Grabfood Application Marketing Strategy in Increasing Online Sales of Ramen Master Kediri

Nabila Alfina Putri[1], Ema Nurzainul Hakimah[2]

Universitas Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Kota Kediri, Jawa Timur, 64112, Indonesia

biladens226@gmail.com , emahakimah@unpkediri.ac.id

Abstract

Research aim : Analyzing the effectiveness of digital marketing strategies through the GrabFood application in increasing sales of Ramen Master in Kediri, on factors such as discounts, ease of use of the application, product quality, and service.

Design/Methode/Approach : Qualitative research method with a phenomenological approach, using in-depth interviews with 4 informants. And data analysis uses a triangulation process to ensure the validity of the research results..

Research Finding : The results show that Ramen Master's innovative marketing strategy through GrabFood has yielded impressive results by significantly increasing sales. The combination of competitive pricing, ease of use of the app, consistent product quality, and timely service has made Ramen Master the top choice for ramen lovers.

Theoretical contribution/Originality : This research can provide new insights into the role of food delivery platforms in increasing culinary sales, especially in terms of choosing the right marketing strategy.

Practitionel/Policy implication : The research results can be used as a reference for the development of other culinary marketing strategies and the improvement of grabfood services.

Research limitation : This research only focuses on culinary trends in specific regions and may not reflect national or global trends. In addition, the influence of social media on the formation and spread of trends also needs further research.

Keywords : Marketing Strategy, Grabfood, Online Marketing

1. Introduction

The digital era is an era that has many positive impacts, one of which is the impact on the development of technological progress. Rapidly developing technological advances can bring human life to a sophisticated and practical life. According to Hidayah (2019) technological advances that can be felt directly by all humans are the internet and smartphones, this technology is widely used by individuals and business organizations for the communication process, business activities and information search [1]. Businessmen are currently starting to leave the conventional (old) marketing model to modern (online) marketing, namely using digital marketing (Sukmasetya et al., 2020). Digital marketing is one of the marketing strategies that has become popular in the current digital era [2] . Digital marketing uses digital technologies such as the internet, social media, and mobile devices

to promote products or services and reach a wider range of consumers [3].

The rapid pace of technological change will encourage the emergence of a new economy (Firdaus, 2018). By 2024, almost 80% of Indonesia's population will be connected to the internet. According to APJII data, there are around 221 million people actively using the internet, up 1.4% from last year [1]. The increase in internet penetration has triggered a significant shift in consumer behavior, especially in terms of product purchases. This phenomenon is characterized by increasing consumer preference towards online purchases, as seen in the rapid growth of food delivery services such as GrabFood on the Grab app. Factors that motivate consumers' intention to buy food and beverages through GrabFood are its ease of use, available service features, and discounted prices [1].

The GrabFood Service feature makes it easier for users to transact in using food delivery services, with more affordable delivery costs. GrabFood as an online food delivery platform, offers convenience and practicality for consumers who want to enjoy their favorite dishes without having to leave the house. This is in line with the changing behavior of consumers who want fast, easy, and efficient services. GrabFood not only provides food delivery services, but also strives to create a positive consumer experience. Features such as real-time order tracking, various payment methods, and reviews from other customers provide convenience and trust for consumers in using this service. GrabFood actively offers various attractive promotions such as discounts, vouchers, and free shipping, which can influence consumers' purchasing decisions and encourage them to order food online. The presence of GrabFood has changed consumers' food ordering habits. If previously consumers had to come directly to the restaurant, now they can easily order their favorite food through the GrabFood application anytime and anywhere [4].

GrabFood is designed to provide convenience for consumers. The pick-up feature allows consumers to choose a restaurant easily, while cashless payment through OVO makes the process smoother, as well as the menu to be ordered by entering the address provided between the consumer and the restaurant. In the grabfood service, there are sales and purchase interactions. The grabfood application has three parties such as consumers who want to order, restaurants as food providers and drivers as order delivery. GrabFood's dominance in the online food delivery market cannot be separated from various factors [5]. According to a study conducted by Momentum Works, GrabFood showed excellent performance in the food delivery industry in Southeast Asia in 2023. The company has captured the largest market share in several key countries in the Southeast Asia region [6].

In Kediri GrabFood is also increasingly in demand by the people of Kediri, especially young people, including to order food from Ramen Master, a Japanese restaurant established since 2022 and located in Kediri. Ramen Master provides a variety of authentic ramen menus with a target market of young people. Ramen itself is a Japanese noodle dish consisting of chewy noodles served in a savory broth, made from chicken bones. Common toppings include chicken cutlets, boiled eggs, nori (seaweed), and green onions. The authentic Japanese atmosphere is one of the main attractions at Ramen Master Kediri. By

creating a comfortable and appetizing atmosphere, Ramen Master can provide an unforgettable culinary experience for consumers.
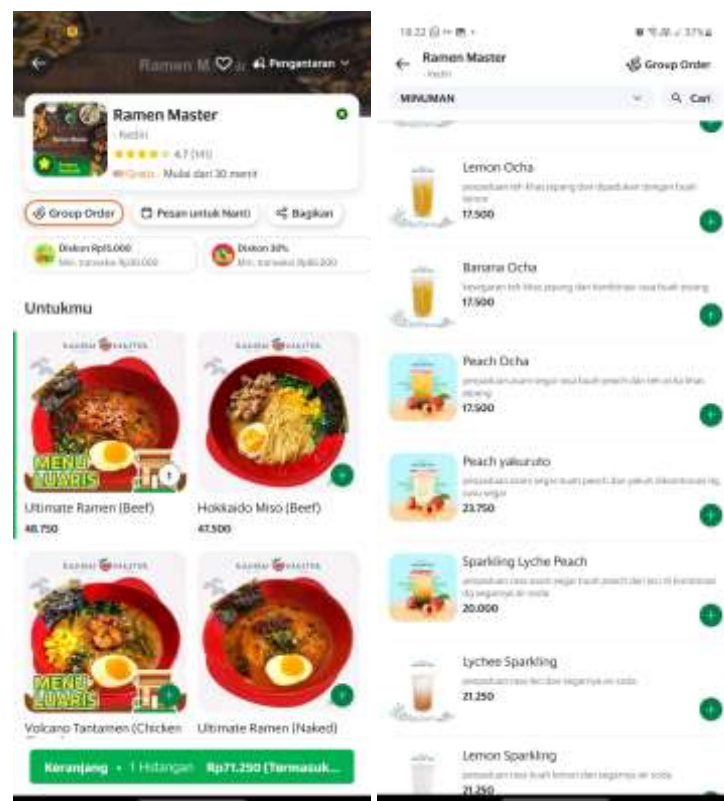

Figure 1. Ramen Master Menu in the GrabFood Application

Ramen master serves high-quality noodles imported directly from Japan, as well as other premium ingredients. Even so, the prices remain pocket-friendly compared to many other ramen restaurant options. To expand its market reach and increase sales, Ramen Master utilizes the GrabFood service. However, it is not yet known exactly how effective GrabFood promotions and features are in increasing Ramen Master's sales in Kediri based on consumers' perspectives. Therefore, this study will analyze the effectiveness of GrabFood promotions and features in increasing Ramen Master's sales interest and services in Kediri based on consumer perspectives.

1.1. Statement of Problem

Based on the background above, the problem formulation in this study is "How effective are GrabFood promotions and features in increasing sales of Ramen Master in Kediri based on consumer perspectives?"

1.2. Research Objectives

The purpose of this study was to determine the effectiveness of GrabFood promotions and features in increasing the interest and sales services of Ramen Master in Kediri.

2. Method

This research uses a qualitative method with a phenomenological approach. Qualitative research aims to find out and describe narratively the activities carried out by the informants and the effect of these actions on the activities carried out by the informants. Using data collection techniques using structured interviews to capture a person's perception only through direct contact, collect information to draw conclusions and explain what happened during the observation interview. Researchers prepare written questions with alternative answers that have been prepared and ask the same questions to informants [7]. Some of the criteria needed to determine informants are: (1) Relevance of Experience: Informants have direct experience and often order ramen via GrabFood at Ramen Master Kediri. (2) Recommendation: Informants should have trustworthy connections and understanding based on recommendations. (3) Readiness to Share: Informants are willing to take the time and provide honest and open information. (4) Good Relationship: A good relationship is established between the researcher and the informant to create a comfortable atmosphere in the interview.

According to Sugiyono (2019), qualitative data analysis activities are carried out interactively and continue continuously until completion so that data saturation occurs [4]. The description of the components in the data analysis is as follows:

a. Data Collection

In qualitative research, data is collected through observation, in-depth interviews, documentation, or a combination of the three (triangulation).

b. Data Reduction

Reducing data means summarizing, selecting, and sorting out the main things, focusing on important things, looking for themes and patterns.

c. Data Presentation

In qualitative research, data presentation can be in the form of descriptions, summaries, diagrams, relationships between categories, flowcharts, and others.

d. Verification

Conclusions drawn from the data collected must be continuously reviewed during the research to ensure the validity and objectivity of the data obtained and to justify the final conclusion. Qualitative data analysis is an effort that is carried out continuously, repeatedly, and continuously to analyze data so that there is a consistent relationship between data reduction activities, data presentation, and conclusions drawn from the data. The conclusions reached so far are still incomplete and require addition. Additional data will be analyzed through a series of data reduction activities to ensure its validity and objectivity.

To increase the validity of the findings, the researcher also conducted triangulation. Triangulation is a technique used to eliminate doubts in data collection, which allows researchers to obtain a more comprehensive picture of the phenomenon being studied. By using time triangulation to test credibility in this study. The method used is to compare data and information through one informant with different times.

Based on these criteria, 4 informants were selected, consisting of 2 women and 2 men. The series of interview questions in this study are as follows:

1. What promotions have you seen for Ramen Master on the GrabFood app?
2. Was the promotion successful in attracting you to try Ramen Master?
3. What type of promotion do you think is most effective in increasing Ramen Master's sales?
4. How easy was it to find Ramen Master on the GrabFood app?
5. Do you feel that the search and filter features on the app helped you find the menu you wanted?
6. Are there any particular features that you find particularly convenient when ordering food through GrabFood?
7. How would you rate the quality of the food you received from Ramen Master via GrabFood?
8. Does the food you receive always match the description on the menu? How would you rate the speed and timeliness of delivery of your order?

3. Results and Discussion

Marketing strategy is the bridge that connects businesses with customers. With the right strategy, it can understand consumer desires, provide relevant solutions, and build long-term relationships [8]. The informants of this research are consumers who have purchased Ramen Master Kediri through the grabfood application at least 2 times.

In a marketing strategy using digital marketing, of course, it must prioritize an attractive appearance to be seen by consumers because it affects the interest in purchasing a ramen. Creating a detailed and descriptive menu allows customers to understand the complexity of the flavors and ingredients used in each dish [8].

Interview results are presented in the table below:

Table 1. Interview results related to the marketing strategy of the grabfood application in increasing sales of Ramen Master Kediri

Question	Informant	Answer	Interpretation
What promotions have you seen regarding Ramen Master on the GrabFood app?	Customer 1	I often order to get a discounted delivery promo, because my house is far from the city.	The promotions that have been running have proven to be effective. Therefore, it is highly recommended to continue presenting

			other attractive promos, be it discounted shipping, payment discounts, or big discounts.
	Customer 2	I rarely hold cash, so every order at ramen gets a 20% discount promo for purchases using bca	
	Customer 3	Ramen Master's promos are addictive. Especially when there is a free shipping promo, so I order more often.	
	Customer 4	I often get 30% promos so I save more money	
Was the promotion successful in attracting you to try Ramen Master?	Customer 1	The free shipping promo is the most interesting. So you can order your favorite ramen more economically.	The promotion is very good so that it can attract potential customers to use their products or services
	Customer 2	Of course. Their promos make spending more efficient and less complicated.	
	Customer 3	Interested. Especially if there is a big discount. Who can resist such a promo	
	Customer 4	Very tempted. Because the discount is bigger than others	
What type of promotion do you think is most	Customer 1	The discounted shipping promo, because it really	Consumers are very responsive to various types of promos offered

effective for increasing Ramen Master's sales?		helps those who live far away from me.	by Ramen Master, especially promos that provide convenience and benefits for them.
	Customer 2	Cashless payment promo, because it's more practical nowadays.	
	Customer 3	Of course, the discounted shipping promo	
	Customer 4	Big discount promo, immediately makes people interested	

Table 2. Interview results related to increasing consumer interest in using features in the grabfood application

Question	Informant	Answer	Interpretation
How easy was it to find Ramen Master on the GrabFood app?	Customer 1	It's really easy. Just open the GrabFood app and type in "Ramen Master". Usually a lot of options appear immediately	The ease of use of the grabfood app is very helpful for consumers
	Customer 2	I usually search by location first, then search for Ramen Master. Or you can also use the search feature	
	Customer 3	Yes, it's pretty easy. But if there are a lot of promos, sometimes there are a lot of choices.	
	Customer 4	It's easy, it usually appears at the top because I often order it.	
Do you feel that the search and filter features of the app	Customer 1	Very helpful the search and filter features make me quickly find the	Consumers feel helped by the search and filter features on grabfood. These features are

help you find the menu you want?		menu I want. Just type the name of the food	considered very appropriate in helping users find the desired menu quickly and easily.
	Customer 2	Useful. The filter feature is great for filtering menus by price or food type.	
	Customer 3	Complete. Sometimes you'll find certain dishes on the menu, especially if the name is unique.	
	Customer 4	If you're in a hurry, the search feature is really helpful. So it's easier	
Are there any particular features that you find particularly convenient when ordering food through GrabFood?	Customer 1	The information is complete so I'm happy because the order matches the description.	Consumers feel very satisfied with the services provided. This satisfaction is driven by several main factors, namely: detailed descriptions, ease of payment, attractive promos, and ease of repeat orders.
	Customer 2	Complete payment so you don't get confused	
	Customer 3	Many promos and discounts to choose from	
	Customer 4	Repeat orders are easier because of frequent orders	

Table 3.Interview results related to service quality in ordering Ramen Master in the grabfood application

Question	Informant	Answer	Interpretation
How would you rate the quality of the	Customer 1	I like the consistency of the sauce the best and the	Consistent food quality is very

food you received from Ramen Master via GrabFood?		savory taste of the chicken chashu.	influential on customer satisfaction
	Customer 2	Ramen Master managed to get me hooked on ramen. The unique flavors make me always want to try new menu	
	Customer 3	When compared to other ramen restaurants I've tried, Ramen Master has a lighter flavor	
	Customer 4	I often order ramen on several apps, but Ramen Master is the one I repeat the most because of its affordable price	
Does the food you receive always match the description on the menu?	Customer 1	The pictures of the food on the GrabFood menu are quite accurate in depicting the look of real ramen. The color of the soup and toppings usually match the photo	Appropriate product photos and menu descriptions can increase consumer confidence
	Customer 2	I think Ramen Master is good enough at serving food according to the description on the menu	
	Customer 3	I often eat directly at Ramen Master restaurants, and the taste is almost the same as what I ordered through GrabFood	
	Customer 4	My order always matches the description on the menu. The ramen I receive usually has the same flavor as I expected based on the	

		picture and description on the app	
How would you rate the speed and timeliness of your order delivery?	Customer 1	Delivery of my orders via grabfood is quite timely. It usually arrives within the time frame estimated in the app	The partnership between Ramen Master and Grabfood is very important
	Customer 2	I am satisfied with GrabFood's delivery speed, especially for short distances	
	Customer 3	I think it's good enough in terms of delivery speed	
	Customer 4	Compared to other food delivery services I've tried, GrabFood is quite fast in delivering my order	

Disscusion

Grabfood application marketing strategy in increasing sales of Ramen Master Kediri

Ramen Master's marketing strategy through GrabFood with various discounts (cash, cashless, free shipping) has proven effective in attracting consumers. This shows that price is an important factor in food purchase decisions. The free delivery promo also provides added value for consumers, especially for those who live far from the restaurant. This shows that delivery cost is an important consideration for consumers. The combination of discounts and free shipping provides more optimal results in increasing sales. Consumers are very responsive to the different types of promos offered by Ramen Master, especially those that provide convenience and benefits to them.

Increased consumer interest in using features in the grabfood app

Grabfood provides features that make it easy for users. The search and filter features of the grabfood application include what promos are available and what product categories Ramen Master Kediri sells. The search and filter features on the GrabFood application are considered very helpful for consumers in finding the desired menu. This shows that an intuitive user interface is very important to improve the user experience. Grabfood also offers convenience in making payments according to consumer needs. The ease of transaction through GrabFood makes Ramen Master a more practical choice for busy consumers.

Service quality in ordering Ramen Master on the grabfood app

In increasing satisfaction for consumers Ramen Master also maintains the quality of their services by serving products quickly and precisely according to the time listed on the grabfood application. Fast delivery speed is a determining factor for customer

satisfaction. This shows the importance of good cooperation between the restaurant and GrabFood logistics. In addition, the quality of product photos that are attractive and match the real product also plays an important role in attracting consumer interest. Consumers felt that the taste of the food received through GrabFood was the same as what they enjoyed at the restaurant. This shows that Ramen Master has managed to maintain the quality of the food flavor even through the delivery process. Consistent food quality is a key factor in maintaining customer loyalty. Good and safe packaging is also an important factor in maintaining food quality during delivery.

Data Validation

To test the validity of the data used in this study using time triangulation. Testing is done by comparing the results of interviews with informants from the first interview with the second interview.

Table 4. Time of interview

No	Informant	Pre Researcher	Interview 1	Interview 2
1	Rania Anggraini	5 December 2024	9 December 2024	13 December 2024
2	Devi Rahmawati Sholihah	5 December 2024	9 December 2024	13 December 2024
3	Deny Hendrawan Susanto	5 December 2024	9 December 2024	13 December 2024
4	Ridho Syah Rully	6 December 2024	11 December 2024	15 December 2024

Source: Processed by researchers (2024)

In the first interview, the data obtained was the digital marketing of Ramen Master Kediri. Furthermore, the data was grouped into several categories: grabfood application marketing strategy, increasing consumer interest, and service quality. The second interview continued the investigation by digging up more detailed information about the theme. The results of the second interview showed consistency with previous findings as well as additional information that strengthened the findings.

Interviews were conducted using two different methods :

1. The first interview with the four informants was conducted through a direct meeting at Ramen Master Kediri, namely by asking questions to the informants.
2. The second interview with the four informants was conducted via whatsapp, by sending questions and answered by the informants.

From the results of interviews conducted on 5 December 2024 – 15 December 2024 with 2 stages of interviews, the data obtained is confirmed to be credible and the data is valid. The results of this study are supported by research conducted by [9] which states that competitive strategy efforts that utilize the digital marketing mix will have an impact on business, and competition will be tighter. The application of good and correct digital marketing can make the company have a further market reach so that it can make the

company more advanced (Khoziyah & Lubis, 2021).

4. Conclusion

Ramen Master's innovative marketing strategy through GrabFood has yielded impressive results by significantly increasing sales. The combination of competitive pricing, ease of use of the app, consistent product quality, and appetizing menu visualizations has made Ramen Master the first choice for ramen lovers who want to enjoy their favorite dishes conveniently. This success proves that the right marketing strategy integrated with digital platforms can be the key to success in today's culinary industry.

To maintain the growth momentum, Ramen Master needs to continue to innovate and focus on a few key aspects, namely:

1. Focus on price and promotion by providing attractive promos to increase product attractiveness for consumers and maintain consumer interest.
2. Improving service quality such as delivery speed and food quality should be a top priority to maintain customer satisfaction.
3. Pay attention to the visual appearance of attractive and informative product photos to increase consumer interest.
4. Make use of the features provided by the delivery platform to increase visibility and sales.

With continuous improvement and adaptation, Ramen Master has the potential to become a market leader in the app-based culinary industry in the Kediri region.

Reference

[1] Kenny L, Vidya K. Strategi Pemasaran Bakmi Halal Oimie Melalui Aplikasi Grabfood. 2022;10:292-301. https://doi.org/10.25299/medium.2022.vol10(1).9191

[2] Rizal A, Ema H. CAPTURING THE ROLE OF DIGITAL MARKETING AND BRAND IMAGE IN INCREASING DOBUJACK BRAND SALES USING NETNOGRAPHIC METHOD (2023) https://journal.trunojoyo.ac.id/icembus

[3] Riska Amalia, Siti Syaodah, Riki Gana Suyatna .Jurnal Manuhara : Pusat Penelitian Ilmu Manajemen dan Bisnis (2023) 2(1) 295-301.https://doi.org/10.61132/manuhara.v2i1.568

[4] Syarwan Nadif A, Wijaya N . Seminar Nasional Optimalisasi Sumberdaya Lokal di Era Revolusi Industri 4.0 STRATEGI PEMASARAN ONLINE FOOD DELIVERY GRAB FOOD PADA WIRAUSAHA (Study Kasus Kedai Mie Bajak Pangarangan Sumenep) 2019 . https://doi.org/10.24929/prosd.v0i0

[5] Enggie N , Renny D . PENGARUH PERSEPSI KEMUDAHAN, FITUR LAYANAN DAN KEPERCAYAAN TERHADAP MINAT MENGGUNAKAN APLIKASI GRAB (STUDI PADA PENGGUNA APLIKASI GRAB FITUR GRABFOOD) Eggie Nurvitasari Renny Dwijayanti (2021) https://doi.org/10.26740/jptn.v10n1.p1472-1481

[6] Katadata.co.id. (2024). Indonesia, Pasar Online Food Delivery Terbesar di Asia Tenggara. Retrieved from katadata.co.id

[7] Sugiyono (2019) . Metode penelitian kualitatif

[8] Anton W, Sri M, Rini H . Strategi Pemasaran Online Aplikasi Gojek Fitur Go Food(Studi Deskriptif: Martabak Pecenongan 78-Prabu Kian Santang) 2024, 10 (8), 259-287 https://doi.org/10.5281/zenodo.11095730

[9] Hakimah, . E. N. ., Aliami, S. ., & Muslih, B. . (2022). THE NETNOGRAPHIC PORTRAIT: COMPETITIVE ADVANTAGES OF MSME'S RETAIL BUSINESS VIA "WAG" DURING COVID-19 PANDEMIC. International Conference of Business and Social Sciences, 2(1), 782–791. Retrieved from https://ojsicobuss.stiesia.ac.id/index.php/icobuss1st/article/view/239