



## The Influence of Gojek Food on Increasing Seblak Jeletet Sales

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### Abstract

The development of technology and digitalization has brought significant changes to the culinary industry, particularly in food ordering and delivery systems. This study aims to analyze the impact of online ordering platforms, specifically GoFood, on increasing the sales of Seblak Jeletet Medan. The research method used is descriptive with a quantitative approach, involving interviews with business owners and an analysis of sales data before and after using GoFood. The results show that utilizing GoFood has had a positive impact on business growth, with an increase in the number of customers and daily revenue from IDR 200,000 to IDR 1,500,000–IDR 2,000,000. Additionally, the use of digital technology has improved operational efficiency and customer service quality. Digital marketing strategies through social media and GoFood promotions have proven effective in introducing products to a broader market. Therefore, culinary entrepreneurs are advised to leverage digital platforms to enhance their competitiveness and business growth.

**Keywords:** Technology Development, Digitalization, Online Ordering Platform, GoFood, Culinary Business, Digital Marketing, Sales Growth, Customer Service, Operational Efficiency



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### INTRODUCTION

The development of technology and digitalization has brought changes across various sectors. The emergence of platforms like Gojek provides convenience for consumers to access various features offered by Gojek. In 2010, GO-JEK was introduced as a two-wheeled transportation company through phone calls (online motorcycle taxis). After succeeding in the online motorcycle taxi business in Indonesia, GO-JEK began expanding into other fields, one of which is GoFood. GoFood is one of Gojek's flagship features, a food delivery service that makes it easier for consumers to get food without having to visit the place directly. For culinary entrepreneurs like Seblak Jeletet, GoFood serves as a practical and efficient solution. Business owners do not need to hire special human resources (HR) for delivery services. GoFood provides entrepreneurs in the culinary sector with the opportunity to offer food delivery services without needing their own facilities or vehicles (Williem, Hendarti, & Prasetyaningrum, 2022). Furthermore, this platform allows them to reach a broader market without requiring a physical business location (Gonibala, Masinambow, & Maramis, 2019). This opens up new opportunities for growth among culinary professionals.

Seblak Jeletet, as one of Indonesia's traditional dishes, has also felt the impact of food delivery service developments. With its signature spicy flavor, Seblak Jeletet has a wide customer base, particularly among young people. However, the increasing competition in the culinary industry requires business owners to continuously adapt and utilize technology to maintain their competitiveness. In this context, Gojek Food emerges as a solution to facilitate transactions between sellers and consumers. This service not only provides convenience for customers but can also increase the revenue of culinary businesses. Therefore, this study aims

to analyze the extent of Gojek Food's influence on increasing Seblak Jeletet's sales in terms of transaction volume, revenue, and consumer reach.

### **Literature Review**

1. **Consumer Behavior.** Consumer behavior refers to how individuals or groups make decisions during the selection, purchase, and use of products or services to fulfill their needs (Kotler & Keller, 2016). With technological advancements, purchasing behavior has evolved, influenced by factors such as needs, personal preferences, promotions, and ease of access.
2. **Physical Activity – Real Behavior in Purchasing and Consuming Products.** This includes utilizing digital applications to order food. This trend has rapidly increased in the digital era due to services that offer superior convenience and time efficiency (Hidayatillah et al., 2018).
3. **Sales in the Culinary Business.** Sales are a crucial aspect of running a business, especially in the culinary sector. The main objective of sales is to generate profit while ensuring business sustainability (Kusniadji, 2017). Currently, there are two primary methods of food sales. Consumer behavior has changed significantly, particularly in food consumption models. Nowadays, many people prefer ordering food online through services like Go-Food rather than cooking for themselves. According to Swastha & Irawan (1990), there are two main aspects of consumer behavior:
  - a. **Decision-Making Process –** Consumers consider various factors in food purchases. Traditional sales require consumers to physically visit stores to buy food, whereas digital sales utilize online platforms like Go-Food, enabling businesses to reach more customers and increase revenue.
  - b. **The emergence of digital platforms** has had a positive impact on restaurant businesses, offering opportunities to expand product promotion, enhance accessibility, and provide faster and more efficient services (Helmalia & Afrinawati, 2018).
4. **Go-Food as a Digital Platform for Culinary SMEs.** Go-Food is an application-based food ordering and delivery service that helps culinary businesses reach more customers without needing their own delivery system. Based on research by Prasetyanto (2021), utilizing Go-Food has been proven to increase U sales in various regions, including Yogyakarta. Some key benefits of joining Go-Food for culinary SMEs include:
  - a. **Reaching More Customers –** Digital services allow MSMEs to attract buyers without being limited by the physical location of the business.
  - b. **Operational Cost Efficiency –** No need to hire or pay delivery personnel, as deliveries are handled by Gojek partner drivers.
  - c. **More Effective Promotions –** Go-Food provides promotional and advertising features to enhance product visibility.
  - d. **Ease of Transactions –** Cashless payment features make transactions more practical and secure for both customers and sellers (Hasan, 2019).
5. **MSMEs in the Culinary Business.** MSMEs (Micro, Small, and Medium Enterprises) play an essential role in Indonesia's economy and contribute significantly to the culinary sector. According to Law No. 20 of 2008, MSMEs are categorized based on their assets and annual revenue. In the digitalization era, culinary MSMEs face various challenges and opportunities, including:
  - a. **Challenges –** Increasing competition, commission fees from digital platforms, and the need to adapt to technology.
  - b. **Opportunities –** Increased sales through broader market access, operational efficiency, and online services (Halim, 2020).

According to Gonibala et al. (2019), MSMEs' direct sales have grown aggressively alongside Go-Food's platform expansion. Several factors determine the success of MSMEs in using Go-Food services, including:

- a. Application Presence (Interface) – An attractive and simple design helps customers and business partners navigate more quickly and conveniently (Riaty & Rahayu, 2021).
  - b. Navigation – Customers prefer an application that allows them to easily find the food they want.
  - c. Product Information (Content) – Product details such as food images, descriptions, prices, and promotional activities are key factors influencing purchasing decisions (Prasetianto et al., 2021).
6. Service Reliability. Consumers tend to choose services that can deliver food quickly while maintaining consistent quality.
7. Application Stability (Technology). A stable system without technical interruptions can enhance customer convenience during orders (Rianty & Rahayu, 2021). The Impact of Food on Business Seblak Jeletet, as a distinctive culinary activity in Indonesia, has great potential for growth through Go-Food services. According to research by Inciani & Rostiana (2018), culinary businesses can thrive on Go-Food. To optimize Go-Food services, several strategies can be implemented by Seblak Jeletet, including:
- a. Adjusting Menu and Pricing – Offering a variety of menu options and competitive prices to attract more customers.
  - b. Utilizing Promotional Strategies – Using promotional features such as discounts, cashback, and free delivery to enhance product appeal.
  - c. Improving Reviews and Ratings – Ensuring customers leave positive reviews to boost business credibility and attract more new buyers.

By implementing these strategies, Seblak Jeletet can optimize the use of Go-Food to increase sales and expand its market reach.

## **RESEARCH METHODS**

This research is located in the Dahlia Street area No. 70, Indra Kasih, Medan Tembung District, Medan City. The study was conducted over approximately three weeks. The location was selected based on the assumption that it has great potential for development. However, there are still some suggestions and improvements needed to enhance the Go-Food service. One of the necessary changes is placing MSMEs that have received fewer orders and ratings at the top positions so that consumers are more inclined to try them. This study is descriptive with a quantitative approach. Descriptive research is a study aimed at explaining the physical composition of an area or region, where classification is based on specific issues (Yuliani, 2018). Quantitative research is a study that requires sufficient numerical data for data collection, interpretation, result presentation, and observation analysis using processed data (Salmina & Adyansyah, 2017). Using a descriptive method with a qualitative approach, data was obtained through interviews with the owner of Seblak Jeletet Medan, as follows:

- a. The interview questions include the history of the business.
- b. The initial adoption of information technology.
- c. The implementation process and challenges faced.
- d. The impact on the number of customers and revenue.
- e. As well as the quality of customer service.

The collected data is then analyzed to understand the impact of information technology implementation on the management of this culinary business



## **RESEARCH RESULT AND DISCUSSION**

Seblak Jeletet Medan began operations in 2018, initially taking orders through Instagram and WhatsApp. At that time, online food ordering services were still developing, so deliveries were made using GoSend. As customer demand increased and online food ordering trends grew, the business started utilizing GoFood as its primary platform due to higher customer preference. The implementation of information technology in this business was first carried out through an ordering system via Instagram and WhatsApp. Initially, deliveries were made using GoSend before transitioning to GoFood to simplify the ordering process for customers. The decision to switch to GoFood was based on the high customer interest in the service and the ease of order management offered by the platform. During the implementation of information technology, no significant technical issues were encountered. However, the main challenge was the lack of familiarity among Medan residents with seblak as a traditional dish from Bandung. This resulted in low initial demand. To overcome this, digital marketing strategies through Instagram ads were introduced. As a result, more customers became aware of the product, and the number of orders gradually increased. A significant change in customer numbers and revenue was observed after implementing information technology. Initially, the daily revenue of the business was around IDR 200,000. However, with the use of social media and online ordering services, revenue gradually increased. By 2025, Seblak Jeletet Medan had reached a daily revenue of IDR 1,500,000 to IDR 2,000,000.

Another positive impact was seen in customer service quality. With GoFood, customers no longer needed to visit the store in person to place orders. Instead, they could order from home via the app, and their food would be delivered directly to their location. Additionally, GoFood regularly offers promotions to customers, which encouraged the marketing manager of Seblak Jeletet Medan to extend promotional periods to boost sales. During interviews with the management of Seblak Jeletet Medan, the following information was gathered regarding the implementation of information technology in the business: Seblak Jeletet Medan began operating in 2018 with an initial ordering system through Instagram and WhatsApp. At that time, online food ordering services were still developing, so deliveries were made using GoSend. As customer demand increased and online food ordering trends grew, the business started utilizing GoFood as the primary platform, as it was more popular among customers and made order management easier. No technical issues were encountered in implementing this information technology, but the main challenge was the lack of familiarity among the people of Medan with seblak as a traditional dish from Bandung. As a result, demand was initially low. To address this, a digital marketing strategy was implemented through Instagram ads, which gradually increased the number of customers and orders. Additionally, the implementation of online ordering services positively impacted customer service quality. With GoFood, customers no longer needed to visit the store to place an order; instead, they could simply order from home via the app, and the food would be delivered to their location. Moreover, regular promotions offered by GoFood helped boost sales, prompting the business to actively communicate with GoFood to extend promotions and attract more customers.

In an interview with the management of Seblak Jeletet Medan, several insights were gathered regarding the implementation of information technology in the business. The business was established in 2018 and initially used Instagram and WhatsApp for orders, with deliveries made through GoSend. Over time, it transitioned to GoFood for customer convenience and operational efficiency. There were no technical difficulties in the process, but the main challenge was the lack of public awareness of seblak. Through digital marketing, the number of customers gradually increased, and business revenue grew significantly. The marketing manager of Seblak Jeletet Medan also emphasized that participating in promotions offered by





GoFood is an effective strategy to increase sales and customer loyalty. The findings indicate that the implementation of information technology in the culinary business, particularly through online ordering platforms like GoFood, has had a significant positive impact on the growth of Seblak Jeletet Medan. Digitalization has not only increased customer awareness of the offered products but also accelerated revenue growth and expanded market reach. At the initial stage, the primary challenge was the lack of familiarity among Medan residents with seblak. This created a barrier to increasing sales, as customers tend to prefer familiar foods over trying something new. Therefore, digital marketing strategies through Instagram became an effective approach to introducing the product to a wider audience. By using engaging promotional content and paid advertisements, more customers became interested in trying Seblak Jeletet Medan, gradually increasing its customer base.

Besides digital marketing, the utilization of online ordering platforms such as GoFood was also a key factor in boosting customer numbers and business revenue. GoFood not only made it easier for customers to order food without visiting the store but also provided Seblak Jeletet Medan with access to a broader customer base in various areas. With search and recommendation features available on the app, new customers who were previously unaware of Seblak Jeletet Medan could easily discover and try the product. Another benefit of digitalization is the efficiency of operational processes. Previously, orders were manually taken through Instagram and WhatsApp, requiring direct interaction between customers and sellers. This often resulted in delayed responses and potential errors in order recording. By switching to the GoFood platform, the entire ordering process became more automated, reducing errors and improving service efficiency. From a customer perspective, using GoFood provides several advantages that make the shopping experience more convenient. Customers can order food quickly and easily while also having more culinary options to suit their preferences. Additionally, with the various promotions offered by GoFood, customers can enjoy their favorite meals at more affordable prices.

The digital marketing strategy implemented by Seblak Jeletet Medan also demonstrates that active engagement with online ordering platforms can help improve customer loyalty. By participating in various promotional programs offered by GoFood, Seblak Jeletet Medan has managed to retain loyal customers while attracting new ones to try its products. Regular communication between the business and the service platform also ensures that the business can continuously adapt to market trends and refine its marketing strategies. Based on the experience of Seblak Jeletet Medan, other culinary business owners are advised to leverage online ordering platforms such as GoFood and actively participate in various promotional programs. Additionally, using social media as a digital marketing tool is essential for increasing customer awareness of the offered products. By combining the right strategies between digitalized services and online marketing, culinary businesses can grow more quickly and achieve greater profits in the long run.

## **CONCLUSION**

Based on the research results, it can be concluded that the implementation of information technology, particularly through online ordering platforms such as GoFood, has had a significantly positive impact on the growth of the Seblak Jeletet Medan culinary business. Digitalization in the culinary industry not only simplifies the food ordering and delivery process but also increases the number of customers and business revenue. In its early days, Seblak Jeletet Medan faced a major challenge in the low awareness of Medan's residents about seblak as a signature dish from Bandung. However, through digital marketing strategies via social media and the utilization of GoFood, this business successfully introduced its products to a wider market. As a result, the number of customers and revenue increased significantly, from



IDR 200,000 per day in the early stages to IDR 1,500,000–IDR 2,000,000 per day in 2025. GoFood not only helped boost revenue but also provided various other benefits for the culinary business, such as efficiency in order management, ease of transactions, and effective promotions through discount and cashback programs. Additionally, the use of GoFood enhanced service quality by allowing customers to order food more easily and quickly without having to visit the store in person. The digital marketing strategies implemented, such as paid advertisements on Instagram and the utilization of GoFood's promotional features, have proven effective in increasing product visibility and customer loyalty. Therefore, other culinary entrepreneurs should optimize the use of digital platforms in their business operations, both for marketing and sales purposes. Overall, digitalization through GoFood has brought significant benefits to Seblak Jeletet Medan in terms of sales growth, operational efficiency, and customer satisfaction. By continuously adapting to technological advancements and market trends, culinary businesses have a greater opportunity to grow and compete in an increasingly competitive industry.

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