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Comparative Analysis of Consumer Preferences in Online Food Delivery Services: Gofood and Shopeefood in Pekanbaru City

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ABSTRACT

The growth of the Online Food Delivery (OFD) industry requires service providers to continuously innovate. This research focuses on comparing consumer preferences between GoFood and ShopeeFood in a developing city like Pekanbaru, to fill the gap of previous studies that generally compared GoFood and GrabFood in metropolitan cities. This study aims to determine the differences in consumer preferences towards GoFood and ShopeeFood services in Pekanbaru City based on the aspects of service quality, discounts, prices, restaurant partners, and application user experience. This study uses a quantitative approach. The population includes all consumers who use GoFood and ShopeeFood in Pekanbaru City. The sampling was conducted using a non-probability sampling method with a purposive sampling technique, determining 100 respondents based on specific criteria. The data analysis method used is a comparative analysis with a difference test technique (Paired Sample T-Test) processed using IBM SPSS Statistics software. The results conclude that there are significant differences in consumer preferences between GoFood and ShopeeFood. Specifically, the ShopeeFood platform is more dominantly considered by consumers regarding discount and price factors, while the GoFood platform shows superiority in service quality, diversity of restaurant partners, and application user experience.

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1. INTRODUCTION

The digital food delivery sector (OFD) has witnessed a remarkable surge, evolving into a fundamental component of the daily routines for many Indonesians [1]. The ease of internet access and the high use of smartphones drive changes in consumption behavior, where people who previously used OFD services only for urgent situations now make it a lifestyle [2]. Based on data from Momentum Works, In 2023, Indonesia was positioned as the primary food delivery market across the ASEAN territory, boasting a transaction volume estimated at US$4.6 billion, according to Momentum Works data [3].

Figure 1. Online Food Delivery Sales Value at the ASEAN Level in 2023
Source: Momentum Works (2023)

This market growth is dominated by major players such as GoFood, which has long controlled the market share, but is now facing tight competition with the aggressive expansion of newcomer services like ShopeeFood [4].

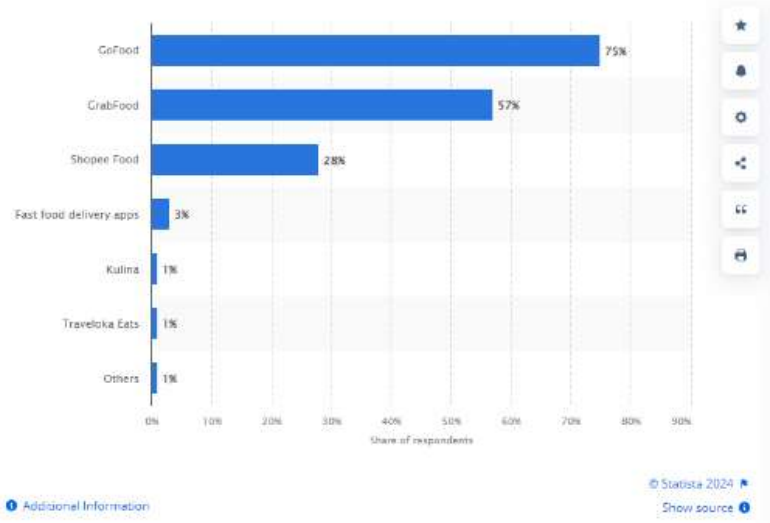

Figure 2. Most Popular Online Food Delivery Applications in Indonesia in 2024
Source: Statista (2024)

The intense competition in this industry requires OFD service providers to continuously innovate and deeply understand consumer preferences to maintain customer loyalty. Consumer decisions in choosing a food delivery service platform are heavily influenced by various evaluations of service attributes. Several previous studies found that price, promotion (discount), and delivery speed factors are the main considerations for OFD service users [5]. In addition, menu variations, the reach of restaurant partners, as well as the efficiency and user experience on the application also contribute significantly to driving consumer preferences to place orders [6], [7].

Although several previous studies have widely discussed consumer preferences regarding OFD services, there are still areas of study that need to be further examined. The majority of previous studies focused on the comparison between GoFood and GrabFood, and were generally conducted on the demographics of people in metropolitan cities

[8]. The characteristics and patterns of consumer preferences in developing cities potentially have significant differences. Therefore, the novelty of this research lies in the specific comparative focus between GoFood and ShopeeFood in a developing city, namely Pekanbaru City. This study also comprehensively compares the aspects of application user experience, completeness of restaurant partners, and sensitivity to discounts, which have not been widely explored simultaneously in the area.

To fill this research void, this study aims to determine and analyze whether there are significant differences in consumer preferences regarding Service Quality, Discounts, Price, Partners, and Application User Experience between GoFood and ShopeeFood in Pekanbaru City. Based on the theoretical framework, it is hypothesized that there are significant differences in consumer preferences between GoFood and ShopeeFood across all five observed variables

H1: It is hypothesized that there is a significant difference in consumer preferences regarding Service Quality between GoFood and ShopeeFood in Pekanbaru City.

H2: It is hypothesized that there is a significant difference in consumer preferences regarding Discounts between GoFood and ShopeeFood in Pekanbaru City.

H3: It is hypothesized that there is a significant difference in consumer preferences regarding Price between GoFood and ShopeeFood in Pekanbaru City.

H4: It is hypothesized that there is a significant difference in consumer preferences regarding Merchant Partnerships between GoFood and ShopeeFood in Pekanbaru City.

H5: It is hypothesized that there is a significant difference in consumer preferences regarding Application User Experience between GoFood and ShopeeFood in Pekanbaru City.

These comparative relationships are visualized in the research framework which illustrates the structural connection between the analyzed variables for both online food delivery platforms.

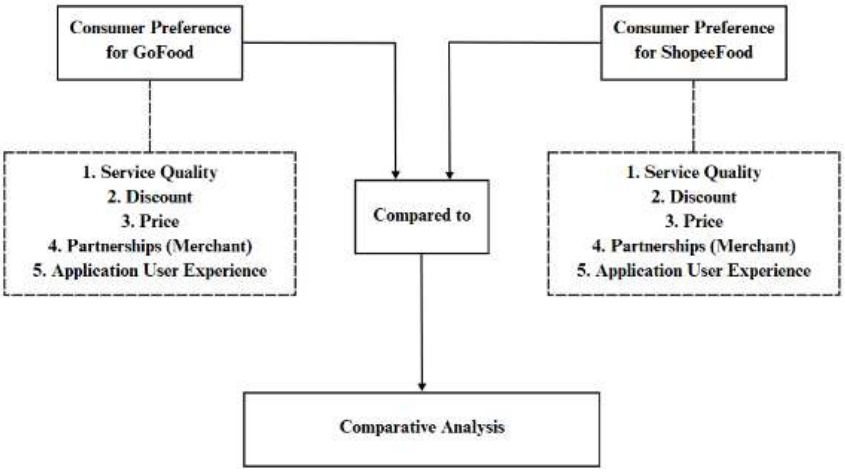

Figure 3. Research Framework

Source: Processed Data (2025)

2. LITERATURE REVIEW

2.1 Consumer Behavior

Consumer behavior is the study of buying units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas (Mowen and Minor, 2002). This study explores how individuals,

groups, and organizations select, purchase, and evaluate products to satisfy their needs (Kotler and Keller, 2016). Consumer purchasing decisions are influenced by four primary factors: cultural factors (culture, sub-culture, social class), social factors (reference groups, family, roles, and status), personal factors (age, occupation, lifestyle), and psychological factors (motivation, perception, learning, beliefs) (Kotler and Armstrong, 2016).

2.2 Consumer Preference

Consumer preference signifies a person's inclination to select a particular good or service from a variety of accessible options in the marketplace (Kotler and Armstrong, 2008). The process of forming preferences is based on four main principles: completeness, transitivity, continuity, and the principle that satisfaction increases as consumption increases, or "the more is the better" (Arif and Amalia, 2010). Through the evaluation of a set of product attributes, consumers determine priorities based on the importance of those attributes to achieve maximum satisfaction (Poniman, 2015).

2.3 Online Food Delivery Service Attributes

Online Food Delivery (OFD) service is an online-to-offline (O2O) business model based on smartphone technology (Suryaningsih, 2019). Service attributes are the features and characteristics designed to provide benefits to consumers (Kotler and Keller, 2016). This study utilizes five primary attributes:

1. Service Quality: Service Quality is fundamentally an evaluative contrast between what a customer anticipates and the real experience they receive during service delivery (Lupiyoadi, 2013). Its dimensions include: (a) Reliability, covering service accuracy and driver punctuality; (b) Responsiveness, covering response speed and problem handling; (c) Assurance, covering trusted information and politeness; (d) Empathy, covering the readiness to assist consumers; and (e) Tangibles, covering the driver's appearance and the condition of the delivery fleet.
2. Discounts: Discounts act as price-cutting mechanisms designed to provide financial incentives and appreciate user participation on a platform (Tjiptono, 2017). Measurement indicators consist of discount frequency, discount amount, and the timing of the offer (Wahyudi, 2017).
3. Price: The economic value exchanged for the benefits of using a service (Kotler and Keller, 2016). Indicators include price affordability and the alignment between price and product quality (Kurniawan, 2024).
4. Partnership (Merchants**)**: A strategic collaboration between the platform and business entities (Raharjo and Rinawati, 2014). It is measured through indicators of quantity and variety of menus, presentation quality (cleanliness/freshness), and digital reputation through online reviews.
5. Application User Experience: Emotional and rational perceptions when interacting with the platform (Zare and Mahmoudi, 2020). Measurement uses the Strategic Experiential

Modules (Schmitt, 1999) consisting of: Sense (visual/features), Feel (comfort/emotion), Think (evaluation of features/price), Action (loyalty/habit), and Relation (testimonials/recommendations).

3. METHODS

This study was conducted in Pekanbaru City, a location deliberately chosen due to its status as a major economic hub with high intensity in digital service usage. The selection of this location aims to investigate and compare consumer preferences between two major platforms in the online food delivery industry, namely GoFood and ShopeeFood.

This study adopts a quantitative framework, utilizing a descriptive-comparative methodology to examine and contrast various research variables, aiming to describe respondent characteristics and test for significant differences across various service attributes. The questionnaire method via Google Forms served as the primary data collection technique to gather information from respondents based on their actual experiences using both platforms.

The sample for this study was determined using a Non-Probability Sampling method with a Purposive Random Sampling technique, The sample size was calculated using the **Cochrane formula** for an unknown population:

$$n = \frac{Z^2 \times P \times (1 - P)}{E^2}$$

n = Required sample size
Z = Z-score based on the confidence level (95% or Z = 1.96)
P = Population proportion (use P = 0.5 if the proportion is unknown)
E = Margin of error (determined by the researcher, e.g., 10%)

$$n = \frac{Z^2 \times P \times (1 - P)}{E^2}$$

$$n = \frac{1{,}96^2 \times 0{,}5 \times (1 - 0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}01}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = 96{,}04$$

Based on the formula above, a sample size of 100 respondents was drawn from the population. With the following criteria, including being residents of Pekanbaru City, aged at least 17 years, and having actively used both GoFood and ShopeeFood services within the last three months. The research instrument utilized a 5-point Likert Scale to evaluate variables such as service quality, discounts, price, merchant partnerships, and application user experience. Data analysis was systematically performed in several stages using IBM SPSS Statistics software, beginning with data quality testing through Pearson Correlation validity tests and Cronbach's Alpha reliability tests. Furthermore, a classic assumption test in the form of the Kolmogorov-Smirnov normality test was conducted to ensure the data was normally distributed before proceeding to the hypothesis testing phase. The final analysis technique utilized was the Paired Sample T-Test, which functions to compare the mean values of consumer preferences for both services to determine if significant differences exist based on a significance value (2-tailed) of less than 0.05.

4. RESULTS AND DISCUSSION

4.1 Respondent profile and purchasing behavior of GoFood and Shopeefood

Table 1. Respondent profile and purchasing behavior of GoFood and Shopeefood

No	Variable	Range	Respondent	
			Number	%
1	gender	Male	40	40
		Female	60	60
2	Age	17-20 Years	11	11
		21-24 Years	54	54
		25-28 Years	22	22
		>29 Years	13	13
3	Occupation	Student/College Student	48	48
		Private Employee	34	34
		Government Employee/Civil Servant/Military	3	3
		Entrepreneur	3	3
		Others	12	12
4	Income(IDR/Month)	<1.000.000	19	19
		1.000.000-2.000.000	25	25
		2.000.000-3.000.000	16	16
		>3.000.000	40	40
5	Usage Frequency	Occasionally	13	13
		Frequently	44	44
		Needed	38	38
		Daily	5	5
6	Most Frequently Used App	Gofood	28	28
		ShopeeFood	42	42
		Both	30	30
7	Primary Reason for Using OFD	Availability of attractive discounts and promotions.	86	41
		Good service quality (driver responsiveness, speed, and order accuracy).	41	20
		Affordable food prices and delivery fees.	32	15
		User-friendly and convenient application interface.	30	14
		Wide variety of restaurant partners/merchants.	16	8
		Others.	5	2

Source: Processed Data (2025)

The characteristics of the 100 respondents in Pekanbaru City are summarized in Table 1. The data shows a dominance of female consumers (60%), which is linked to a higher preference for practicality in food fulfillment. Most respondents belong to Generation Z (aged 21-24 years, 54%) and are students (48%), reflecting the high tech-savviness of this demographic. Regarding financial profile, 40% of respondents have a monthly income/allowance above IDR 3,000,000, indicating a strong purchasing power. In terms of usage, 44% of respondents use Online Food Delivery (OFD) services quite frequently, with ShopeeFood being the most preferred platform (42%). This preference is largely driven by its integration with the Shopee ecosystem and competitive pricing. Furthermore, the primary motivation for using OFD services is the availability of discounts and promotions (86%), followed by service quality (41%) and affordability (32%). These results suggest that consumer preferences in Pekanbaru are primarily driven by economic incentives and service efficiency.

4.2 Research Variable Description: Comparison of GoFood and ShopeeFood

Table 2. Descriptive Analysis of Research Variables (Mean Comparison)

Research Variables	GoFood Mean	Description	ShopeeFood Mean	Description
Service Quality	4.19	Good	3.90	Good
Discount	3.89	High	4.44	Very High
Price	3.31	Fairy Sffordable	3.99	Affordabke
Partnerships (Merchant)	4.15	Good	4.03	Good
Application User Experience	4.08	Good	4.00	Good
Overall Average	3.92	Good	4.07	Good

Source: Processed Data (2025)

Based on Table 2, the descriptive analysis results illustrate the comparison of mean scores across five research variables between GoFood and ShopeeFood. Overall, both platforms demonstrate strong performance, yet distinct competitive advantages emerge within specific indicators as follows:

1. **Service Quality**
   a. GoFood (4.19): Excels in driver responsiveness to order issues (4.32), but scores lowest on driver appearance (4.09) due to inconsistent use of official attributes, which affects the perception of professional service.
   b. ShopeeFood (3.90): The main strength lies in driver courtesy (4.05), while the lowest score is for application information availability (3.79), which users perceived as less detailed.
2. **Discount**
   a. GoFood (3.89): Considered beneficial in terms of discount magnitude (3.90), but the timing of promotions (3.85) is seen as less optimal compared to the frequency.
   b. ShopeeFood (4.44): Achieves the highest score in promotion frequency (4.49) due to massive offers, although the timing of discount distribution (4.40) is slightly lower than its frequency.
3. **Price**
   a. GoFood (3.31): Excels in the alignment of price with service quality (3.43), but has a low score in price affordability (3.19) as service fees are considered more expensive.
   b. ShopeeFood (3.99): Highly competitive in price affordability (4.03), though the alignment between price and service quality (3.95) is not perceived as highly as its affordability.
4. **Partnerships (Merchant)**
   a. GoFood (4.15): The physical condition of products is highly maintained in terms of freshness (4.29), while packaging cleanliness (4.08) is the lowest point due to varying hygiene standards among merchant partners.
   b. ShopeeFood (4.03): Product quality is rated fairly well (4.12), but packaging cleanliness (3.96) requires more attention compared to the aspect of merchant variety.
5. **Application User Experience**
   a. GoFood (4.08): The courier rating system is highly trusted (4.17) in building security, while the visual design (3.95) is considered less prominent than its technical functionality.
   b. ShopeeFood (4.00): Customer reviews of couriers serve as the

primary information source (4.11), but the visual design (3.88) is deemed less attractive because the interface is integrated with the main shopping application.

4.3 Validity and Reliability Test Results

Table 3. Validity Test Results

Variable	Dimensions	Statement Item	r-value Gofood	r-value ShopeeFood	r-table	Description
Service Quality	(Reliability)	Item 1	0,696	0,827	0,165	Valid
		Item 2	0,792	0,883	0,165	Valid
	(Responsiveness)	Item 1	0,758	0,815	0,165	Valid
		Item 2	0,718	0,882	0,165	Valid
		Item 3	0,730	0,807	0,165	Valid
	(Assurance)	Item 1	0,782	0,815	0,165	Valid
		Item 2	0,750	0,823	0,165	Valid
		Item 3	0,788	0,867	0,165	Valid
	(Empathy)	Item 1	0,786	0,845	0,165	Valid
		Item 2	0,732	0,807	0,165	Valid
	(tangibles)	Item 1	0,716	0,767	0,165	Valid
		Item 2	0,716	0,842	0,165	Valid
Discount		Item 1	0,881	0,783	0,165	Valid
		Item 2	0,860	0,757	0,165	Valid
		Item 3	0,853	0,832	0,165	Valid
Price		Item 1	0,792	0,931	0,165	Valid
		Item 2	0,810	0,913	0,165	Valid
Partnerships (Merchant)		Item 1	0,717	0,593	0,165	Valid
		Item 2	0,871	0,835	0,165	Valid
		Item 3	0,843	0,840	0,165	Valid
		Item 4	0,863	0,865	0,165	Valid
		Item 5	0,845	0,834	0,165	Valid
Application User Experience	(sense Experince)	Item 1	0,699	0,415	0,165	Valid
		Item 2	0,681	0,546	0,165	Valid
		Item 3	0,724	0,584	0,165	Valid
	(Feel Experince)	Item 1	0,755	0,699	0,165	Valid
		Item 2	0,750	0,709	0,165	Valid
		Item 3	0,848	0,765	0,165	Valid
	(Think Experince)	Item 1	0,869	0,833	0,165	Valid
		Item 2	0,791	0,775	0,165	Valid
		Item 3	0,860	0,852	0,165	Valid
	(Feel Experince)	Item 1	0,854	0,812	0,165	Valid
		Item 2	0,847	0,751	0,165	Valid
	(Relation Experince)	Item 1	0,811	0,834	0,165	Valid
		Item 2	0,854	0,830	0,165	Valid
		Item 3	0,743	0,758	0,165	Valid

Source: Processed Data (2025)

Based on the data in Table 3, it is evident that all statement items for each variable in both GoFood and ShopeeFood services have a computed r-value greater than the r-table (0.165). Consequently, all research instruments are declared valid and possess sufficient accuracy to be utilized in the subsequent stages of data analysis.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha	Reliability Coefficient	Description
	Gofood	ShopeeFood		
Service Quality	0,928	0,959	0,70	Reliabel
Discount	0,831	0,701	0,70	Reliabel
Price	0,833	0,821	0,70	Reliabel
Partnerships (Merchant)	0,885	0,856	0,70	Reliabel
Application User Experience	0,952	0,929	0,70	Reliabel

Source: Processed Data (2025)

Based on Table 4, all variables for both GoFood and ShopeeFood have a Cronbach's Alpha value > 0.70. This indicates that the research instrument has a high level of internal consistency and is highly reliable for measuring the intended variables in this study."

4.4 Test of Normality

The normality test is essential as a prerequisite to determine the use of parametric statistics, specifically the Paired Sample T-Test, to ensure valid and unbiased research conclusions. This test must utilize the difference score because, in a paired comparison design, the normality assumption is applied to the score differences between GoFood and ShopeeFood from the same respondents rather than each variable individually. Data is declared normally distributed if the significance value (Sig.) of the Kolmogorov-Smirnov test is > 0.05. Since this study yielded a significance value of 0.200, the data is proven to be normally distributed.

Table 5. Test of Normality

Total difference score between GoFood-ShopeeFood	Sample	Kolmogorov–Smirnov sig.	Description
	100	0,200	Normal

Source: Processed Data (2025)

Based on Table 5, the research results show a significance value of 0.200, which proves that the data is normally distributed and fulfills the basic assumption for the use of parametric statistical analysis techniques in the subsequent stage.

4.5 Paired Sample T-Test Results Analysis

Several basic principles in conducting the paired sample t-test are as follows:

1. Objective: The test aims to determine whether there is a significant difference between two paired samples.
2. Sample Characteristics: It involves two identical samples but with different sets of data (e.g., ratings for two different services from the same respondent).
3. Prerequisite: A fundamental requirement for this test is that the research data must be normally distributed.

Decision Criteria A significant difference is declared in the Paired Sample T-test if the p-value (Sig. 2-tailed) is < 0.05.

Table 6. Paired Sample T-Test Results

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	KualitasLayanan.Gofood & KualitasLayanan. Shopeefood	100	.047	.645
Pair 2	Diskon.Gofood & Diskon. Shopeefood	100	-.040	.696
Pair 3	Harga.Gofood & Harga. Shopeefood	100	.136	.176
Pair 4	Mitra.Gofood & Mitra. Shopeefood	100	.788	<,001
Pair 5	PengalamanPenggunaAplikasi.Gofood & PengalamanPenggunaAplikasi.Shpeefood	100	.841	<,001

Source: Processed Data (2025)

Based on the Paired Sample T-Test, all variables yielded a Sig. (2-tailed) value between 0.001 and 0.008, which is less than the 0.05 significance level. Therefore, H1 through H5 are accepted, confirming that there are significant differences in consumer preferences between GoFood and ShopeeFood services in Pekanbaru City across all studied variables

Table 7. Paired Sample T-Test Results

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	KualitasLayanan.Gofood	50.29	100	6.047	.605
	KualitasLayanan. Shopeefood	46.79	100	8.552	.855
Pair 2	Diskon.Gofood	11.65	100	2.226	.223
	Diskon.Shopeefood	13.33	100	1.429	.143
Pair 3	Harga.Gofood	6.62	100	1.536	.154
	Harga.Shopeefood	7.98	100	1.602	.160
Pair 4	Mitra.Gofood	20.74	100	2.834	.283
	Mitra.Shopeefood	20.17	100	3.238	.324
Pair 5	PengalamanPenggunaAplikasi.Gofood	57.21	100	7.199	.720
	PengalamanPenggunaAplikasi.Shpeefood	56.11	100	7.282	.728

Source: Processed Data (2025)

Based on the results of the Paired Sample T-Test, it is concluded that all hypotheses (H1-H5) are accepted. This is because each variable yielded a Sig. (2-tailed) value < 0.05, providing empirical evidence that there are significant differences in consumer preferences between GoFood and ShopeeFood services in Pekanbaru City across all studied variables.

The detailed explanations for each hypothesis are as follows:

1) Hypothesis 1 (H1) Accepted

"There is a significant difference in consumer preference for service quality between GoFood and ShopeeFood in Pekanbaru City."

Proven by a Sig. (2-tailed) value of 0.001 < 0.05. Based on the Mean scores, GoFood (50.29) is higher than ShopeeFood (46.79), indicating that consumers significantly prefer GoFood for its superior service quality.

2) Hypothesis 2 (H2) Accepted

"There is a significant difference in consumer preference for discounts between GoFood and ShopeeFood in Pekanbaru City." Proven by a Sig. (2-tailed) value of 0.001 < 0.05. Based on the Mean scores, ShopeeFood (13.33) is higher than GoFood (11.65), indicating that consumers significantly prefer ShopeeFood regarding discount offers.

3) Hypothesis 3 (H3) Accepted

"There is a significant difference in consumer preference for price between GoFood and ShopeeFood in Pekanbaru City." Proven by a Sig. (2-tailed) value of 0.001 < 0.05. Based on the Mean scores, ShopeeFood (7.98) is higher than GoFood (6.62), showing that consumers significantly prefer ShopeeFood due to its more affordable pricing.

4) Hypothesis 4 (H4) Accepted

"There is a significant difference in consumer preference for merchants between GoFood and ShopeeFood in Pekanbaru City."

Proven by a Sig. (2-tailed) value of 0.006 < 0.05. Based on the Mean scores, GoFood (20.74) is higher than ShopeeFood (20.17), indicating that consumers significantly prefer GoFood for its merchant variety and quality.

5) Hypothesis 5 (H5) Accepted

"There is a significant difference in consumer preference for user application experience between GoFood and ShopeeFood in Pekanbaru City."

Proven by a Sig. (2-tailed) value of 0.008 < 0.05. Based on the Mean scores, GoFood (57.21) is higher than ShopeeFood (56.11), showing that consumers significantly prefer GoFood for its better application interface and experience.

5. CONCLUSION

Based on the research findings, it can be concluded that there are significant differences in consumer preferences between GoFood and ShopeeFood in Pekanbaru City across the dimensions of service quality, discounts, price, merchants, and application user experience. GoFood demonstrates a more prominent advantage in the service quality dimension, particularly in terms of reliability and responsiveness, as well as excelling in the variety of restaurant partners and a trusted application rating system. Conversely, ShopeeFood dominantly wins consumer preference in the economic aspect through its massive frequency of discounts and price affordability that aligns with consumer expectations. These findings confirm a clear market segmentation, where GoFood is preferred for its operational excellence and technical convenience, while ShopeeFood serves as the primary platform for consumers prioritizing cost efficiency and promotions in using online food delivery services.

SUGGESTIONS

GoFood is advised to strengthen its professional image by increasing driver attribute discipline and optimizing pricing strategies and promotional timing to remain competitive. For ShopeeFood, it is recommended to enhance service assurance through application information transparency and tighten supervision of merchant product quality to build customer loyalty beyond the influence of price promotions. Future researchers are encouraged to expand the scope of variables such as payment methods, utilize a longitudinal approach to observe changes in consumer behavior over time, and conduct comparative studies with other platforms to provide a more comprehensive overview of the industry.

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