Universitas Ngudi Waluyo
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"STUDI PENGARUH PEMANFAATAN PROMO, DISKON DAN IKLAN PADA APLIKASI GOFOOD TERHADAP PENINGKATAN PENJUALAN UMKM DI SEMARANG"

ABSTRAK

Perkembangan teknologi digital mendorong perubahan perilaku konsumsi masyarakat, khususnya melalui penggunaan platform *e-commerce* dan layanan pesan-antar makanan. GoFood sebagai salah satu platform terbesar di Indonesia membuka peluang bagi UMKM kuliner untuk meningkatkan penjualan melalui fitur promosi digital. Namun, efektivitas pemanfaatan fitur promosi tersebut masih menunjukkan hasil yang beragam. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan fitur promosi digital GoFood terhadap peningkatan penjualan UMKM kuliner, serta dampaknya terhadap keputusan pembelian, niat beli ulang, dan loyalitas konsumen. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner kepada pelaku UMKM kuliner pengguna GoFood, yang kemudian dianalisis menggunakan teknik analisis statistik. Hasil penelitian menunjukkan bahwa pemanfaatan fitur promosi digital berpengaruh positif terhadap peningkatan penjualan, serta berkontribusi dalam mendorong keputusan pembelian dan loyalitas konsumen, meskipun tingkat efektivitasnya berbeda antar pelaku usaha. Temuan ini diharapkan dapat menjadi dasar bagi UMKM kuliner dalam mengoptimalkan strategi promosi digital secara lebih efektif dan berkelanjutan di era ekonomi digital.

Kata kunci: digitalisasi, promosi digital, GoFood, UMKM kuliner, penjualan.

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"***A STUDY ON THE EFFECT OF UTILIZING PROMOTIONS, DISCOUNTS AND ADVERTISING ON THE GOFOOD APPLICATION TOWARD INCREASING MSME SALES IN SEMARANG***"

ABSTRACT

The development of digital technology has driven significant changes in consumer behavior, particularly through the use of e-commerce platforms and online food delivery services. GoFood, as one of the largest platforms in Indonesia, provides opportunities for culinary Micro, Small, and Medium Enterprises (MSMEs) to increase sales through digital promotional features. However, the effectiveness of utilizing these promotional features has shown varied results among business actors. This study aims to analyze the effect of using GoFood's digital promotional features on increasing sales of culinary MSMEs, as well as their impact on purchasing decisions, repurchase intentions, and consumer loyalty. The research employs a quantitative approach, with data collected through questionnaires distributed to culinary MSME owners using the GoFood platform, which are then analyzed using statistical analysis techniques. The results indicate that the utilization of digital promotional features has a positive effect on sales performance and contributes to encouraging purchasing decisions and consumer loyalty, although the level of effectiveness varies among MSMEs. These findings are expected to serve as a reference for culinary MSMEs in optimizing digital promotion strategies more effectively and sustainably in the digital economy era.

Keywords*: digitalization, digital promotion, GoFood, culinary MSMEs, sales.*