

Systematic Literature Review, Comparison of Interest in Buying Food on Shopee App and Gojek App in Century Pandemic

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Abstract

The internet provides benefits that are encountered by the wider community as a development in the business world from now to the future and continues to color digital economic activities. Selling products on the internet will certainly change the way marketing purchases are made. With the rapid development of science and technology, it is used by business service providers to develop their business. In order to compete with other service providers, business people continue to improve quality to attract consumer buying interest. Currently, there are many studies examining the effect of quality on interest in buying food on the Shopee and Gojek applications. So it is necessary to review journal papers that discuss interest in buying food on the Shopee and Gojek applications. The method used in this research is the Systematic Literature Review (SLR) of journal papers published from 2016-2019. There is a research Question (RQ) set in this study. The final results obtained from this research are the names of the features of the online food buying application, namely Shopee Food and Go Food, the factors that influence consumer food buying interest in the Shopee Food application and the Go-Food application are seen from the advantages and promotions and vouchers that the application provides, and there is a difference between people's buying interest in the Shopee Food application and the Go-Food application seen from the needs and purchasing ability of consumers. The results obtained in this study are expected to provide information so that the two applications studied continue to maintain excellence and improve service quality so as to increase consumer buying interest.

Keywords:

Internet, service providers, buying interest, Systematic Literature Review

1. Introduction

Along with the rapid development of science and technology (Science and Technology) produce activities of human life that have transformations in various aspects life (Adib, 2011). View from use Internet, Indonesia experience development which very fast from year to year that is is at in position to 6 from 25 countryin world, data the released by institution survey e-marketer (e-marketers, 2014). Internet provide benefits that are encountered by the wider community as developments in the world business in time now until time front keep going coloring activity economy digital (Mayilsamy, K, 2016). Activity visit to shop live and waiting in line is economy traditional which considered not enough efficient because eat time which enough long, with existenceeconomy digital expected consumer utilise smartphone for shop (AhmadFirmansyah, 2017). Selling products on the internet will certainly change the way of buying marketing (Lupiyoadi, 2013). The trend of the development of E-Commerce in Indonesia continues to have very fast development, Business to Customer (B2C) reached 1.79 million USD in 2013 and continues to have developments from year to year, in next reached 2.60 million USD in 2014, continued in 2015 it reached 3.56 million USD, last year in 2016 it was estimated at 4.89 million USD (The Wall Street Journal, 2014). Transaction sale in activity this even still say relatively

small However if seen the development of E-Commerce in transaction activities is quite significant and very fast, this is become an attraction for entrepreneurs to do E-Commerce business (Ahmad Firmansyah, 2017). In in use E-Commerce and E-Business have difference, with influence the consumer's mindset for the product in the long term anddo influence behavior purchase to consumer (Traver & loudon, 2014). E- Commerce in general refers to all forms of commercial transactions involving organization as well as individuals (Andi, 2003).

Interest is a person's interest (consumer) in seeking information additional search for a product (Schiffman & Kanuk, 2004). Usually, interest will arise in the consumer will be contrary to the financial condition they have (Rizky & Yasin). Usually a buyer will pushed for knowing quality shop on line, if start interest arises, after which the buyer will build trust in the results of the information provided they get to consider the risks that can be caused (Setiadi, 2008). Moment In this case, manufacturers must have understood the importance of the role and meaning of product quality superior to meet customer expectations on products to be marketed. With quality superior, then the product will be positively embedded in consumers because of the consumer to quality product will shape preference and attitude which there is on consumers' interest in buying these consumers (Widyasari and Ffilia, 2009). Apart from interest, Trust is also the main capital in buying decisions in online applications. Trust consumer is the view from the consumer's point of view regarding the reliability of the seller in experience as well as fulfillment hope and satisfaction consumer (Firdayanti, 2012).

Carrying out purchasing activities through online media or social media is buying something product which offered to consumer by the manufacturer through media on line (Adidarma, 2016). An important factor in conducting online shopping activities is trust, because trust is the most important thing in carrying out economic activities (David Geven et al, 2003). Interest is doing an action that arises as a result after see a real object in the form of a photo or a real object, so have the desire to buy it (Kotler, 2005). The process of learning and observation that arises when desire in in buyer self to something product the (Kurnia, 2010). Interest buy tend to feel attracted or motivated towards the goods and services we obtain and have, Purchase intention is a consumer's spiritual statement that reflects the purchase plan product with certain brands (Penitasari, 2017).

Gojek is a technology originating from Indonesia which was founded in 2010 in Jakarta by Nadiem Makarim, serving transportation through online motorcycle taxi services. Gojek has official operate in 10 city big in Indonesia (Hendrastomo et al, 2016). Research conclude that 87% of Gojek drivers are satisfied with the income they get as Gojek partners (Tourism et al. 2018). Gojek Becomes media liaison for driver and passenger, have commitment for prosper partner work including driver, as well as company want to improve social welfare by creating market efficiency through technology which they create. In Thing this, various type choice service which given capable fulfil need consumer in field services (Anis Agustin, 2017). Gojek also offers easy facilities consumer with variety service others, such as GO-FOOD for order food, GO-CAR for pick up and drop off use car, GO-CLEAN for order service cleanliness, GO-PULSE for buy pulses and so on, the price offered at each service could live known amount to be removed, so that Gojek get response from the community (Mega, 2017).

Shopee Food was first released through Shopee app on September 12, 2020, via social media like ads on Youtube or Instagram, even though this Shopee Food released recently this but the interest of the public is very high for do transaction purchase food that , even though many more other companies formerly release application booking food similar for example, such as Grab Food and Go-food which have been doing this for a long time service between food since 2016, and even though belong to new in service between food in Indonesia, but Shopee Food gets 500 merchant partners in the Jabodetabek area and cooperates for deliver food on the E-Commerce platform number one in the world (Setyowati, 2021).

From the problem in the title our research, society choose Shopee Food app for deliver order service between food compared to Go-Food application because the Shopee Food application is more many promos are offered, but beside it 's inside Go-Food applications are also more easy in do order due to view as well as features that are useable and can understand society. On use second application there is also problem inside payment, for example using cash so that in each application the use payment with cashless method. During a pandemic like this use method cashless payments are in great demand society because not use transaction with real money you can causing virus transfer through goods.

1.1 Research Question

Based on the explanation of the background, it can be concluded that the identification of the problem which will be investigated to answer the *Research Question* (RQ), namely:

1. What name feature application buy online food on the application used?
2. What factors influence interest buy food consumers on the Shopee Food application and the Go-Food application
3. Is there is difference Among interest buy people on the Shopee Food application and the Go-Food application during a pandemic?

1.2 Research Purpose

1. For knowing as well as analyze feature application buy online food on the application used
2. For knowing as well as analyze what factors influence interest buy food consumers on the Shopee Food application and the Go-Food application
3. For knowing as well as analyze difference Among interest buy the public on the Shopee Food application and the Go-Food application during the pandemic

2. Literature Review

From the journals we researched, first we explain about interest buy, interest buy is a the impulse that is in yourself man for do the action he considers need for herself alone before choose want to do purchase goods or services (Helmi, 2015). With this a company must keep going can understand desire by appropriate to consumer. If indeed required existence survey for understand candidate buyer step this trusted could reach superiority in competition business. There is interest buy in each person has destination for fulfil her wish and usually consumer will do search information before they buy product to use for knowing more in about deficiency as well as the advantages.

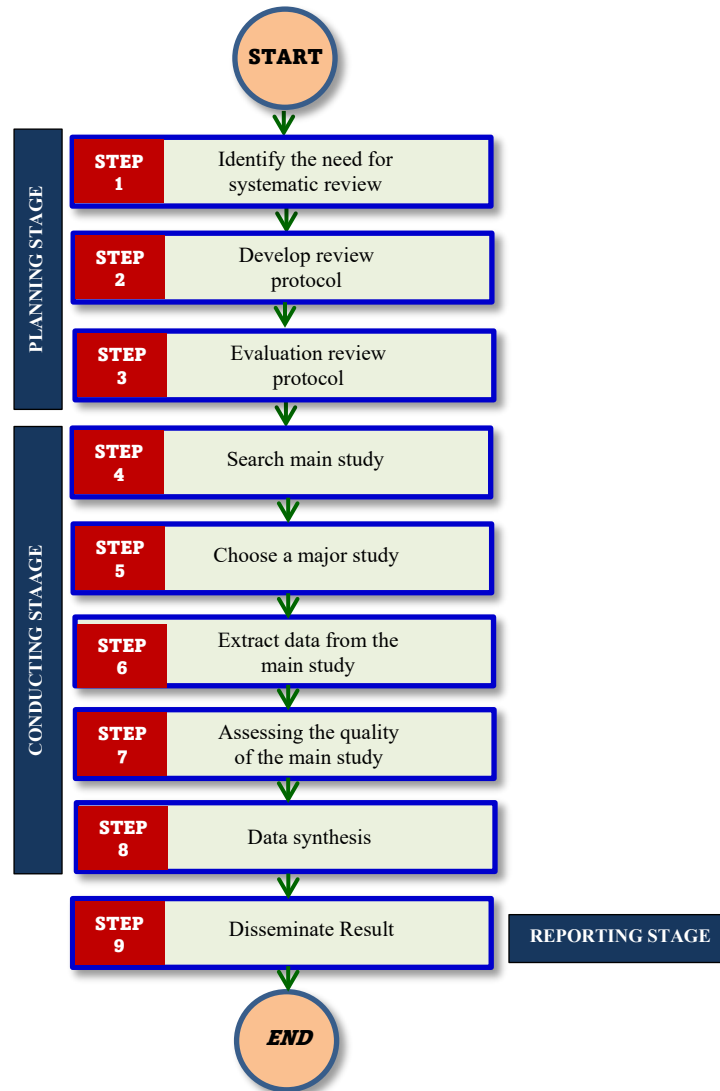
Satisfaction consumers also have influence in interest buy next if consumer feel product or services received good so seller will get feedback as well can interesting other consumers thanks consumers who get service good. Draft for keep going understand will desire first consumer_seller must see rational calculation_the economy with see limit ability finance consumer the biggest, has other options for source knowledge as well as desire that consumers feel fulfilled, do rational attitude (Anang, 2018). Promotion sale is action for period short as well as there is his encouragement for buy and do test for one_product or incoming services_into the promotion sale use advertisement or displays. Sale for promotion like get gift, existence competitions and others (Cummins & Mullin, 2010).

Sales made on the internet have enhancement in corporate strategy using digital marketing which is a a combination of several component namely e-commerce, mobile marketing and internet marketing (Belch & Belch, 2018). Many of the companies that produce goods or service more choose for do marketing via the internet and already Becomes a common thing_happening in the present this. Internet use in activity this become the most effective distribution media like shopee-food where is this shopee-food becomes part of the features company application_shopee who owns benefit for deliver food from the seller to buyers inside_feature it also has lots of coupon vouchers like free shipping or piece price (Shimp & Andrews, 2013). Next in GOJEK company also has feature for deliver food from the seller to buyer but more voucher coupons many in other features, one of which is in GO - RIDE feature.

3. Methodology

Study this conducted with use Systematic Literature Review (SLR) method in the form of: results interpretation reviewed and identified systems ratio interest buy in use service service According to Moher et al (Kong Suik Fern1 et al, 2020), Systematic Literature Review (SLR) is a something study that was formed use rules systematic and explicit publication that follows systematic methodology. Apart from using SLR 's transparent methodology also has destination identify, evaluate, and interpret all research that has been categorized as based on topics phenomenon with a study certain behavior relevant (E Triandini et al, 2019); (Sascha Kraus, 2020). In addition, the Systematic Literature Review method makes it easy researcher to prove the truth about data sources and problem analysis in a study (Marcelo Romero, 2020).

According to Wahono (Aris Yaman et al, 2019), a systematic approach is used to review a scientific literature that is compared between scientific literature databases. Basically the Systematic Literature Review (SLR) is divided into three stages, namely planning, conducting, and reporting.



Source: Kitchenham & Charters (Aris Yemen, 2009)

2. Data Collection

This research was conducted by obtaining the required journals or literature through: platforms, such as Google Scholar, Research Gate, Springer, and Scimedirect. Researcher's reason use platform the that is site the allow researcher for could obtain complete journals such as books, articles, scientific works, journals, and others. BesidesMoreover, the platform allows writers to get sources that contain theory needed more easily to support this research. By using on this platform, researchers have obtained 100 references as material for the topic that the researcher wants to dodo that is topics ratio interest buy food on application Shopee and Application Gojek intime pandemic. Wrong one method which researcher do for selecting source reference whichwe get is by way of synthesis. According to Wekke et al (2019), Synthesis is a the process of integrating the results of the analysis of several scientific papers filtered by read conclusion by together.

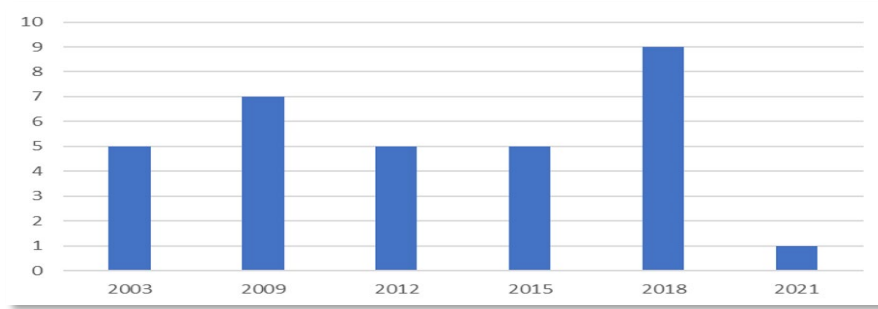


Figure 2. Classification Journal Based on Year Rise

In diagram in on, on year 2003-2021 there is a number of journal which use method study in the form of review literature systematic (SLR). use method SLR as a research because it has a purpose to analyze the problems that occur and get information in a more complete and structured manner and are found to produce a study which becomes important information for para the reader by systematic.

Writer has get thirty two journals which including into the twenty nine journal national and three journal international. With thereby, publication could conducted in national publication companies, national institutions, and national universities. Here's a diagram results from the publisher's journal that the author has obtained:

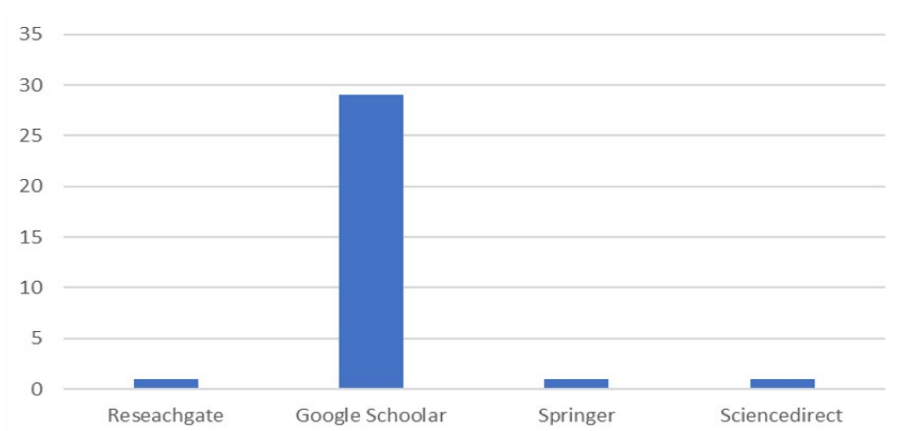


Figure 3. Source Journal Study

In diagram in on, has known as much four from two twenty nine journalsnational and three international journals that have been published entirely by universities spread throughout Indonesia and in three other countries. Seen from four journal sources, more search on Google Scholar to get journals as our research reference.

In process study, Writer has get three twenty journal with sixdifferent manufacturing industries. The six industries are depicted in the diagramfollowing:

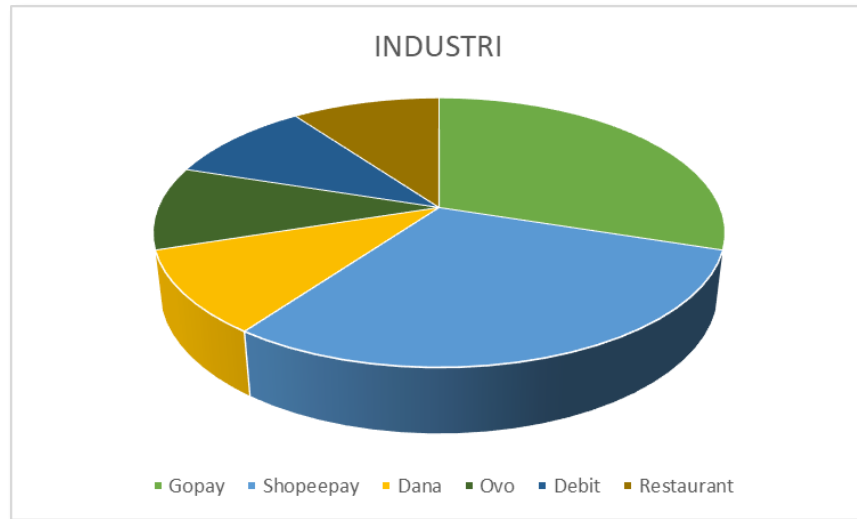


Figure 4. Classification of Journals by Industry

From the diagram above, it can be concluded that there is support from related industries, there are: industry that functions as a transaction tool when you want to buy food in the application Shopee food and Go food. Gopay and Shopeepay are transaction features from the application directly, company provide feature the for make it easy para buyer in do transaction without money cash, beside that existence payment digital other like Fund and Ovo also as support for do transaction digital non cash. In era pandemic this do transaction non cash very in supported by all party because reduce existencedeployment virus through droplets.

3. Result And Discussion

RQ1: The name of the featured application for online food purchases

Based on Research Question 1 about name feature from application on line which provide various feature from each application on line the. So, generated category paper based on name application which researched. From results on table in lower show that currently, many researchers choose to conduct research on service quality in Gojek and Shopee applications which of course will affect consumer buying interest. Second This application, namely Gojek and Shopee, both have features in the form of services for buying and selling food.

No.	Name Features	Paper Study	Amount
1	Gojek	(7) (10) (11) (12) (31) (32)	6
	GoFood	(27) (28) (29) (30)	4
2	Shopee	(2) (4) (21) (23) (25)	5
	ShopeeFood	(18) (19) (26)	3

RQ2: Factors that influence consumer buying interest in food on the Shopee application Food and Go-Food app

Based on Research Question 2 about factor which influence interest buy food consumer on app Shopee *Food* and application Go-*food*. Found that factor which influence interest buyer usually because get vouchers free shipping or discount vouchers price. known, in application Shopee food more many provide vouchers which given compared to in application Go food, in application Go-Jek more often give voucher or discount for features others like Go ride

Table superiority application

No	Name Application	Superiority
1.	GoFood	▪ Ease inaccess
		▪ Ease inprocess between
		▪ Accuracy indelivery
2.	ShopeeFood	▪ Lots Vouchersfree shipping
		▪ Lots vouchers shop
		▪ Process paymenteasy

RQ3: The difference between people's buying interest in the Shopee Food application and the Go-Food application.

Based on Research Question 3 about interest buy public on application Shopee Food and the Go-Food application can be seen in the RQ3 table regarding the advantage table application. Known that interest buy public on both application which researched naturally different, judging by the advantages of each application they offer to users consumer. In addition to the advantages, each application has disadvantages that make it interesting consumer different from second application this. Such that mentioned previously, on superiority in application Shopee Food and Go-Food Thing this make interest buy different. See ability people are different in terms of food consumption, this makes each community choose the advantages they want according to the needs and purchasing ability of the people. Like case Shopee Food which have superiority in cost which low naturally Thing this Becomes interest more on consumer which is at on condition financial low going to medium. Whereas, on application Go Food which offer superiority in the form of feature which make it easy users as well as in ordering access to delivery usually this is of more interest on consumer which is at on condition financial medium going to tall or from public which expect ease of purchase.

Conclusion

Application Shopee Food and Go Food both of them each have superiority. Like Shopee Food which has advantages such as having lots of free vouchers shipping, has many store vouchers, and easy payment process. Whereas, on application Go Food have superiority like convenience in access, convenience in the process between and accuracy (location) in delivery.

Interest buy consumer in do booking by on line influenced by some factors. Found that the factors that influence buyer interest are usually because you get a free shipping voucher or a discount voucher. known, in the Shopee food application, more vouchers are provided than in application Go food, in application Go-Jek more often give vouchers or piece price for other features like Go ride.

Consumer buying interest in ordering food online using the application Shopee Food and Go Food are known based on the capabilities and needs of consumers. It is known that consumers who expect low value in purchases usually tend use application Shopee Food. Whereas, on public which expect convenience in process purchase Go Food usually tend use Go Food application.

Suggestions

Shopee Food and Go Food applications need to maintain excellence so that consumers maintain their buying interest. In addition to maintaining, the Shopee Food app and Go Food must also be able to renew excellence by observing what is Becomes need consumer moment this. With each other observe what which Becomes superiority and weakness from competitors could make application the more good in Becomes choice for society.

Shopee Food and Go Food applications need to observe the factors that influence interest buy consumer like case superiority from features which owned each application that makes consumers interested in the application. Shopee Food is known already very good at providing the best range in price to consumers, however in terms of ease of access, the Shopee Food application is not easy to use by various users among. Meanwhile, Go Food has been very good at providing easy access from purchase to delivery to buyers, but Go Food is not friendly in providing quality prices by providing higher prices from the store. From these two things, it is hoped that each of these two applications will need observe competitors and consumer needs for progress application that alone.

Shopee Food and Go Food applications are usually used by people with certain conditions different financial and

different needs. It is known, because Shopee Food famous for its many interesting promos, so this application tends to be used by public class medium. Whereas, on public which expect convenience on service and no Becomes on price which offered they tend use application Go Food. So, for Shopee Food expected in order to maintain quality price and must notice convenience user. Whereas, for Go Food must capable maintain quality convenience user and recommended for give interesting promo more for interesting consumer.

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Biography

Haryadi Sarjono as a permanent lecturer majoring in management with specialization in operations management, Bina Nusantara University, West Jakarta, Indonesia, since 1996, has received the best paper at IEOM 2021 Surakarta, Indonesia.

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