

THE INFLUENCE OF CONSUMER BEHAVIOR AND DIGITAL MARKETING ON PURCHASE DECISION AT GRABFOOD IN MANADO

PENGARUH PERILAKU KONSUMEN DAN PEMASARAN DIGITAL TERHADAP KEPUTUSAN PEMBELIAN GRABFOOD DI MANADO

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Abstract: The development of information technology and communication takes place very quickly and covering all aspects in human life. This all digital technology trend helps humans in carrying out their daily activities starting from the existence of digital devices, applications and the internet as well as various other innovations. This shown by the presence of online food delivery services. The purpose of this research is to analyze the influence of consumer behavior (cultural, social, personal, and psychological) and digital marketing (social media marketing, e-mail marketing, and search engine marketing) towards consumer purchase decision on GrabFood in Manado partially and simultaneously. Sample determined at 100 consumers. Tools of analysis using Multiple Linear Regression, hypothesis test using F test and T test. The result of research shows that consumer behavior and digital marketing simultaneously have significant influence towards consumer purchase decision. In partially consumer behavior have significant influence towards consumer purchase decision, while digital marketing do not have significant influence towards consumer purchase decision. The management of GrabFood suggested organizing a consultation program for MSME actors to participate in business incubation that can support their business progress through coaching for local businesses in facing the digital era, in order to increase the sales in Manado

Keywords: consumer behavior, digital marketing, purchase decision, covid-19 pandemic.

Abstrak: Perkembangan teknologi informasi dan komunikasi berlangsung sangat cepat dan mencakup semua aspek dalam kehidupan manusia. Tren teknologi serba digital ini membantu manusia dalam menjalankan aktivitas sehari-hari mulai dari keberadaan perangkat digital, aplikasi dan internet serta berbagai inovasi lainnya. Hal ini ditunjukkan dengan hadirnya layanan pesan antar makanan secara online. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh perilaku konsumen (budaya, sosial, pribadi, dan psikologis) dan pemasaran digital (pemasaran media sosial, pemasaran email, dan pemasaran mesin pencari) terhadap keputusan pembelian konsumen pada GrabFood di Manado secara parsial. dan secara bersamaan. Sampel ditentukan pada 100 konsumen. Alat analisis menggunakan Regresi Linier Berganda, uji hipotesis menggunakan uji F dan uji T. Hasil penelitian menunjukkan bahwa perilaku konsumen dan pemasaran digital secara simultan berpengaruh signifikan terhadap keputusan pembelian konsumen. Secara parsial perilaku konsumen berpengaruh signifikan terhadap keputusan pembelian konsumen, sedangkan digital marketing tidak berpengaruh signifikan terhadap keputusan pembelian konsumen. Manajemen GrabFood menyarankan untuk mengadakan program konsultasi bagi para pelaku UMKM untuk berpartisipasi dalam inkubasi bisnis yang dapat mendukung kemajuan bisnis mereka melalui pembinaan untuk bisnis lokal dalam menghadapi era digital, untuk meningkatkan penjualan di Manado

Kata kunci: perilaku konsumen, pemasaran digital, keputusan pembelian, pandemi covid-19.

INTRODUCTION

Research Background

The internet's accessibility facilitates the growth of online businesses (e-commerce). One of them is people's purchasing habits; people used to shop in traditional ways, but today they can easily and practically shop online wherever and whenever they want. E-commerce is the term used for the sale of goods and services over the internet. Various features and services available in e-commerce make it easier for consumers to make transactions, sellers and buyers do not have to face each other face to face, buyers can search for products they want to buy via smartphones, and are equipped with flexible payment methods according to consumer preferences. One of the popular application-based businesses is food delivery services. Food delivery is a courier service in which a restaurant or independent food delivery shop delivers food to customers. Orders are usually made through a restaurant or online grocery store website or mobile app, or through a food ordering company. The trend of online food delivery service is very popular in big cities in Indonesia because it provides benefits such as people can easily get transportation to travel to other places efficiently. One of the most popular applications in Indonesia is Grabfood, which is part of the Grab application. GrabFood is a feature in the Grab application that is used for food delivery services or delivering food to a restaurant by using a gadget. On the other hand, at the end of 2019, there was a virus appeared that very appalling in the world, namely the corona virus. The covid-19 virus cause people's desire to avoid physical contact with other people and in the use of goods or public facilities. The public's fear of contagion of this virus increases distrust of visits to public facilities by different people. One of them is the concern of visiting the restaurant.

Change in consumer behavior also occur. The pandemic has pushed consumers out of their normal routines, adapting new habit and behaviors. Before pandemic if people want to buy foods, having meals, or even just to hang-out with friends and family, they can go to restaurants or cafes directly, while during pandemic, for having meals people more likely doing online shopping and decreased store visit. When consumers are faced with shopping restrictions and many restaurants shutting their doors, they find and adopt newer ways to shop through technology, they are starting to see online shopping as a valid and safe option to obtain their needs and wants. . The development of the business world is also greatly helped by information technology and internet. Including the marketing section, which must be adapt by any line of business. With the increasing user of internet, it become opportunity for e-commerce to reach more market share, because Internet performs various marketing functions, works as a tool to build demand, directs consumers to purchase action, provides orders, provides customer service and also serves as a multipurpose advertising medium. The internet is claimed to be a better advertising medium because of its versatility and superiority in determining consumers. MSMEs and GrabFood must increase their focus on digital marketing to maintain and grow their marketing strategies in order to survive, engage with consumer and improve customer experience during pandemic. While, that fast transformation become a challenge to MSMEs and GrabFood's business partner that they have to face with.

The growing need and rapid development of technology in the era of covid-19 pandemic made change on purchase decision in e-commerce industry. The purpose of this research is to analyze how much covid-19 pandemic change the spending habit of consumer behavior in GrabFood Platform with the influence of digital marketing, especially e-commerce industry through culture, social, personal and psychological factors towards consumer purchase decision making partially and simultaneously.

Research Objective

The research objectives are to identify the significant effect of:

1. To identify the simultaneous effect of consumer behavior and digital marketing on purchase decision.
2. To identify the partial effect of consumer behavior on purchase decision.
3. To identify the partial effect of digital marketing on purchase decision.

THEORETICAL FRAMEWORK

Marketing

Kotler (2003) defined marketing as the task of creating, promoting and delivering goods and services to consumers and businesses. Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler, 2006).

Consumer Behavior

Kotler and Keller (2011) considered that consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. According to Schiffman and Kanuk (2000), consumer behavior refers to the way people make their choice on their personal or household products by using their available resources such as money, time and effort. Consumer behavior defined by Peter and Olson (2005) as the dynamic interaction of impact and cognition, behavior, and the environment by which human beings conduct the exchange aspects.

Digital Marketing

Digital marketing according to Chaffey (2002) is the application of digital technology that forms online channels to the market (website, e-mail, data base, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute towards marketing activities, which aim to benefit and retain consumers (in multi-channel buying processes and customer life cycles), through efforts to recognize the importance of digital technology and develop planned approaches to increasing consumer awareness (of the company, behavior, values and drive loyalty to its product brand), and then deliver messages through integrated and focused online-based communication and service activities to meet specific customer needs.

Purchase Decision

The definition of a decision is selection of two alternative options or more (Schiffman and Kanuk, 2000). Consumer purchase decision is a part of consumer buying process. Whenever a consumer buys something or makes a decision of buying a product, he or she goes through a process, which is called the consumer buying process.

Previous Research

Research by Widya Rambli (2015) analysed the influence of culture, social, personal, and psychological factors towards consumer purchase decision on Xiaomi cellphone in Manado partially and simultaneously. Sample determined for 80 consumers. Tools of analysis using Multiple Regression, hypothesis test using F test and T test. The result of research shows that social, culture, personal, and psychological simultaneously have significant influence towards consumer purchase decision. In partially social factor have significant influence towards consumer purchase decision, while culture, personal, and psychological partially do not have significant influence toward consumer purchase decision.

Amey Ramane, Sandeep Bhanot, and Shreya Shetty (2020) examined the impact on the purchasing behaviour of consumers during lockdown1.0 in India. This study focused on the factors like types of products purchased, preferred mode of purchasing, stockpiling duration, brand loyalty and pricing, role of government and requirements of consumers. A well-structured questionnaire was drafted and circulated among the residents of different states of India via google-forms. The in-depth analysis depicts the dependency of consumer purchase behaviour on multiple factors. Availability of essential goods and services are most needed and valued more than the brand and price.

Ram Bubu Cherukur and Padma Priya (2020) aimed to study digital marketing in consumer purchase decisions and to find out as to whether the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study is carried out through surveys from 101 respondents. The results of the survey are analyzed using Regression. The findings revealed that customers are aware of digital marketing and shopping goods through digital channels in their purchase behaviour.

Conceptual Framework

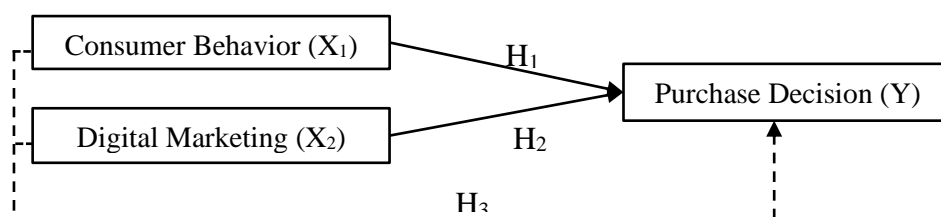


Figure 1. Conceptual Framework

Source: Literature Review (2021)

Research Hypothesis

H₁: The influence of consumer behavior on purchase decision partially

H₂: The influence of digital marketing on purchase decision partially

H₃: The influence of consumer behavior and digital marketing on the purchase decision simultaneously.

RESEARCH METHOD

Research Approach

This research using quantitative research for data collection. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a means of analyzing information about what you want to know (Kasiram, 2010). Quantitative approaches are also methods that work with numbers, whose data are numbers (scores, ranks, or frequencies), which are analyzed using statistics to answer specific research hypotheses, and to predict that certain variables affect other variables (Cresswell in Alsa, 2003).

Population, Sample Size, and Sampling Technique

The population in this study is all people who have Grab application or the Grab's user in Manado. The sample size of the research will be 100 people from Grab user in Manado. On this research the researcher using Accidental sampling also known as convenience sampling or opportunity sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Data Collection Method

The type data taken in this research is Primary data, primary data is the data obtained directly from the original source, specifically the primary data collected by researchers to answer the research questions. The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. In addition to understanding the concepts that are quite complex in formulating conclusions, the authors also use secondary data. Secondary data collected for some purpose other than the problem at hand taken from books, journals, articles, and relevant literature from library and internet. These secondary data were used in the background, literature review research method, and discussions.

Operational Definition of Research Variable

1. Consumer Behavior. A study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. (Indicators: Cultural, personal, social, and psychological)
2. Digital Marketing. A form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications, etc. (Indicators: Social media marketing, email marketing, and search engine marketing)
3. Purchase Decision. The behavior that consumers make a decision to purchase products and services that they expect to satisfy their needs. (Indicators: Interest to buy the product, easiness to get the product, buying situation, and interest to repurchase)

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. Meanwhile, Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression Model

According to Narimawati (2008), understanding of multiple linear regression analysis is an association analysis that is used simultaneously to examine the effect of two or more independent variables on one variable depending on the interval scale. The analytical method used is the multiple linear regression models. The formula of multiple regression models in this research as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Dependent Variable (Repurchase Intention)

α = Constant

- $\beta_1 \beta_2$ = The regression coefficient of each variable
 X_1 = Product Attribute
 X_2 = Consumer Lifestyle
 e = Error

RESULT AND DISCUSSION

Result

Validity Test

This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.3) then the instrument is considered as valid.

Table 1. Validity Test

Variable	Item	R _{value}	R _{table}	Status
Consumer Behavior (X ₁)	X _{1.1}	0.871	0.3	Valid
	X _{1.2}	0.823	0.3	Valid
	X _{1.3}	0.868	0.3	Valid
	X _{1.4}	0.770	0.3	Valid
Digital Marketing (X ₂)	X _{2.1}	0.734	0.3	Valid
	X _{2.2}	0.839	0.3	Valid
	X _{2.3}	0.908	0.3	Valid
Purchase Decision (Y)	Y ₁	0.838	0.3	Valid
	Y ₂	0.848	0.3	Valid
	Y ₃	0.864	0.3	Valid
	Y ₄	0.828	0.3	Valid

Source: Data Processed, 2021

All the total values for each indicator for independent variables (consumer behavior, digital marketing) and dependent variables (purchase decision) are above R_{table} (0.3). It means all the indicators are valid and can be used on this research.

Reliability Test

The reliability test is used to measure the extent to which an instrument and information can be trusted and in this study, the Cronbach Alpha formula or value is used where if the value is > 0.6 , the questionnaire data is declared reliable or consistent, and the higher the value, the status of the questionnaire is declared the more consistent or stronger.

Table 2. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Consumer Trust	0.6	0.852
2	Perceived Value	0.6	0.772
3	Purchase Intention	0.6	0.859

Source: Data Processed, 2021

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it indicates that the data is acceptable or indicates good internal consistency. Therefore the research instrument is reliable.

Test of Classical Assumption Normality Test

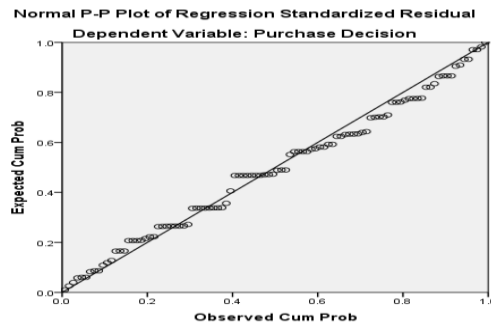


Figure 2. Normality Test
Source: Data Processed (2021)

Figure 2 shows that the dots are spread in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Table 3. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Consumer Trust	.792	1.262
Perceived Value	.792	1.262

Source: Data Processed, 2021

Table 3 shows that the tolerance and VIF values. The tolerance value of consumer trust and perceived value are more than 0.1. The VIF value is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is concluded to be free from multicollinearity.

Heteroscedasticity

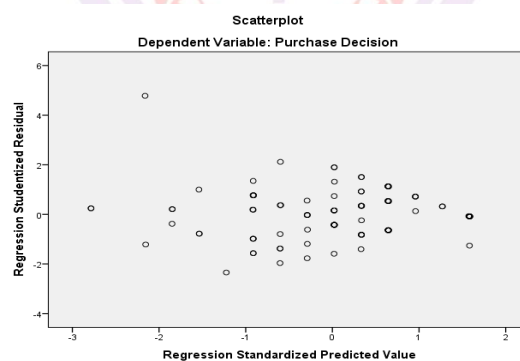


Figure 3. Heteroscedasticity
Source: Data Processed, 2021

Figure 3 shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	6.503	.860	
Consumer Behavior	.680	.061	.786
Digital Marketing	.002	.068	.002

Source: Data Processed, 2021

The result in the Table 5 can be expressed in regression equation as:

$$Y=6.503 + 0.680X_1 + 0.002X_2 + e$$

The interpretation of the equation is:

1. The constant 6.503 shows the influence of consumer behavior (X_1), digital marketing (X_2), to the purchase decision (Y)
2. 6.503 show the influence of consumer behavior (X_1), digital marketing (X_2), to the purchase decision (Y). It means that, in a condition where all independent variables are constant (zero), purchase decision (Y) as dependent variable is predict to be 6.503
3. Regression coefficient of Consumer Behavior (X_1) is 0.680 means that if there is one unit increasing in X_1 , while other variables are constant then Y is predicted to increase by 0.680
4. Regression coefficient of Digital Marketing (X_2) is 0.002 means that if there is one unit increasing in X_2 , while other variables are constant then Y is predicted to increase by 0.002.

Hypothesis Testing

Table 6. T-Test

Variables	T_{count}	T_{table}	Description
Consumer Behavior (X_1)	11.154	1.984	Accepted
Digital Marketing (X_2)	0.031	1.984	Rejected

Source: Data Processed, 2021

1. Table 6 shows that t_{count} is 11.154 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 11.154 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} H_1 is accepted. It means that variable consumer behavior does significantly influence purchase decision.
2. Table 6 shows that t_{count} is 4.190 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 0.031 \geq t_{table} = 1.984$. Since the t_{count} is lower than t_{table} H_2 is rejected. It means that variable digital marketing does not significantly influence purchase intention.

Based on the result, it is describe that one of the independent variable which is Consumer Behavior (X_1) have influence in purchase decision partially. Digital Marketing (X_2) has no significant influence in purchase decision partially. However, by analyzing the t-test, all variables of this research of this research accepted. Therefore, hypothesis 2 is accepted.

Table 7. F-Test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	472.559	2	236.279	78.705	.000 ^b
	Residual	291.201	97	3.002		
	Total	763.760	99			

Source: Data Processed, 2021

Table 7 shows that in this research the F_{count} is higher than F_{table} , $F_{count} = 78.705 \geq F_{table} = 3.09$, H_3 is accepted. Independent variables consumer behavior and digital marketing are simultaneously influences purchase decision as dependent variable.

Discussion

The Influence of Consumer Behavior on Purchase Decision

Based on the result of t-test above, it was found that Consumer Behavior (X_1) has a significant influence on Purchase Decision (Y) at GrabFood. There are characteristics behind every buying decision that can come from cultural, social, personal and psychological factors. Consumers seek items to satisfy their basic needs and desires. Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind (Kardes, Cline, and Cronley, 2011; Kotler and Armstrong, 2010). Generally consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and

wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages (Kardes, Cline, and Cronley, 2011).

- Cultural Factor. Food and beverage are daily used commodity and the purchasing decision can be made routinely without any conscious activity. In Manado, there are lots of Grab users already and the dominated group of people that using this platform is student. This is because Grab was came to Manado in 2016 and offered big promotions that make people noticing the brand directly which differentiate with other competition.
- Social Factor. In Manado the social factor is the factor that is most influencing by family and friends to make purchase decision. During the pandemic, there are regulations implemented like work from home, pray from home and study from home. All activity should be done from home and all restaurants are not providing dine in at their place, instead take away. In this situation, people more likely to order food from food delivery services, like GrabFood. For example, one member of the family buy food or beverage through GrabFood, and he/she introduce about this services, the benefit of this services, the price, the security of this services and etc. He/she very satisfied about this service. Then the other members of family interest to use Grabfood platform because of the experience. That's also happen when they are with their friends. When they're talking with friends, those person offer to buy food/beverage through GrabFood platform that they are use. When they listen the review of the food delivery service, that they can get some benefit from it, for example like, as a user it makes it easy for consumer to get the food and drink they want without having to worry about their health in these times of struggle to face the Corona virus. In addition, consumer can also save energy, time, and costs, which are helped by the discounts and promos that scatter every month during the pandemic. Then, they interest to use the same one. Because of the experience from family and friends, people in Manado know about GrabFood and its benefit, that's why GrabFood has positive impact in Manado and has significant value of consumer purchase decision.
- Personal Factor. Essentially human is a wholeness person, distinctive, and has the characters as individual beings. In life, a human has needs for their personal interests. According to Kotler (2006), the consumer's decision is influenced by personal characteristics. These characteristics include; age and life cycle stage, occupation, economic circumstances, lifestyle, and personality and self-concept buyers. Everyone is buying goods and services different throughout their life. Taste for food, beverage, clothes, entertainment, and other items are also related with age. GrabFood platform in Manado that dominates in the user of this service is people at the age of 21-30 years, which are the students, entrepreneur, and employees who spend their time do the activity at home or work from home during the pandemic. The average of society relies on snacks to fulfill their mental and emotional needs. Excessive snacking habits are very susceptible to occur during WFH because of this covid-19 pandemic. It is triggered by boredom or emotional instability due to fear of pandemic itself or sudden changes in habits, like students will get more assignment than usual, as well as the employees. For those who have a many of busy activities, and don't have enough time to cook, the existence of this GrabFood platform is feels very helpful.
- Lifestyle Factor. People who come from sub-culture, social class, and the same work can have a different lifestyle. According to Kotler (2006), lifestyle of a person in the world who revealed on activities, interests, and his opinions. Lifestyle describe the whole person that interacts with its environment. Setiadi (2003) stated that lifestyle also reflects something behind a person's social class. While in the area of Manado, the influence because of lifestyle on food delivery services very large because the services is very important to support their life. Moreover, during pandemic the students and workers can't going to their hometown and just stay at boarding house or apartment, which the GrabFood services already became their needs. The food delivery services that supports a lifestyle in Manado is a services that has a high brand and already know by the consumer. While GrabFood is a famous food delivery services and much known by people in Manado, since it present in this city on 2016. Because of GrabFood can support the lifestyle of people in Manado to make purchase decision, that's why positive influence has in consumer purchase decision.
- Psychological Factor. Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories: motivation, perception, learning as well as beliefs and attitudes.
 - 1) Motivation is what will drive consumers to develop a purchasing behavior. A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. In this case the motivation can come from the consumer needs which are the food and water. The food and water are the basic needs of human being. In any circumstances like covid-19 pandemic, consumer will always need food and water

- as human being to stay alive. The consumer that dominated by students and workers who can't going hometown during pandemic and also with high assignment that they have to accomplished, will be helpful with the service of GrabFood. From here can be seen there is positive significant motivation for purchasing decision GrabFood in Manado.
- 2) Perception is the process through which an individual selects, organizes and interprets the information they receive in order to do something that makes sense. In this study perception are intimately associated with motivation that described above where the perception is how people take an action purchase decision is influenced by basic needs they have to fulfill and influenced by the information obtained from the surrounding environment.
 - 3) Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. From this case, because of the information about GrabFood can be felt directly, people tend to want to make a purchase decision after listening the review about GrabFood from family and friend. So that the learning process mostly from family or friend.
 - 4) A belief is a conviction that an individual has on something. Through the experience he/she acquires, his/her learning and external experiences (family, friends, etc.), he/she will develop beliefs that will influence his/her buying behavior. GrabFood platform is a services with an online strategy, while during the covid-19 pandemic people really rely on online shopping. That's why, Manado people think that GrabFood is helpful for their daily activity.

Consumer Behavior (X_1) has a positive influence on purchase decision at GrabFood Platform in Manado. However, based on the result of t-test above, it was found that Consumer Behavior (X_1) has a positive influence and significant influence on Purchase Decision (Y) at GrabFood. This research the same with previous research by Rambani (2015) found that consumer behavior's factor which is social, is the factor that are most influencing by family and friends to make consumer purchase decision, because family and friends are the closest people that is trusted. Whether they are experiencing satisfied or dissatisfied towards the product or services will influence other to make purchase decision. Another previous research by Ramane, Bhanot, and Shetty (2020). found that consumers behavior depends on various external factors but, demographics factors also have a huge impact on purchasing decision. Differences in purchase behavior can be seen based on profession, the income group and in some cases the gender. By having previous research, and also the result above, have convinced that consumer behavior has significant influence on purchase decision. The author of this research think that, there is a change in consumer behavior during the covid-19 pandemic in term of having meal. The increasing of GrabFood usage because people feel helpful and secure with services of GrabFood. Also the price really worth it comparable with consequences that they have to carry out. A person may feel encouraged to use GrabFood because of the benefits offered by GrabFood itself.

The Influence of Digital Marketing on Purchase Decision

Marketing via internet-connected gadgets is referred to as digital marketing. Digital marketing is a type of marketing that uses virtual platforms to connect marketers and customers. Consumers have begun to pay more attention to digital promotions over time. Search social media marketing, email marketing, and search engine marketing are all examples of digital connections. Since the Covid-19 outbreak spread throughout the world, consumer behavior for online shopping has increased. That's why a business needs to do a digital marketing strategy.

- Social media marketing. Facebook, Twitter, YouTube, LinkedIn, Snapchat, Pinterest, Quora, and Instagram are examples of social media marketing platforms. They give businesses a variety of choices for marketing their products, including business profile sites, various groups, messengers, and advertising in different format. The use of social media has increased during the pandemic as people practice social distancing to prevent transmission of the virus. Seeing the trend of using social media during this pandemic, business owners and marketing should be able to use it as an opportunity to reach more new customers. But, in fact in Manado the social media marketing of culinary business is less attractive. In reality, Manado people using GrabFood during pandemic, mostly influenced by the fact they need this application in order to prevent virus-transmitted, which means not influenced by the social media marketing of every culinary business. It is because business people in Manado still lack in promoting their business digitally. Before the pandemic broke out, MSMEs in Manado mostly still relied on physical stores or offline. When the Covid-19 pandemic came and people mobility is become limited, these business people inevitably needed to transform into an online

store in order to survive. The challenge faced is that many business people go online, they just know how to use the internet, but they don't have specific skills they have to be capable of. While, In this era of digitalization, knowing how to use the internet is not enough. In order to compete and survive, business people should have the technology skill; know how to take proper photo and video of their products, they need to have photo/video editing skill, they have to maintain their digital marketing, and also most importantly keep updating the digital marketing trends. In order to obtain those skills, GrabFood as e-commerce of culinary business should embrace its own business partner through provide program like webinar, that can teach them the soft skill and technical skill that they in digitalization era during covid-19 pandemic. That would be better if the culinary business put more focus and attention to improve their social media marketing to maximize attracting the customer to use GrabFood during pandemic.

- Email marketing. One of the traditional Digital Marketing methods is e-mail marketing. E-mail marketing is a type of database marketing in which an online marketer or digital marketer creates a database of e-mail addresses and sends the emails to people who might be interested in purchasing the products. There are many critical aspects that contribute to the success of the e-mail marketing such as opening rate of e-mail, reply to e-mail, customer leads, visit on the link of the mail etc. While those factors are not significantly affecting the purchasing decision of GrabFood through e-mail, because during pandemic there is behavior change, most of the time people spend their daily activity at home, their mobility is limited and have to stay at home that makes them rare to check e-mail, instead they prefer watching netflix or youtube, playing online game or scrolling social media are ways in term to entertain their self at home to overcome their boredom. Furthermore, people open their e-mail only to check important e-mail such as e-mail related to their school or work, while people is no longer open any kind of e-mail promotion anymore. That's why negative influence has in consumer purchase decision.
- Search engine marketing. The use of search engines is becoming increasingly important. People use search engines to look up millions of inquiries in the form of keywords. Not only are general inquiries reviewed, but product and service inquiries are also investigated. Because there are so many sellers on the market, each marketer is up against stiff competition. Customers click on the links that appears on the top in case of search for any product or service on search engine. It is worth to come on the top whether in organic form or paid form. Search engine marketing is simply paid advertisement on any search engine. The information that people search on search is mostly information about covid-19 pandemic. People always wonder about the new update of covid-19 pandemic, not only about what food or drink they want to order. It is proven that search engine marketing cannot support the purchasing decision because of the limitation of people make purchase decision through search engine marketing.

In this point, Digital Marketing does not have significant influenced on Purchase Decision at GrabFood because online marketing strategy that using by GrabFood and its business partner is not strong enough to attract people in Manado to use Grabfood during pandemic, they just using an unattractive social media advertisement, e-mail marketing that is no longer work to attract consumer, in open email promotion, and search engine marketing that not use by consumer to looking for food/beverage, instead the updated information about covid-19 pandemic.

CONCLUSION AND RECOMMENDATION

Conclusion

This research is conducted to find out the effect of Consumer Behavior and Digital Marketing on Purchase Decision at GrabFood in Manado. All the respondents in this research were the user of GrabFood, because the study case in this research was GrabFood.

1. Consumer Behavior has influenced Purchase Decision partially
2. Consumer behavior and digital marketing have a positive and significant influence relationship with Consumer Purchase Decision simultaneously.
3. Digital marketing has a negative influence and not significant influence in Consumer Purchase Decision on GrabFood platform. This is because the online marketing strategy that using by GrabFood is not strong enough to attract people in Manado to use Grabfood during pandemic. Consumer behavior has a positive and significant influence on purchase decision at GrabFood in Mando. It means that consumer behavior influences purchase decision to use GrabFood platform, which is there is a change in consumer behavior during the covid-19 pandemic in term of having meal. The increasing of GrabFood usage because people feel helpful and secure

with services of GrabFood. Also the price really worth it comparable with consequences that they have to carry out. A person may feel encouraged to use GrabFood because of the benefits offered by GrabFood itself. It can be said that Consumer Behavior has an important role in influencing the Purchase Decision of GrabFood in Manado.

Recommendation

Based on the result and conclusion of this research, the recommendations are as follows:

1. For marketers, it is suggested that the marketers consider thinking what exactly are the effective marketing digital marketing strategy consumer needs and wants. Marketers required adapting and optimizing the trends of internet marketing/digital marketing to communicate with target consumers and also adapt with the situation that happened, like the pandemic that happen in Manado, marketers must be smart to seek and take opportunity from the situation.
2. Grabfood as a food delivery marketplace, it is suggested to organize a consultation program for MSME actors to participate in business incubation that can support their business progress through coaching for local businesses in facing the digital era as it is today and it can organized through zoom or any kind of social media. In the consultation program, business actors are taught to optimize their social media. Starting from creating interesting content both in terms of visuals or relevant product descriptions, utilizing websites to introduce more detailed business information, maximizing sales through marketplaces and e-commerce to expand the market, and building emotional engagement to create loyal consumers. In today's digital era, interacting with consumers is mostly done through social media. This strategy is done by trying to target the emotional aspect of consumers and is associated with the brand. The marketing approach is personalized so as to be able to form strong relationships and build personal connections with consumers. This kind of program is expected to encourage Manado MSME actors to become part of the digital economy which is growing rapidly and help them to adapt and develop in the New Normal era and the pandemic situation.

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