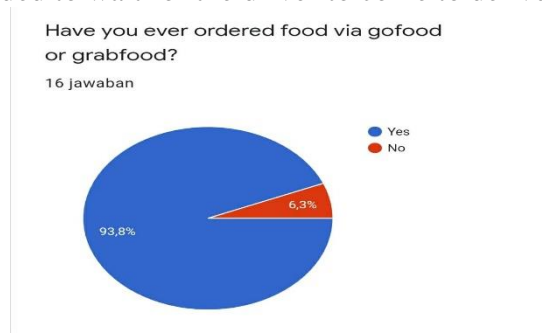
the level of customer comfort when using Go-food and Grab-food. To obtain this data, the researcher distributed a questionnaire that had been given to students of English Education class PI 19A who took Academic Writing subjects at the Universitas Teknokrat Indonesia.

## RESULTS AND DISCUSSION

Based on research data, questionnaires have been distributed by 17 respondents from Universitas Teknokrat Indonesia students from 2 clusters, namely men and women aged around 19-22 years, through 10 questions that the author has given in the questionnaire. the author can find out the respondents' responses regarding their level of comfort in using the Go-food and Grab-food delivery service. The author will also add a bit of the author's point of view about the data. The responses that have been given by respondents are as follows:

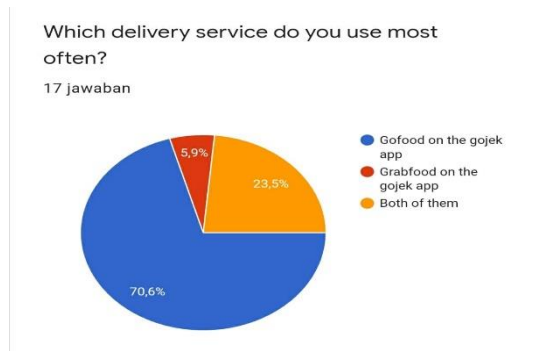
Based on the results of the study, all the answers given by the respondents regarding the author's article

1. The majority of respondents as much as 93.8% (n = 15) claimed to have used delivery services via Go-food and Grab-food, the remaining 6.3% claimed to have never used these services , respondents stated that ordering food via Go-food or Grab-food was easier and only needed to wait for the driver to come to deliver the food ordered.



**Chart 1**

2. the most frequently used food delivery service between Go-food and Grab-food, respondents gave a response of 12 out of 17 votes using Go more often -food this statement can be seen from the percentage listed as 70.6%, and 5.9% (n=1) choosing grab-food as the application that is most often used. While the remaining 23.5% of respondents chose both. From this statement, the majority of respondents who prefer the Go-food delivery service stated that they are happy to use this service because Go-food allows its consumers to order a lot of food or drink, from several different places at one time. Meanwhile, Grab-Food does not provide this facility to its consumers. Which means that Grab-Food consumers are only allowed to make one order and must complete it first.



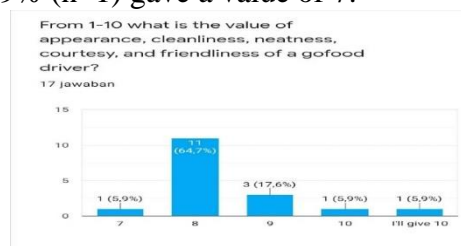
**Chart 2**

3. A total of 82.4% (n=14) respondents chose Go-food as a cheaper food delivery service, while 5.9% (n=1) chose Grab-food as a cheaper food delivery service, and the remaining 11.8% (n=2) chose both. Most of the choices were because respondents stated that the Go-food delivery service more often gave real discounts, compared to the Grab-food delivery service, which sometimes the discounts given were just for display and could not be used. In my opinion, as a Go-food and Grab-food user, that statement is true, the use of discounts on Go-food is easier to use, customers only need to install the voucher and use it immediately.



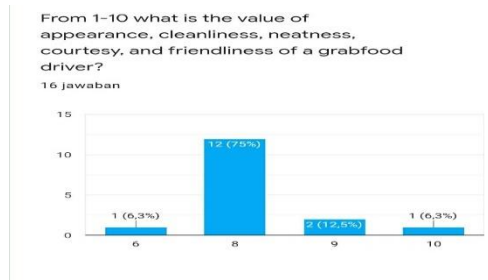
**Chart 3**

4. the rating from 1-10 given by respondents regarding appearance, cleanliness, neatness, courtesy, and friendliness of a Go-food driver is 64.7% (n=11) giving a score of 8, then 17.6% (n=3) respondents gave a value of 9, and 11.8% (n=2) gave a value of 10, while the remaining 5.9% (n=1) gave a value of 7.



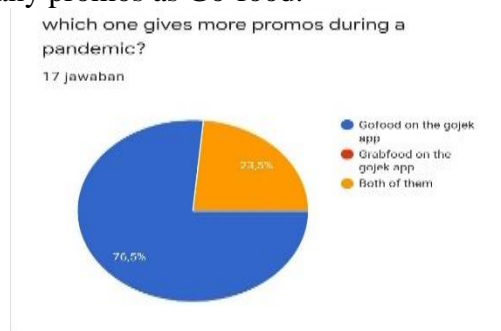
**Chart 4**

5. Ratings from 1-10 were given by respondents regarding appearance, cleanliness, the neatness, politeness, and friendliness of a Grab-food driver are 75% (n= 12) giving a score of 8, then 12.5% (n=2) giving a value of 9, and 6.3% (n=1) giving a score of 10, the rest gave a value of



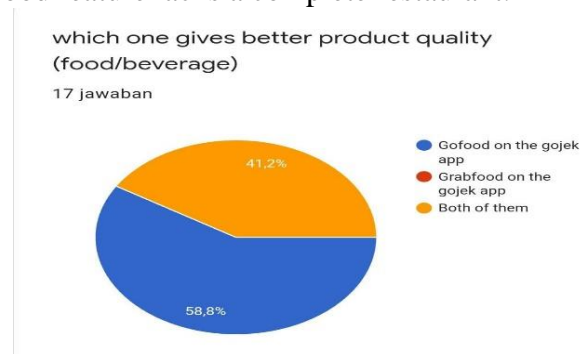
**Chart 5**

6. 76.5% (n=13) of respondents thought that Go-food delivery services more often provided many promos during the pandemic, the remaining 23.5% (n=4) of respondents chose both. This statement is because the Go-food delivery service always provides 10x promos in the form of free shipping or discounts on food purchases, while the Grab-food feature sometimes cannot be used easily, and Grab-food has never provided as many promos as Go-food.



**Chart 6**

7. 58.8% (n=10) of respondents agree that the Go-food delivery service is a service that provides better product quality (food and beverages), this is because the Go-food feature has more complete food options, and there is no need to doubt it the taste, while the Grab-food feature lacks a complete restaurant.



**Chart 7**

8. 100% of respondents agreed that they feel comfortable using Go-food because the application is easy to use and not slow.

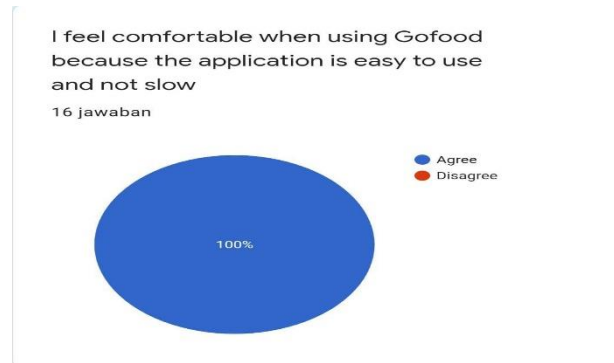


Chart 8

9. 75% (n=12) of respondents agreed that they felt comfortable using Grab-food because the application was easy to use and not slow, while the remaining 25% (n=4) of respondents disagreed.

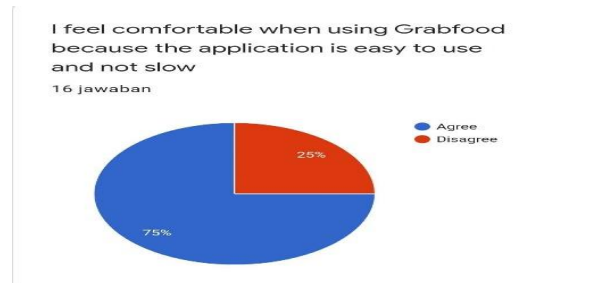


Chart 9

10. A total of 64.7% (n=11) of respondents prefer to recommend Go-food delivery service to everyone, and 5.9% (n=1) choose Grab-food, the remaining 29.4% (n=5) choose to recommend both .



Chart 10

From the overall statement of respondents taken from the questionnaire, the majority of respondents feel more comfortable when using the Go-food delivery service owned by Go-Jek, although there are still those who choose Grab-food as the most convenient delivery service to use.

Based on the research that has been done by the author, all respondents answered various questions. most respondents feel more comfortable using Go-food delivery services for several reasons such as the many promos provided by Go-food, and the easy way of use Go-food allows customers to be able to order food and drinks in other places at the same time, in addition to Go-food have more complete restaurant choices to order food or drinks, etc., because these are some of the things that make Go-food delivery services superior to

Grab-food so that customers are satisfied with Go-food services. when compared with other research, based on the research of Yudhi Victor Andreas (2019), it has similarities with the research conducted by the author. because of the Ease of Transactions (an application that is easy to use), as well as the non-cash payment feature), Price (setting the price of products/food in the application and shipping costs charged), and Promotions (advertising and marketing strategies offered to consumers such as the cashback program). and discounts) has a significant positive effect on consumer preferences. so that the results of research based on a questionnaire made by the author, customers feel that Go-food provides a more reliable level of comfort.

## CONCLUSION

Based on the results of the research that has been done, it can be concluded that the two food delivery services, namely Go-food and Grab-food, have their respective advantages and disadvantages. The advantages of the Go-food delivery service are that it often provides discounted food vouchers, the availability of more complete food outlets, has low prices, and friendly and clean drivers. error in ordering food. Meanwhile, Grab-food has advantages even though the price is expensive, there are still many upper class people who often use Grab-food to provide delivery services, and the disadvantages of Grab-food are the lack of complete food outlets that have not been invited to cooperate, and rarely provide codes. vouchers or discounts to customers. So that customers feel more comfortable using Go-food compared to Grab-food.

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