



The Effect of Price and E-Service Quality on Purchase Decisions (A Study of Grabfood Users)

Ahmad Febri Sudrajat*, Anik Lestari Andjarwati

Universitas Negeri Surabaya

*Correspondence: Ahmad Febri Sudrajat
Email:

ahmadfebri.22030@mhs.unesa.ac.id

Received: 28-05-2026

Accepted: 18-06-2026

Published: 07-07-2026



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Abstract: *This study examines the gaps in previous research regarding the influence of price and e-service quality on purchasing decisions on digital platforms, which have yielded inconsistent results. The novelty of this study lies in re-examining these two variables from the perspective of controllable variables within a digital consumer behavior model, specifically in the context of GrabFood users. This study employs a quantitative approach with a descriptive design and uses multiple linear regression analysis. The results indicate, in part, that price does not have a significant effect on purchase decisions, with a calculated t-value of 1.414 and a significance level of 0.159 (> 0.05). Conversely, e-service quality has a positive and significant effect on purchasing decisions, with a t-value of 7.137 and a significance level of 0.000 (< 0.05). The coefficient of determination (R^2) of 0.27 indicates that the research model explains 27.7% of the variation in purchasing decisions, while the remainder is influenced by other variables outside the scope of this study. Theoretically, this study contributes to the development of the literature on digital consumer behavior by demonstrating that, in the context of app-based platforms, price is no longer the primary determinant, while e-service quality has become the dominant factor influencing purchase decisions.*

These findings underscore the importance of digital service quality in shaping online consumer behavior. The managerial implications suggest that enhancing the competitiveness of digital platforms and fostering sustainable business growth are most effectively achieved by optimizing e-service quality—such as improving system reliability, application usability, transaction security, and service responsiveness. Pricing strategies remain necessary as supporting factors, but they should not be the primary focus in driving consumer purchasing decisions.

Keywords: Price; E-Service Quality; Purchase Decision; GrabFood

Introduction

The development of digital technology has brought significant changes in consumer behavior, particularly in the online purchasing decision-making process through service platforms such as GrabFood. This transformation reflects a shift from conventional consumption patterns toward electronic-based systems that emphasize convenience, speed, and service efficiency. In this context, purchasing decisions are not solely influenced by economic factors, but also by the quality of digital service systems used in the transaction process.

From the perspective of consumer behavior theory according to Kotler and Armstrong, purchasing decisions are the result of a consumer's evaluation process of perceived value. Price becomes one of the main determinants because it is not only understood as the amount of money paid, but also as a representation of the value exchanged for the benefits received

by consumers. Therefore, the perceived alignment between price and benefits is an important factor in shaping purchasing decisions

On the other hand, in the digital context, e-service quality becomes a crucial factor influencing purchasing decisions. According to [Parasuraman et al. \(2005\)](#), e-service quality reflects the ability of electronic systems to facilitate purchasing activities effectively and efficiently. High-quality service, such as ease of use, reliability, and security, will create a positive consumer experience, thereby increasing trust and encouraging purchasing decisions.

Furthermore, based on the online consumer behavior model by Turban et al., purchasing decisions in digital environments are influenced by controllable variables, namely factors that can be managed by service providers, such as product/service factors and electronic systems. In this study, price represents the product/service factor, while e-service quality represents the electronic system. Thus, the integration of consumer behavior perspectives and technological systems indicates that purchasing decisions are formed through the interaction between perceived economic value and digital service quality.

However, previous research findings show inconsistencies regarding the influence of price and e-service quality on purchasing decisions. This condition indicates a research gap that needs further examination, particularly in the context of app-based food delivery services. Therefore, this study aims to analyze the influence of price and e-service quality on purchasing decisions among GrabFood users.

Theoretically, this study contributes to strengthening the application of consumer behavior theory in the digital context by emphasizing the importance of integrating price factors and electronic service quality in shaping purchasing decisions. Practically, this study contributes to the development of digital economy and business administration literature, particularly in formulating pricing strategies and improving electronic service quality as controllable factors to enhance consumer purchasing decisions on digital platforms.

Research Method

This study employed a quantitative research approach with an explanatory research design to examine the influence of price and e-service quality on purchasing decisions among GrabFood users in Indonesia. The explanatory approach was selected because it aims to analyze the causal relationship between independent variables and the dependent variable through hypothesis testing.

The population consisted of all GrabFood users in Indonesia. Since the exact number of users is not publicly available, the population was considered infinite. The sample was selected using a non-probability sampling technique with a purposive sampling method. Respondents were required to meet two criteria: (1) having ordered food or beverages through GrabFood at least twice, and (2) being between 17 and 29 years old. Based on the recommendation of [Malhotra and Dash \(2016\)](#), a total of 200 respondents participated in this study.

Primary data were collected through an online questionnaire distributed via Google Forms. The questionnaire was disseminated through various social media platforms,

including WhatsApp, Instagram, and Telegram. All measurement items were adapted from previous validated studies and modified to fit the context of GrabFood. The price variable was measured using indicators of price affordability, price-quality congruence, discounts, and price competitiveness. E-service quality was measured using responsiveness, website design, privacy and security, ease of use, and reliability. Purchasing decision was measured using indicators of need recognition, purchase timing, purchase amount, and payment method. Responses were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The collected data were analyzed using IBM SPSS Statistics version 26. Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the regression model satisfied the required assumptions. Multiple linear regression analysis was then employed to examine the effect of price and e-service quality on purchasing decisions. Furthermore, partial hypothesis testing (t-test) was conducted to determine the individual effect of each independent variable, while the coefficient of determination (R^2) was used to evaluate the explanatory power of the regression model.

Result and Discussion

Respondent Characteristics

A total of 200 valid responses were analyzed in this study. Most respondents were aged between 21 and 25 years (77%), followed by respondents aged 17–20 years and 26–29 years. The majority of respondents were university students (65%), with monthly income ranging from IDR 1,000,000 to IDR 2,500,000 (38%). Furthermore, most respondents resided in Surabaya (35%). These findings indicate that the respondents represent Generation Z, which constitutes one of the largest user groups of online food delivery services in Indonesia.

Instrument Testing

The validity test indicated that all questionnaire items had correlation coefficients exceeding the minimum required value, demonstrating that every indicator was valid for measuring the research variables. The reliability test also showed Cronbach's Alpha values above 0.70 for all variables, indicating satisfactory internal consistency.

Classical assumption tests confirmed that the regression model met all required assumptions. The normality test produced a significance value of 0.200 (>0.05), indicating normally distributed residuals. Multicollinearity was not detected, as all tolerance values exceeded 0.10 and the Variance Inflation Factor (VIF) values were below 10. In addition, the heteroscedasticity test showed significance values greater than 0.05 for all independent variables, indicating the absence of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of price

and e-service quality on purchasing decisions. The estimated regression equation is presented as follows:

Tabel 1. Hasil Analisis Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.522	2.138		6.793	,000
	Harga	,089	,063	,096	1,414	,0159
	E-Service Quality	,379	,053	,483	7,137	,000

Source: Diolah Oleh Peneliti (2026)

Based on Table 1, the results of the multiple linear regression analysis in this study indicate the influence on the data obtained using the following equation:

$$Y=14,522 + 0,089(X1) + 0,379(X2) + 2,138$$

The regression coefficient of price was positive but relatively small, indicating that an increase in perceived price value tends to increase purchasing decisions, although the effect was not statistically significant. In contrast, e-service quality exhibited a higher positive regression coefficient, suggesting a stronger contribution to purchasing decisions among GrabFood users.

Hypothesis Testing

The hypothesis testing results revealed that the price variable had a significance value of 0.159 (>0.05), indicating that price did not significantly influence purchasing decisions. Therefore, the first hypothesis was rejected.

Conversely, e-service quality produced a significance value of 0.000 (<0.05), indicating a positive and statistically significant influence on purchasing decisions. Accordingly, the second hypothesis was accepted.

Discussion

The Influence of Price on Purchasing Decisions

The results of the study indicate that price does not have a significant effect on purchase decisions. This finding suggests that although a more favorable perception of price tends to increase purchase decisions, the effect is not statistically strong enough. Therefore, it can be concluded that price does not significantly influence purchase decisions.

The findings of this study do not fully support the theory proposed by [Turban et al. \(2018\)](#), which states that price is one of the factors within product/service factors that influence consumer purchase decisions. In this study, price shows a positive but not significant effect on purchase decisions, indicating that price is not the primary factor considered by consumers when using GrabFood services. However, the results of this study are supported by the theory of [Kotler and Armstrong \(2016\)](#), which states that price is

perceived as the value exchanged by consumers for the benefits received. Thus, when consumers perceive that the benefits they obtain are proportional to the price they pay, price is no longer the main consideration in making purchase decisions. This implies that perceived value is more important than price itself in influencing consumer purchase decisions.

The results of this study are consistent with previous research conducted by [Hasan & De Utami \(2024\)](#) and [Sovania & Iksan \(2024\)](#), which found that price does not have a significant effect on purchase decisions. Consumers using digital platforms such as GrabFood do not always consider price as the primary factor in their purchase decisions. This may occur because the price range offered on the platform tends to be relatively uniform, thereby not creating significant differences for consumers in making decisions.

However, the findings of this study are inconsistent with previous research conducted by [Chaerudin & Syafarudin \(2021\)](#) and [Sahar \(2024\)](#), which concluded that price has a positive and significant effect on purchase decisions. These differences may be attributed to variations in research objects and consumer characteristics. This study focuses on consumers who order food through the GrabFood platform, where menu options are diverse but price ranges are relatively similar. In contrast, [Sahar \(2024\)](#) examined online cosmetic consumers in Asia, who tend to be more price-sensitive due to cross-country product comparisons with wider price variations.

In this study, the majority of respondents were students. This is related to the data collection process, where most questionnaire responses were obtained from students who met the research criteria as GrabFood users. As a result, the findings predominantly reflect purchasing behavior within the student segment. This is particularly interesting because students are generally perceived as a consumer group with limited purchasing power, leading them to be more price-conscious. However, in the context of using GrabFood, this assumption is not entirely supported.

The results show that although most respondents are students, their purchase decisions are not solely based on price considerations, but also on the benefits obtained from GrabFood services, such as ease of ordering, service speed, and time efficiency. In addition, price differences among food delivery platforms are relatively minimal, as each platform offers various promotions and discounts. This condition reduces the role of price as a key differentiator, making it a non-dominant factor in influencing purchase decisions.

The Influence of E-Service Quality on Purchasing Decisions

The results of this study indicate that E-Service Quality has a positive and significant effect on purchase decisions. Thus, it can be concluded that the better the E-Service Quality perceived by consumers, the higher the likelihood that consumers will make purchase decisions through GrabFood

These findings support the theory proposed by [Parasuraman et al. \(2005\)](#), which states that E-Service Quality refers to the ability of electronic systems or websites to facilitate purchasing processes, delivery, and customer service effectively and efficiently. High-quality digital services can create a positive consumer experience, thereby increasing trust

and encouraging purchase decisions. Therefore, the better the electronic service quality provided, the greater the likelihood that consumers will make a purchase.

The results of this study are consistent with previous research conducted by [Martha et al. \(2023\)](#) and [Mulyadi et al. \(2023\)](#), which found that E-Service Quality has a significant effect on purchase decisions. Consumers using digital platforms such as GrabFood tend to consider electronic service quality when making purchase decisions. This may occur because the service experience perceived directly by consumers—such as ease of application navigation, responsiveness, and system reliability—creates positive perceptions that encourage purchasing behavior.

However, these findings are inconsistent with previous studies conducted by [Usman et al. \(2023\)](#) and [Jaya et al. \(2023\)](#), which concluded that E-Service Quality does not have a significant effect on purchase decisions. These differences may be attributed to variations in research focus and consumer characteristics. This study focuses on consumers who order food through the GrabFood platform, where the entire shopping experience takes place digitally, making electronic service quality a directly perceived factor that influences purchase decisions. In contrast, [Usman et al. \(2023\)](#) examined purchase decisions among university students at UNJ who use GrabFood, where consumers who are already familiar with the platform tend to perceive service quality as a given, and therefore no longer consider it a differentiating factor in their decisions.

The respondents in this study were predominantly students aged 21–25 years with relatively limited income or allowance levels. This condition indicates that GrabFood consumers tend to have a practical lifestyle and high mobility, leading them to prefer app-based food delivery services to meet their daily consumption needs. In relation to the E-Service Quality variable, respondents perceived GrabFood's electronic service quality as generally good. This is reflected in the ease of application use, the speed of the ordering process, and the clarity of the information provided. Furthermore, the characteristics of respondents, who are largely from the younger generation, make them more adaptive to digital technology, thus prioritizing accessibility and service efficiency. Therefore, it can be concluded that E-Service Quality is an important factor influencing the use of GrabFood, as consumers not only seek convenience but also expect fast, practical, and reliable services.

Conclusion

This study provides a scientific contribution to the development of digital consumer behavior research, particularly in platform-based food delivery services. The findings reveal that e-service quality has a positive and significant effect on purchase decisions, while price has a positive but not significant effect. These results emphasize that in the context of digital services such as GrabFood, purchase decisions are no longer dominated by price factors, but are more strongly influenced by the quality of service experience, including ease of use, speed, responsiveness, and system reliability.

From a theoretical perspective, this study reinforces online consumer behavior models by positioning electronic service quality as a primary determinant in driving purchase decisions, while also extending the understanding of price value perception,

where price is no longer a dominant factor when the perceived benefits meet consumer expectations. Therefore, this study highlights a shift in consumer orientation from being price-oriented to experience-oriented within the digital economy ecosystem.

Nevertheless, this study has several limitations. First, the variables used are limited to price and e-service quality, with a coefficient of determination of 27.7%, indicating that other factors still influence purchase decisions. Second, the use of online questionnaires may introduce respondent bias and limit control over the data collection process. Third, the use of closed-ended questions restricts the depth of qualitative insights regarding consumer motivations and experiences.

The implications of this study for digital platform strategies suggest that companies such as GrabFood should prioritize the enhancement of digital service quality as a primary strategy to remain competitive. Optimizing user experience, service speed, and system security are key factors in increasing purchase decisions and customer loyalty. Meanwhile, pricing strategies still need to be managed competitively, but they are no longer the sole determinant of platform success.

From the perspective of sustainable business development, these findings highlight the importance of balancing service quality and pricing strategies. Overreliance on price promotions may disrupt ecosystem stability, particularly for business partners such as MSMEs. Therefore, improving e-service quality can serve as a more sustainable long-term strategy to enhance operational efficiency, increase customer satisfaction, and ensure platform business continuity.

Based on these limitations, future research is recommended to develop a more comprehensive model by incorporating additional variables such as trust, digital promotion, electronic word of mouth (e-WOM), and brand image. Furthermore, the use of mixed methods, combining surveys, interviews, and observations, is suggested to gain deeper insights into consumer behavior. Future studies are also encouraged to expand the research object across various digital platforms and apply longitudinal approaches to capture dynamic changes in consumer behavior. Moreover, integrating sustainability aspects, such as the impact of platforms on MSMEs and sustainable consumption behavior, remains an important agenda for future research.

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