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Discount Vouchers and Perceived Benefits: Decision to Use Grabfood Online Food Ordering Application in Semarang City

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Abstract

This study examines the influence of discount vouchers and perceived benefits on consumer decisions to use the GrabFood online food ordering application in Semarang, Indonesia. The research seeks to analyze how these factors interact to shape user behavior, offering insights for optimizing marketing strategies in the competitive food delivery sector. Using a quantitative approach and Structural Equation Modeling Partial Least Squares (SEM-PLS) for data analysis, the study collected responses from 130 GrabFood users in Semarang. The findings indicate that both discount vouchers and perceived benefits significantly impact consumers' decisions to adopt GrabFood. Discount vouchers not only directly enhance perceived financial savings but also strengthen users' perceptions of the overall value of the service, thereby encouraging app usage. Additionally, perceived benefits, such as convenience and service quality, mediate the relationship between discount vouchers and user decisions. These results underscore the importance of strategic pricing and effective value communication in driving user engagement and retention within the food delivery industry.

Keywords Discount; Perceived Benefits; Decision To Use, GrabFood

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1. INTRODUCTION

The development of digital technology has driven significant transformations across various sectors, including the food and beverage industry. One notable innovation is the emergence of food delivery service applications, which have made it easier for consumers to order food online. This phenomenon has become a global trend and is experiencing rapid growth in Indonesia. Applications such as GoFood, ShopeeFood, and GrabFood are pioneers in providing practical and efficient services to consumers. However, despite the overall growth of food delivery services, a notable disparity exists in the usage rates of certain apps, with GrabFood lagging behind its competitors.

The rapid expansion of digital technology has significantly influenced modern lifestyles, particularly through the proliferation of food delivery applications. GrabFood, GoFood, and ShopeeFood are leading platforms that offer convenience and efficiency to consumers. Despite the increasing popularity of food delivery services in Indonesia, GrabFood has faced challenges in

achieving the same level of user adoption as GoFood and ShopeeFood. According to Purwanti (2022), consumers tend to prefer GoFood and ShopeeFood due to their integration within larger ecosystems and more appealing promotional strategies. This underscores the need for GrabFood to optimize its marketing strategies to compete more effectively in this dynamic market.

Customer loyalty to the Gojek and Shopee ecosystems, along with attractive discount and promotion programs, may explain why consumers use GoFood and ShopeeFood more frequently than GrabFood (Purwanti, 2022). While GrabFood offers quality services and a wide variety of food choices, it must enhance its marketing strategies to remain competitive in the fast-evolving food delivery industry (Anonim, 2022).

As one of the most popular food delivery platforms, GrabFood has employed various strategies to attract users, including the use of discount vouchers. This incentive-based marketing approach aims to boost customer interest and loyalty by offering tangible benefits such as cost savings and an enhanced shopping experience. However, the effectiveness of this strategy is not always straightforward. Consumers' decisions to use a particular application are influenced by multiple factors, including their perceptions of the benefits offered.

Although many studies highlight the effectiveness of discounts in attracting consumer attention and driving purchase decisions (Luo & Lee, 2018; Akter & Disha, 2020; Fitriya, 2017), some evidence suggests that discount vouchers may not always yield the expected impact. Research by Soegoto and Karamoy (2020) indicates that while price discounts are often viewed as strong incentives, they may have no effect on purchasing decisions in certain contexts. Factors such as consumer perceptions of product value and brand trust (Nugroho et al., 2024a; Nugroho et al., 2024b) may play a role. Similarly, Pacheco and Rahman (2015) found that when the value of a promotion is low, consumers are less likely to invest cognitive effort in evaluating savings, leading to uncertainty in consumer behavior regarding discount vouchers.

Semarang, as one of Indonesia's major cities, presents an attractive market for food delivery services. With its growing population and increasingly modern lifestyles, the potential for user growth in applications like GrabFood is significant. However, data shows that GrabFood usage in Indonesia remains lower than that of competitors such as GoFood and ShopeeFood. This raises questions about the extent to which GrabFood’s discount vouchers influence consumer decisions in Semarang.

While existing studies extensively examine the role of discount vouchers and perceived benefits in consumer decision-making, limited research focuses on these factors in the specific context of GrabFood's market challenges in Semarang. Previous research often generalizes findings across platforms without addressing unique regional factors such as local consumer preferences and competitive dynamics. This study aims to bridge that gap by exploring how discount vouchers and perceived benefits influence consumer decisions in Semarang, offering localized insights critical to improving GrabFood’s competitive position.

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Perceived benefit is a key concept in consumer behavior theory that influences decision-making. Consumers are more likely to choose services they perceive as offering greater added value or benefits compared to alternatives (Nugroho & Widiastuti, 2024). For GrabFood, perceived benefits may include cost savings from discount vouchers, ease of app use, and improved quality of life due to efficient services. However, these perceptions may not be strong enough to make GrabFood the primary platform for consumers in Semarang.

To establish a solid theoretical foundation, this study integrates concepts from consumer behavior theory, focusing on perceived benefits. Attributes such as convenience, financial savings, and enhanced service quality are essential in shaping consumer decisions. By linking these theoretical insights to GrabFood's discount strategies, the research highlights how strategic pricing and value communication can drive user adoption in competitive environments.

Although the relationship between perceived benefits and consumer decisions has been widely studied, there is limited research specifically addressing the role of discount vouchers in food delivery services like GrabFood. This study seeks to fill that gap by examining how the perceived benefits of GrabFood's discount vouchers influence consumer decisions in Semarang. The findings aim to provide actionable insights for GrabFood to formulate more effective marketing strategies tailored to the local market.

In this context, the study aims to analyze the role of perceived benefits in shaping the influence of discount vouchers on consumer decisions to use GrabFood in Semarang. By addressing both theoretical and practical aspects, this research contributes to marketing theory development and offers valuable implications for businesses in the food delivery service industry.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The decision to use an app, particularly in the context of a food delivery app like GrabFood, results from multiple interacting factors. This decision can be defined as the process by which consumers evaluate the available options and choose to use a specific application based on their existing considerations. According to Zhang et al. (2014), consumer decisions in online shopping are influenced by several variables, including perceived benefits, trust, and risk. Indicators of app usage decisions can include product choice, brand choice, purchase timing, and purchase amount (Kotler & Armstrong, 2018, Wardoyo et al., 2021; Dengah & Indrajit, 2024;).

Perceived usefulness refers to an individual's assessment of the value or benefits derived from using a product or service. In the context of food delivery applications, perceived benefits can include ease of access, time savings, and the economic value of using discount vouchers. Previous researches show that the greater the perceived benefits consumers perceive, the more positive their attitude toward using online services (Arora & Aggarwal, 2018; Oktaviani, 2024; Mandagi et al., 2024; Walean et al., 2023). According to Fahlevi & Dewi (2019), indicators of perceived benefits include aspects such as:

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speeding up the work process, improving performance, increasing productivity, enhancing effectiveness, simplifying tasks, and providing significant advantages.

Discount vouchers serve as incentives that can influence consumers' decisions to use the app. These vouchers offer consumers the opportunity to obtain products or services at a lower price, thus increasing the attractiveness of the application. According to Chell et al. (2021), the depth of promotions, including discount vouchers, can encourage consumers to seek better deals. The indicators used to measure discounts include (1) the amount of the discount, (2) the duration of the discount, and (3) the category of products eligible for discounts (Kusnawan et al., 2019).

The Effect of Discount Vouchers on Decisions to Use Applications

Discount vouchers have become one of the commonly used marketing strategies by companies to attract consumers and increase sales. Research shows that the use of discount vouchers can increase consumer purchasing decisions, especially in the food service sector (Saad, 2021) and (Troise et al., 2021). In the context of food delivery applications, discount vouchers can serve as an incentive that encourages consumers to try new services or increase the frequency of use of existing services. However, while many studies show a positive relationship between discount vouchers and purchase decisions, there is also research showing that the influence is not always consistent, depending on the context and consumer characteristics (Yeo et al., 2017). Therefore, the first hypothesis that can be proposed is:

H1: Discount vouchers have a positive influence on the decision to use the GrabFood application.

The Effect of Discount Vouchers on Perceived Benefits

Perceived benefits are an important factor influencing consumer decisions to use certain services. Discount vouchers not only provide financial incentives, but can also increase the perceived value perceived by consumers (Hurdawaty & Dylun, 2024) and (Liang & Lim, 2011). Research by Yeo et al., (2017) shows that consumers who feel more benefit from discounts tend to have a more positive attitude towards the services offered. In addition, discount vouchers can increase consumer satisfaction and brand loyalty (Ali et al., 2021). Thus, the second hypothesis that can be proposed is:

H2: Discount vouchers have a positive influence on perceived benefits

The Effect of Perceived Benefits on Decisions to Use Applications

Positive perceived benefits can contribute to consumers' decisions to use food delivery applications. Research shows that when consumers feel they get more value from the services they use, they tend to continue using those services (Prasetya & Putra, 2020). In the context of GrabFood, if consumers perceive significant benefits from using discount vouchers, they will be more likely to choose this app over its competitors (Cahyono & Ananda, 2022). Therefore, the third hypothesis that can be proposed is:

H3: Perceived benefits have a positive influence on decisions to use the GrabFood application.

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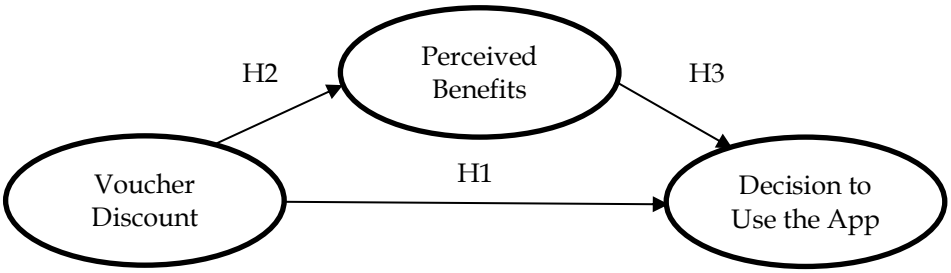
Figure 1.
Research Model



3. RESEARCH METHOD

This research adopts a quantitative methodology utilizing the Structural Equation Modeling Partial Least Squares (SEM PLS) technique to examine the interrelations among latent variables, including the roles of mediating variables. The SEM PLS approach is particularly suitable for this study as it effectively handles data that are not normally distributed and is applicable for smaller sample sizes and intricate models. The variables in this study are assessed using a 7 point Likert scale, which ranges from "Strongly Disagree" to "Strongly Agree" (Sarstedt et al., 2019). Data collection was carried out through questionnaires distributed to a randomly selected group of respondents. The research framework encompasses independent, dependent, and mediating variables, which are derived from established theoretical models and prior research. This methodological choice aligns with the recommendations of (Sarstedt et al., 2019), who advocate for the application of SEM PLS to analyze both direct and indirect impacts of variables within the proposed model. The target population comprised GrabFood users residing in Semarang. To enhance the randomness of participant selection, respondents were approached through diverse channels, including social media platforms, community groups, and public spaces frequented by potential users.

In this study, the sampling method follows the guidelines provided by (Kline, 2011), which suggests that the minimum sample size should be calculated by multiplying the number of indicators by 10. Given that this research includes 13 indicators, the minimum required sample size is determined to be 130 respondents. The sample consisted of consumers who live in Semarang and use the GrabFood service. This strategy ensured that the sample size was adequate to conduct the PLS SEM analysis, thereby generating reliable and generalizable insights into the behavior of this demographic group.

Data collection was conducted via an online questionnaire distributed over a two-week period. The questionnaire was disseminated through email invitations and social media links. Follow-up reminders were sent three days after the initial contact to encourage participation and maximize response rates.

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4. RESULTS AND DISCUSSIONS

Respondent Profile

The respondents are predominantly female (68%), indicating that women tend to be more active users of GrabFood's services within the Semarang region. In terms of age distribution, the largest group falls within the 27-31 age range (23%), followed closely by those aged 22-26 (21%). This suggests that the platform is most popular among young adults, who are likely tech-savvy and open to using online applications for convenience. A significant portion of respondents, 30%, hold a D4/S1 degree, reflecting a relatively educated audience familiar with digital technologies. Interestingly, a considerable number of respondents, 22%, possess a high school or vocational education, pointing to the app's appeal across various educational backgrounds.

When considering income levels, the data reveal diverse economic profiles. The majority of respondents earn between IDR 2,800,000 and IDR 3,400,000 (20%), which aligns with the middle-income bracket in Semarang. Meanwhile, 35% of respondents earn less than IDR 1,300,000, indicating the app's affordability and accessibility to low-income users. This aligns well with the focus of the research, as discount vouchers and perceived benefits likely play a significant role in driving their decision to use GrabFood. The findings suggest that promotional strategies such as vouchers are crucial in influencing purchasing behavior, particularly among cost-conscious consumers. These demographic insights provide valuable context for understanding consumer preferences and optimizing marketing strategies in the online food ordering sector.

Table 1.
Respondent Profile

Demographic Variable		Frequency	Percentage
Gender	Male	42	20%
	Female	88	42%
Age	17-21	23	11%
	22-26	45	21%
	27-31	48	23%
	32-36	14	7%
Income level	< 600.000	36	17%
	700.000-1.300.000	38	18%
	1.400.000-2.000.000	6	3%
	2.100.000-2.700.000	11	5%
	2.800.000-3.400.000	41	20%
	3.500.000-4.100.000	14	7%
	4.200.000-4.800.000	7	3%
	4.900.000-5.500.000	8	4%
	5.600.000-6.200.000	5	2%
Education	High School	47	22%
	Diploma	11	5%
	Bachelor	64	30%
	Master	8	4%

Source: Data processed, 2024.

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Outer Model Analysis

Based on the data presented in table 2, the outer loading, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha values for all constructs meet the recommended thresholds according to Hamid & Anwar (2019). Outer loading values for all items are above the minimum threshold of 0.60, indicating that each indicator strongly contributes to its respective latent variable. For instance, the loading factors for Decision to Use the App (Y) range from 0.824 to 0.892, demonstrating robust representation of the construct. Similarly, Perceived Benefits (M) and Voucher Discount (X1) exhibit strong item correlations, with outer loading values exceeding 0.799 and 0.884, respectively.

Table 2.
Outer Model

Item	Outer Loading	AVE	CR	Cronbach Alpha
Decision to Use the App (Y)				
Y1	0.824	0.747	0.922	0.887
Y2	0.877			
Y3	0.892			
Y4	0.863			
Perceived Benefits (M)				
M1	0.819	0.714	0.937	0.920
M2	0.88			
M3	0.873			
M4	0.864			
M5	0.83			
M6	0.799			
Voucher Discount (X1)				
X1.1	0.891	0.793	0.92	0.870
X1.2	0.884			
X1.3	0.896			

Source: Smart PLS 3 data processing results, 2024

The AVE values for all constructs exceed the recommended threshold of 0.50, with Decision to Use the App at 0.747, Perceived Benefits at 0.714, and Voucher Discount at 0.793. This confirms that a significant proportion of variance is captured by each construct relative to the measurement error. Additionally, CR values are well above 0.70, indicating high internal consistency, with Decision to Use the App at 0.922, Perceived Benefits at 0.937, and Voucher Discount at 0.920. Cronbach's Alpha values also exceed the recommended threshold of 0.70, reinforcing the reliability of the constructs. Together, these metrics validate the robustness of the measurement model, supporting its application in analyzing the factors influencing consumer behavior in the use of GrabFood's online food ordering services.

Inner Model Analysis

Adjusted R Square is used to evaluate how well a regression model explains the variation in the data while accounting for the number of predictors included. Unlike R Square, which tends to increase with the addition of more variables, Adjusted R Square provides a more realistic estimate by correcting

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for potential overfitting. It helps researchers determine whether adding independent variables genuinely improves the model's explanatory power.

Table 3.
R square

	R square	Adjusted R
Decision to Use The App	0.328	0.321
Perceived Benefits	0.441	0.439

Source: Data processed using Smart PLS 3, 2024.

Based on the data, the values of R^2 and Adjusted R^2 provide insights into the explanatory power of the independent variables in predicting the dependent variables within the research model, as outlined by Hamid & Anwar, (2019). The R^2 value for *Decision to Use the App* is 0.328, indicating that 32.8% of the variance in this dependent variable is explained by the predictors in the model. Similarly, the R^2 value for *Perceived Benefits* is 0.441, meaning that 44.1% of its variance is accounted for by the associated independent variables. These values suggest a moderate level of predictive accuracy, with the *Perceived Benefits* construct showing stronger explanatory power.

The Adjusted R^2 values, which account for the number of predictors and sample size, slightly decrease to 0.321 for *Decision to Use the App* and 0.439 for *Perceived Benefits*. This adjustment reflects a more accurate measure of the model's predictive capability by reducing the potential for overestimation. According to the benchmarks discussed Hamid & Anwar, (2019), these adjusted values still represent meaningful relationships within the model, though there is room to enhance the explanatory power by identifying additional relevant variables. The findings underscore the significance of the examined constructs in influencing user behavior, particularly in the context of GrabFood's online food ordering application.

F square

The F^2 values presented in the table provide insight into the effect size of the independent variables in explaining the variance of the dependent variables (Hamid & Anwar, 2019). F^2 value for *Perceived Benefits* (M) influencing *Decision to Use the App* (Y) is 0.117, indicating a small to medium effect size. This suggests that *Perceived Benefits* plays a meaningful role in driving users' decisions to utilize GrabFood's online food ordering services. Meanwhile, the F^2 value of 0.052 for *Voucher Discount* (X1) on *Decision to Use the App* (Y) reflects a small effect size, showing that although *Voucher Discounts* are relevant, their influence is less pronounced compared to *Perceived Benefits*.

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Table 4.
F Square

	Y	M
Decision to Use the App (Y)		
Perceived Benefits (M)	0.117	
Voucher Discount (X1)	0.052	0.79

Source: Data processed using Smart PLS 3, 2024.

For the effect of *Voucher Discount* (X1) on *Perceived Benefits* (M), the F^2 value is 0.790, which indicates a substantial effect size. This highlights the critical role of voucher discounts in shaping users' perceptions of benefits associated with using the GrabFood application. The findings align with theoretical expectations, where promotional tools such as discount vouchers significantly enhance perceived value, subsequently influencing consumer decision-making. Together, these F^2 values demonstrate the varying impact levels of the predictors in the model, emphasizing the strategic importance of targeted promotional efforts to improve user perception and drive app usage.

Goodness of Fit

The model fit indices presented in the table demonstrate the goodness-of-fit for the research model, as per the standards discussed by (Hamid & Anwar, 2019). The Standardized Root Mean Square Residual (SRMR) value for both the Saturated and Estimated Models is 0.060, which is below the threshold of 0.08. This indicates an acceptable model fit, suggesting that the discrepancies between the observed and predicted covariance matrices are minimal. Additionally, the d_ULS (0.329) and d_G (0.213) values, which measure model discrepancy, further affirm that the model fits well with the empirical data.

Table 5.
Model Fit

	Saturated Model	Estimated Model
SRMR	0.060	0.060
d_ULS	0.329	0.329
d_G	0.213	0.213
Chi-Square	259.380	259.380
NFI	0.868	0.868
rms Theta	0.193	

Source: Data processed using Smart PLS 3, 2024.

The Chi-Square value of 259.380, while significant, is expected in larger sample sizes and is complemented by the Normed Fit Index (NFI) of 0.868, which is close to the commonly accepted threshold of 0.90. This indicates a reasonably good fit, though there may be room for improvement. The RMS Theta value of 0.193, which evaluates the degree of residual covariance, also falls within an acceptable range, indicating low residual error. Collectively, these fit indices suggest that the model is robust and can reliably explain the relationships among the constructs in the study, providing a strong foundation for further analysis of factors influencing GrabFood users' behaviors in Semarang.

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Hypothesis Test

In examining the factors influencing the decision to use a food delivery app, various elements play a crucial role. One key factor is the perceived benefits of using the application, while promotional incentives such as voucher discounts also have a significant impact. The relationships between these variables and the decision to use the app can be assessed through path coefficients, statistical significance, and effect sizes. The following analysis provides insights into how perceived benefits and voucher discounts continuously influence users' decisions regarding GrabFood.

Table 6.
Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Perceived Benefits -> Decision to Use the App	0.374	0.377	0.104	3.593	0.000	Accepted
Voucher Discount -> Decision to Use the App	0.251	0.255	0.098	2.556	0.005	Accepted
Voucher Discount -> Perceived Benefits	0.664	0.663	0.055	11.973	0.000	Accepted

Source: Data processed using Smart PLS 3, 2024.

Perceived Benefits → Decision to Use the App

The path coefficient for the relationship between Perceived Benefits and the Decision to Use the App is 0.374, with a sample mean of 0.377. The standard deviation is 0.104, and the T-statistic is 3.593, which exceeds the critical value of 1.96 for a two-tailed test. The corresponding p-value is 0.000, indicating a statistically significant relationship. These results confirm that Perceived Benefits continuously have a positive and meaningful impact on the decision to use the GrabFood application. This suggests that as users perceive substantial benefits from using the platform, such as convenience, value for money, or time savings, they are more likely to adopt the app for online food ordering.

Voucher Discount → Decision to Use the App

The path coefficient for the impact of Voucher Discount on the Decision to Use the App is 0.251, with a sample mean of 0.255 and a standard deviation of 0.098. The T-statistic is 2.556, and the p-value is 0.005, confirming that the relationship is statistically significant. Although the effect size is smaller compared to Perceived Benefits, voucher discounts continuously play an essential role in encouraging app usage. This indicates that promotional strategies, such as offering discounts, are effective tools for influencing users' decisions to engage with GrabFood.

Voucher Discount → Perceived Benefits

The path coefficient for the influence of Voucher Discount on Perceived Benefits is the highest among the three relationships, at 0.664, with a sample mean of 0.663. The standard deviation is 0.055, resulting in a T-statistic of 11.973, far exceeding the threshold for significance. The p-value is 0.000,

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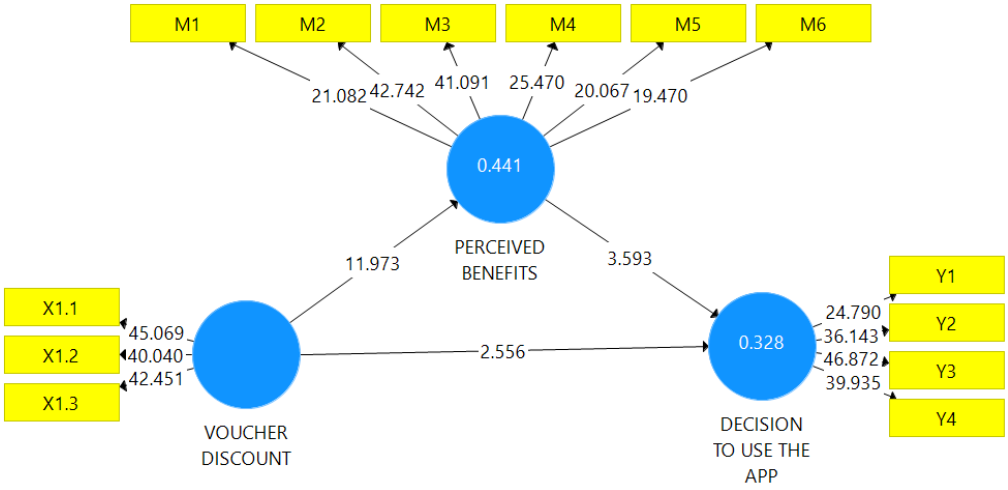
confirming a strong and highly significant positive relationship. This indicates that voucher discounts substantially enhance users' perceptions of the benefits associated with using the GrabFood app.

Figure 2.
Inner Model



Indirect Effect

Indirect effect analysis is used to examine how a relationship between an independent variable (X) and a dependent variable (Y) occurs through one or more mediating variables (M). This analysis helps uncover the mechanisms underlying a causal relationship, measuring the extent to which the total effect of X on Y operates indirectly through M compared to the direct effect.

The indirect effect of *Voucher Discount* on *Decision to Use the App* is 0.249, with a sample mean of 0.250 and a standard deviation of 0.073. The T-statistic is 3.416, and the p-value is 0.000, indicating that the effect is statistically significant. This result highlights the mediating role of *Perceived Benefits* in the relationship between *Voucher Discount* and *Decision to Use the App*. In other words, discount vouchers influence users' decisions to adopt the app indirectly by enhancing their perception of benefits.

Table 7.
Indirect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Benefits -> Decision to Use the App Voucher Discount -> Decision to Use The App Voucher Discount -> Perceived Benefits	0.249	0.25	0.073	3.416	0.000

Source: Data processed using Smart PLS 3, 2024.

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Discussion

Perceived Benefits (M) → Decision to Use the App (Y)

The perceived benefits of using mobile applications, particularly in the context of GrabFood in Semarang, play a significant role in influencing users' decisions to adopt and utilize the app. Perceived benefits encompass various advantages that users associate with the app, such as convenience, cost savings, and enhanced service quality. Research has shown that when consumers perceive substantial benefits from an app, their intention to use it increases significantly (Nugroho et al., 2023). For instance, a study conducted in Vietnam found that consumers' perception of improved quality through promotional benefits enhances their value perception, leading to a higher likelihood of using mobile applications for shopping (Van Kien, 2023). This suggests that similar promotional strategies could be effective for GrabFood, as they may enhance users' perceptions of the app's value and utility.

Moreover, the credibility of the app and the user experience are vital components that contribute to perceived benefits. Song et al. highlighted that credibility perception significantly impacts users' long-term intention to continue using applications, particularly in health-related contexts (Deng et al., 2018), and (Kee et al., 2023). This finding can be extrapolated to GrabFood, where establishing a credible and reliable service can enhance users' perceived benefits, thereby encouraging them to adopt and regularly use the app. Additionally, the design and user-friendliness of the app interface are crucial. Ali et al. emphasized the importance of perceived competence in using an app, which directly affects adoption intention (Tegowati, 2023).

Ensuring that GrabFood is easy to navigate and understand will likely enhance users' perceived benefits and encourage more frequent usage. Finally, the integration of social influence and community engagement can further amplify the perceived benefits associated with Grabfood. Deng et al., (2018) noted that social influence is a strong predictor of app usage, suggesting that promoting the app through social networks can enhance its perceived benefits (Deng et al., 2018). By leveraging community engagement and encouraging users to share their positive experiences, GrabFood can create a sense of belonging and trust among potential users. This social reinforcement, combined with the tangible benefits of using the app, can significantly enhance the decision to adopt and use GrabFood in Semarang. In conclusion, the interplay between perceived benefits, user experience, and social influence is crucial in shaping users' decisions to engage with mobile applications like GrabFood.

Voucher Discount -> Decision to Use the App

The influence of discount vouchers on the decision to use the GrabFood app in Semarang is a significant area of interest in marketing research. Discount vouchers serve as a compelling incentive for consumers, often leading to increased adoption and usage of mobile applications. Research indicates that consumers are more likely to engage with an app when they perceive financial benefits, such as discounts, which can enhance their overall shopping experience. For instance, a study by Mishra highlights that discount coupons can significantly enhance consumer engagement in mobile commerce, suggesting that financial incentives play a crucial role in motivating users to adopt and utilize mobile

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applications (Mishra & Sengupta, 2024). This aligns with the notion that perceived monetary savings can lead to a more favorable attitude towards using the app, thereby increasing the likelihood of its adoption (Nugroho & Widiastuti, 2024).

The effectiveness of discount vouchers is often linked to the perceived value they provide to consumers. Gu and Kannan's research indicates that mobile app adoption is closely associated with the perceived benefits that users derive from using the app, including financial savings through discounts (Gu & Kannan, 2021). When users perceive that they can save money by utilizing GrabFood, their intention to use the app increases significantly. This is particularly relevant in competitive markets where consumers are constantly seeking the best deals. The presence of discount vouchers can create a sense of urgency and encourage users to make quicker purchasing decisions, as they may feel they are capitalizing on a limited-time offer. This phenomenon is supported by findings from Pitchay et al., who emphasize that perceived value derived from discounts can significantly influence consumers' attitudes towards using food delivery applications (Allah Pitchay et al., 2022).

Integration of discount vouchers within the marketing strategy of GrabFood can enhance customer loyalty and retention. Research by Ba et al. suggests that the presence of discounts not only influences initial adoption but also encourages repeat usage of mobile applications (Sulin et al., 2021). When users experience tangible benefits from using the app, such as savings from discount vouchers, they are more likely to develop a positive perception of the app, leading to increased customer loyalty. This is crucial for GrabFood as it seeks to establish a strong foothold in the competitive landscape of mobile applications in Semarang. By effectively communicating the value of discount vouchers and ensuring a seamless user experience, GrabFood can significantly enhance its appeal to potential users, thereby driving higher adoption rates and sustained usage.

Voucher Discount -> Perceived Benefits

The positive and significant impact of discount vouchers on perceived benefits in the context of GrabFood in Semarang is a critical area of exploration in marketing management. Discount vouchers are perceived as direct financial incentives that enhance the overall value proposition of using the app. Research indicates that when consumers receive discount vouchers, they often perceive an increase in the value of the service provided, which can lead to a more favorable attitude towards the app. Liu and Ha found that promotional strategies, including discount vouchers, significantly influence customer perceptions of value and trustworthiness, ultimately affecting their behavioral intentions (Pan et al., 2022; Walean et al., 2024). This suggests that GrabFood can leverage discount vouchers to enhance users' perceptions of the app's benefits, thereby increasing customer satisfaction and loyalty.

The emotional response elicited by discount vouchers plays a crucial role in shaping consumers' perceptions of benefits. Lee and Chen-Yu's study highlights that price discounts can positively affect consumers' perceptions of savings and quality, mediated by the emotional responses generated by these discounts (Lee & Chen-Yu, 2018). This emotional engagement can lead to a heightened sense of satisfaction and perceived quality of the service provided by GrabFood. When users feel they are

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receiving a good deal through discount vouchers, their overall perception of the app's value increases, making them more likely to continue using the service. Thus, the strategic implementation of discount vouchers can significantly enhance the perceived benefits associated with GrabFood, encouraging repeat usage and fostering customer loyalty.

The integration of discount vouchers within GrabFood's marketing strategy can enhance the perceived quality of the service offered. Ba et al. emphasize that the presence of discounts can reduce consumers' search behavior and enhance their overall shopping experience, leading to increased app adoption and usage (Sulin et al., 2021). This is particularly relevant in a competitive market like Semarang, where consumers are constantly evaluating their options. By effectively communicating the value of discount vouchers and ensuring a seamless user experience, GrabFood can significantly enhance its perceived benefits. This not only attracts new users but also retains existing customers, ultimately contributing to the app's long-term success in the market.

5. CONCLUSIONS

The findings of this study highlight the critical factors influencing the adoption and continued usage of the GrabFood app in Semarang, with particular emphasis on perceived benefits, voucher discounts, and their interconnected relationships. Perceived benefits, such as convenience, cost-effectiveness, and enhanced service quality, play a pivotal role in shaping user decisions. When users perceive significant value from the app, their intention to use it increases. This aligns with previous research, suggesting that enhancing credibility, user experience, and community engagement can further amplify these benefits, ultimately driving higher adoption rates.

Voucher discounts emerge as a powerful marketing tool, directly influencing users' decisions to use the app while simultaneously enhancing their perception of its benefits. Discounts not only serve as financial incentives but also create a sense of urgency, leading to quicker purchasing decisions and fostering a positive attitude toward the app. The findings underscore the importance of integrating discounts into broader marketing strategies to maximize their impact, particularly in competitive markets where perceived value significantly influences consumer behavior.

The interplay between voucher discounts and perceived benefits underscores the strategic importance of combining tangible and intangible incentives to enhance user engagement and loyalty. Discount vouchers not only improve the immediate financial appeal of the app but also contribute to long-term user satisfaction by increasing the perceived quality of service. By effectively leveraging these insights, GrabFood can refine its marketing strategies to attract new users, retain existing customers, and solidify its position in the competitive landscape of food delivery applications in Semarang city.

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