

Utilization of the E-Commerce Platform by Go Food Partners and Grab Food Partners in Banjarmasin

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Abstract—E-commerce platforms such as the Gojek and Grab applications have been used by public. In October 2019, in Banjarmasin the number of partners registered on Go food was 601 and Grab food was 260. This shows the high public interest in joining as partners. This research aims to find out what factors that influence culinary entrepreneurs to join as partners of the application. Do the partners only use the application as a producer of Go food and Grab food partners? Do partners also use features applications in other transactions as consumers (transfers, bill payments, purchases)? Do partners use Go pay / Ovo in transactions? The research method is descriptive quantitative research. Based on the results of the survey by sampling, a simple analysis will be carried out on the factors that influence culinary entrepreneurs to become partners, partner's utilization applications as producers and partner's utilization applications as consumers, utilization the Go pay / Ovo payment system by partners, and utilization other e-commerce platforms by partners.

Keywords—e-commerce, utilization, partners

I. INTRODUCTION

The development of information technology has been accompanied by many start-ups, both electronic-commerce (e-commerce) and financial technology (fintech). E-commerce is an online buying and selling platform company. Fintech is an online start-up company in the financial sector. The use of digital information technology, among others, as a marketing medium * Some SMEs have utilized digital technology through social media as a marketing [1]. Social media that are usually used as marketing media include Facebook, Instagram, WhatsApp and others. Although not all SMEs use social media as a marketing, some have also used e-commerce in marketing for these SMEs.

SMEs in various countries adopt e-commerce using social media. E-commerce adoption using soc-med in the UAE by SMEs [2]. It categorized into 6 categories, including ICT application, e-commerce adoption by organizations, consumer adoption of e-commerce, e-commerce adoption by SMEs, including the use of social media by SMEs.

SMEs can benefit from the new environment by leveraging e-commerce [3]. SMEs that use e-commerce can expand their business marketing area without having to open office. Through e-commerce can help SMEs evaluate and improve themselves [3]. After completing the transaction, consumers will provide an assessment score of After completing the transaction, consumers will provide an assessment score of customer satisfaction with the transaction, as input from customers to SMEs. Customer satisfaction with the transaction, as input from customers to feedback by customers.

. The use of social media as a marketing medium by SMEs is influenced by several things [1]. Factors that influence SMEs to implement marketing through social media include the limitations of SMEs, limited resources, understanding of social media information technology, internal factors (users and individuals).

Indonesia is the largest market in Southeast Asia with the potential for digital economic growth which is also very large [4] using the e-commerce platform is an alternative marketing media. The e-commerce platform is a market place that producers are looking for as partners, and consumers as customers. The Gojek and Grab applications are the largest e-commerce platforms in their class.

New habits, majority of people who are now very dependent on smartphones with all their practicality, has made "Gojek and Grab" the application with the highest demand in Indonesia during 2018. Currently Gojek is available in 167 cities and Grab in 222 cities in Indonesia. People as smart consumers are certainly more selective in making choices about the services they need.

A variety of services are offered by Gojek and Grab, but for now we will focus on food services only [2]. When viewed from the consumer side, the presence of this application provides convenience and practicality in terms of time and cost, when compared to those carried out by consumers who come directly. And when viewed from the producer side, it will expand its marketing network [5].

Since 2017 Gojek followed by Grab has been present in the city of Banjarmasin and its surroundings, namely Banjarbaru

and Martapura. The presence of these 2 applications has not been realized by all culinary business actors (entrepreneurs) in Banjarmasin and its surroundings. The number of culinary entrepreneurs who are members of Go Food (Gojek application) is more than Grab food (Grab application). This is because the Gojek application is the first known by consumers. In its development, it is very unfortunate because not all culinary entrepreneurs have joined and taken advantage of opportunities to develop their businesses [5].

Culinary entrepreneurs can be classified as SMEs [2] but not all culinary entrepreneurs are aware of the benefits of using e-commerce applications, especially Gojek and Grab, as their marketing channels. Culinary entrepreneurs who decide to join as partners, among others, there has been a paradigm shift first to a new paradigm of consumer comfort. and integrating information technology into its business ties

This research aims to determine the factors that influence culinary entrepreneurs (SMEs) to become partners, partners use applications as producers and partners use features applications, use the Go pay / Ovo payment system, and satisfaction by partner's application.

Adoption of e-commerce platform has a positive effect on income [6]. Due to the potential of e-commerce for SMEs in a more global [3] business environment. It has a positive effect on increasing turnover and expanding the market so that implementing Gojek and Grab applications as partners is expected to provide benefits.

This research will be conducted with a survey of culinary entrepreneurs who take advantage of the e-commerce. The purpose of this research is to find out the factors that influence culinary entrepreneurs to join as partners, partners to use applications as producers and partners to use applications as consumers, to use the Go pay / Ovo payment system, to use other e-commerce platforms by partners.

II. METHODOLOGY

The research method is descriptive quantitative research. Based on the results of the survey by sampling, a simple analysis will be carried out on the factors that influence culinary entrepreneurs to become partners, partner's utilization applications as producers and partner's utilization applications as consumers, utilization the Go pay / Ovo payment system by partners, and utilization other e-commerce platforms by partners.

Research stages, are Registering registered partners on Gojek and Grab, distribute questionnaires by sampling, Record the results of the questionnaire obtained and result. The use of e-commerce by culinary entrepreneurs in Banjarmasin is carried out by means of a questionnaire with the following assessment criteria on table 1:

TABLE I. CRITERIA OF ASSESSMENT

| Criteria | Score |
|-------------------------|-------|
| Strongly Disagree (SDA) | 1 |
| Disagree (D) | 2 |
| Neutral (N) | 3 |
| Agree (A) | 4 |
| Strongly Agree (SA) | 5 |

III. RESULTS AND DISCUSSION

Partners (SMEs) of Gojek (Go Food) and Grab (Grab Food) in Banjarmasin 2019 are on table 2:

TABLE II. PARTNERS (SMEs) OF GOJEK (GO FOOD) AND GRAB (GRAB FOOD) IN BANJARMASIN 2019

| Application | Go Food | Grab Food | Both | Total |
|-------------|---------|-----------|-------|-------|
| Listed SMEs | 601 | 260 | - | 861 |
| Respondents | 19 | 8 | 47 | 74 |
| % | 25.68 | 10.81 | 63.51 | 100 |

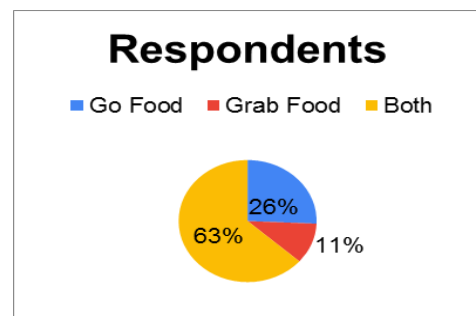


Fig. 1. List respondents as a partner like this.

Form the figure 1, 63 % respondents are joint two applications as partner Go Food plus as partner Grab food.

A. Factors That Influence Culinary Entrepreneurs (SMEs) to Join Go Food and Grabfood As Partner

TABLE III. FACTORS THAT INFLUENCE CULINARY ENTREPRENEURS (SMEs) TO JOIN GO FOOD AND GRABFOOD AS PARTNER

| Criteria | Go Food | Grab Food | Both |
|---------------------------------------|---------|-----------|------|
| Sales | 3.96 | 3.88 | 3.82 |
| Marketing area | 3.77 | 3.75 | 3.68 |
| Cooperation and profit sharing system | 3.95 | 3.96 | 3.82 |
| Operating costs | 4.32 | 4.29 | 4.17 |
| Profit | 3.95 | 3.83 | 4.11 |

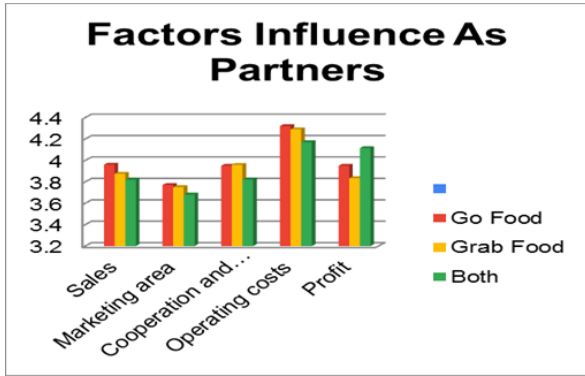


Fig. 2. Factors influence as partners.

From the table 3 and figure 2, there are five (5) factors that influence SMEs join as partner. The survey results the factors that influence SMEs as partners of the e-commerce platform include increased sales and increased profit expectations. It is because by partnering, SMEs can expand their marketing area, saving operational costs. and acquiring new customers so as to increase sales along with increased profits.

Result significant factors influence SMEs is "Operating Cost". Factor Operating Costs influence 4.32 point to joint as partner Go Food, and 4.29 point influence SMEs to joint partner Grab food, and 4.17 point influence SMEs joins as partner Both application.

B. SMEs Using Application only as a Partnert Go Food and Grab Food in Banjarmasin

TABLE IV. SMEs USING APPLICATION ONLY AS A PARTNERT GO FOOD AND GRAB FOOD IN BANJARMASIN

| Score | Respondents | % |
|-------|-------------|-------|
| SA | 11 | 14.86 |
| A | 34 | 45.95 |
| N | 18 | 24.32 |
| DA | 11 | 14.86 |
| SDA | 0 | 0.00 |

From the figure 4 and figure 3, SMEs agree using application only for partner application.as producer by 45,95 % respondents. Likely this below:

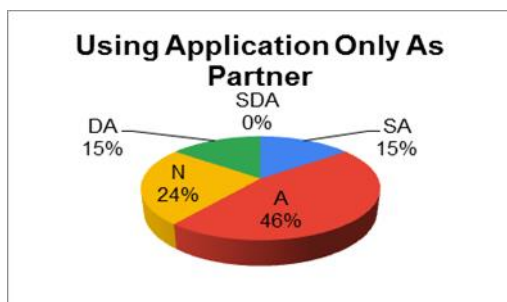


Fig. 3. Using application only as partner.

C. Partners Using Application to Another Transaction in Application

Application Go Food and Grab food have many features for another transaction. Features are Car, Express, Rental, Hotel, Bill etc. Table 5 and figure 4 below, show 40,54% partners are Agree using feature in another transaction beside as partner features Food.

TABLE V. PARTNERS USING APPLICATION TO ANOTHER TRANSACTION IN APPLICATION

| Score | Respondents | % |
|-------|-------------|-------|
| SA | 12 | 16.22 |
| A | 30 | 40.54 |
| N | 21 | 28.38 |
| DA | 11 | 14.86 |
| SDA | 0 | 0.00 |

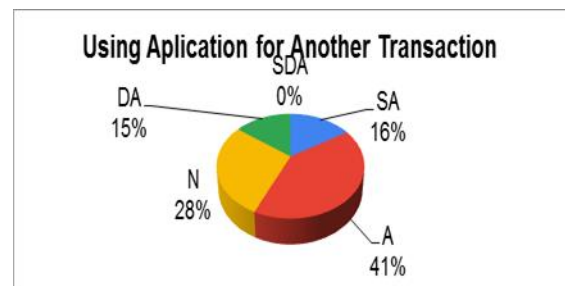


Fig. 4. Using application for another transaction.

D. Partner Using Features for Payment, Pulse and Transfer in Application

Partners using application for another features. Payment use application for partner are not familiar, almost 60 % partner are comment neutral and dis agree. This payment is Billing of PLN, PDAM, Telkom etc. Purchase pulse by application have 36 % partner agree and strong agree. Partner use feature application for transfer are 51 % (agree and Strong Agree), below this in table 6 and figure 5:

TABLE VI. PARTNER USING FEATURES FOR PAYMENT, PULSE AND TRANSFER IN APPLICATION

| Score | Payment | % | Pulse | % | Transfer | % |
|-------|---------|--------|-------|--------|----------|-----|
| SA | 8 | 10.81 | 9 | 12.16 | 9 | 12 |
| A | 22 | 29.73 | 18 | 24.32 | 29 | 39 |
| N | 22 | 29.73 | 24 | 32.43 | 27 | 36 |
| DA | 22 | 29.73 | 23 | 31.08 | 9 | 12 |
| SDA | 0 | 0.00 | 0 | 0.00 | 0 | 0 |
| Total | 74 | 100.00 | 74 | 100.00 | 74 | 100 |

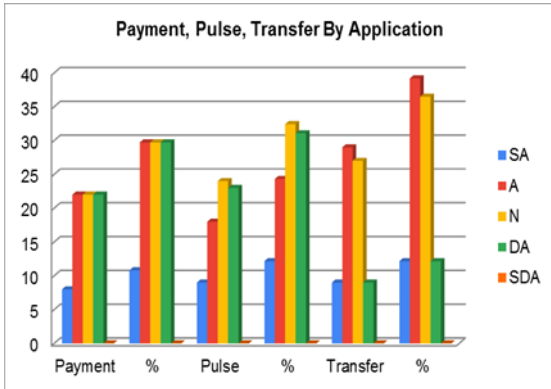


Fig. 5. Using for payment, pulse, transfer by application.

E. Partner Prefer to transaction using Go pay / Ovo than Cash

Transaction in application Go Food dan Grab Food use payment by cash or e-money by application. Go Food using Go pay and Grab food use Ovo for payment. The result show, majority partner (51.35%) prefer using cash than e-money, like Go pay or Ovo. See table 7 and figure 6 below:

TABLE VII. PARTNERT PREFER TO TRANSACTION USING GO PAY / OVO THAN CASH

| Score | Respondents | % |
|-------|-------------|-------|
| SA | 11 | 14.86 |
| A | 21 | 28.38 |
| N | 38 | 51.35 |
| DA | 4 | 5.41 |
| SDA | 0 | 0.00 |

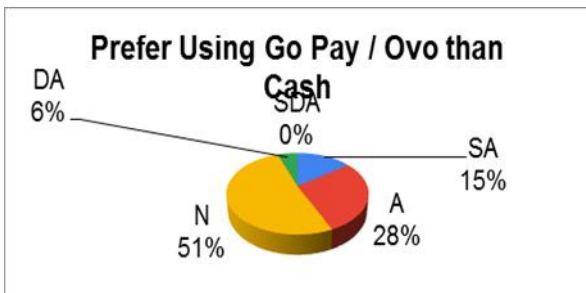


Fig. 6. Prefer using Go Pay/Ovo than cash.

F. The Reasons Partner Using Go Pay, Ovo in Application

Although 43.24 % parents Agree and strong Agree prefer using Go pay, Ovo than Cash in transaction at application. (Figure 6). Partners have reasons based on table 8 and figure 7 below:

TABLE VIII. THE REASONS PARTNER USING GO PAY, OVO IN APPLICATION

| Score | Promotion | % | Discount | % | Cash back | % | Reward | % |
|-------|-----------|------|----------|------|-----------|------|--------|------|
| SA | 10 | 13.5 | 11 | 14.9 | 10 | 13.5 | 9 | 12.2 |
| A | 24 | 32.4 | 22 | 29.7 | 21 | 28.4 | 19 | 25.7 |
| N | 36 | 48.6 | 37 | 50.0 | 38 | 51.4 | 38 | 51.4 |
| DA | 4 | 5.4 | 4 | 5.4 | 5 | 6.8 | 8 | 10.8 |
| SDA | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| Total | 74 | 100 | 74 | 100 | 74 | 100 | 74 | 100 |

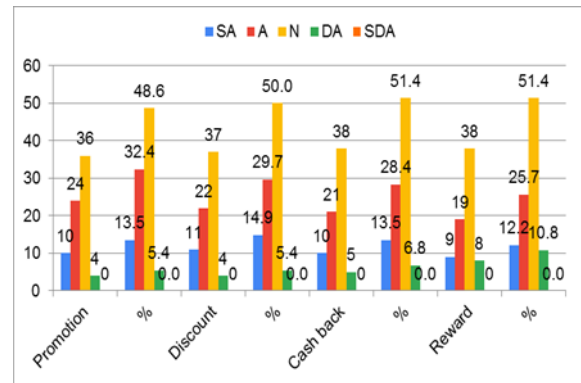


Fig. 7. Partner reason using Go Pay / Ovo in application.

The reasons are Promotion, Discount, Cash back and Reward for member of application. Periodically application have programs likely promotion for buying at tenants / partners, discount for goods, get cash back or get reward for a member. Result from figure 7 majority are neutral for the reasons, its mean partner Go food and Grab food using Go pay, Ovo not influence the reasons. Although like that, promotion (45.9 %), have significant factors for partners to use Go pay, ovo in transaction by application.

G. Partner Satisfaction Using the Go Food / Grab Food Application

TABLE IX. PARTNER SATISFACTION USING THE GO FOOD / GRAB FOOD APPLICATION

| Score | Respondents | % |
|-------|-------------|--------|
| SA | 21 | 28.38 |
| A | 37 | 50.00 |
| N | 15 | 20.27 |
| DA | 1 | 1.35 |
| SDA | 0 | 0.00 |
| Total | 74 | 100.00 |

From the table 9 and figure 8, satisfaction use application is highest, Partner Agree 50% satisfaction used application and partner satisfaction Strong Agree 28.38%.

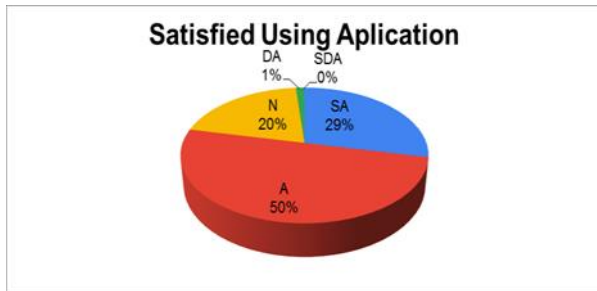


Fig. 8. Satisfied using application.

IV. CONCLUSION

SMEs joint as partner Go Food and Grab Food Application, influence 5 factors. The significant factor is operating cost First time joint, Partners Go food and Grab food only use application for SMEs. Coz use application, 40,54% partners are Agree using feature in another transaction beside as partner features Food. Partner not familiar using features for Payment, Pulse and Transfer in application. Partner Prefer to transaction using cash than Go pay / Ovo. The reasons (Promotion, Discount, Cash back and reward) not influence significant for partner using Go pay, ovo in application, Overall partners satisfaction are highest using Go food and grab food application.

This research has limited sample and method. For the next research, can be more detail about it.

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