

THE IMPACT OF DISCOUNT APPEAL OF FOOD ORDERING APPLICATION ON CONSUMER SATISFACTION IN SOUTHEAST ASIA

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ABSTRACT

This study aims to determine the effect of discounts on interest, selection, and satisfaction in the food and beverage ordering application service. In the current digital era, food and beverage ordering applications are widely used by the public, one of which is a food e-commerce website and application. We conducted this research with 100 respondents who are subscribers of food e-commerce websites and applications in Indonesia. The analysis was carried out using path analysis using the SmartPLS version 3. The results of this study indicate that discounts have a significant and positive effect on customers' selection, interest, and satisfaction in the food e-commerce website application. The influence given is also quite significant because it is the strength of food e-commerce websites.

Keywords: discount; online food delivery; consumer behaviour; e-commerce

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INTRODUCTION

Over the past year, the global popularity of online food delivery (OFD) has skyrocketed. According to Cho et al. (2019), OFD is an innovative platform that provides customers access to various food options. OFD platforms

receive and transmit customer requests to restaurants and delivery people (Troise et al., 2020). The circumstance presents restaurants with the potential to expand their customer base and boost their profitability, all while offering consumers the convenience of having their meals delivered to their homes. Studies have

concentrated on conventional retail, e-commerce activities, and mobile application features (Cho et al., 2019). However, only a little research has been conducted on OFD users (Suhartanto et al., 2019; Yeo et al., 2017), and even less on the use of mobile applications to purchase meals from a restaurant (Rodríguez-López et al., 2020). Different regions reported increases in OFD services, including a 65 percent increase in the Asia-Pacific region, a 21 percent increase in North America, a 23 percent increase in Europe, and a 150 percent increase in the Latin American region (Poon & Tung, 2022). A significant increase in OFD services has led to a large number of first-time users; however, they are hesitant to accept a new technology out of concern for unanticipated negative results before, during, or after use, which is known as "perceived risk" (Hwang & Choe, 2019).

With the development of an increasingly rapid e-commerce era, every company/provider of products and services must be more innovative and creative and have excellent quality (Cyr, 2008). This is necessary because consumer desires are very diverse, and if a company is not creative, it will lose its customers slowly (Pradana & Novitasari, 2017). By providing diverse and high-quality products and services, consumers will trust a company/provider of products and services (Moeliono et al., 2020). Like the food/beverage business, consumers tend not to buy food and beverages directly in today's digital era because many consumers are turning online (Cho et al., 2019). Just by looking at the phone screen and then clicking on it, the food/drink will get to the desired place (Daugherty & Hoffman, 2015). Indeed, there is a risk that it does not match the image or expectations of consumers (East et al., 2017). However, it is convenient for consumers and saves time (Pradana & Novitasari, 2017). For the payment process, customers can only use a digital wallet or pay cash when the food/drink arrives.

Although online ordering is still relatively new in Indonesia, there is a lot of competition in the online food and beverage business (Kartawinata & Akbar, 2021). A food e-commerce website, is a food and beverage ordering service from the website or application. E-commerce companies, especially in the food and beverage service sector, must have a strategy to continue to grow and have innovation and creativity (Pradana &

Novitasari, 2017). This needs to be done by the food e-commerce website to retain its consumers (Pradana et al., 2020). Food e-commerce websites usually serve more products on frozen, processed cakes, snacks, and soft drinks. However, more websites and applications are now focusing on delivering agricultural products in big Indonesian cities. With the emergence of food and agricultural product e-commerce website, consumers have a wide choice of applications to order food and drinks. This fact makes food e-commerce websites must have something to attract consumers (Suhartanto et al., 2019). The main effect that will be discussed is the discount. Discounts are very influential on customer interest, selection and satisfaction (Gusfei & Pradana, 2022). With applicable terms and conditions, discounts at Food e-commerce websites are also quite significant, up to 60 percent or more. With very tight competition, online discounted food/beverage application services are one of the main factors for customers to use applications to order.

Few studies examine the discount appeal of online food delivery services.; the effect of drone food delivery on intentions (Hwang & Choe, 2019); the impact of e-service and food quality on customer loyalty toward OFDs (Suhartanto et al., 2019); the influence of traffic conditions on significant performance indicators of OFDs (Correa et al., 2019); and the evolutionary dynamics of online food delivery services (He et al., 2019). Value systems impact purchasing food delivery services (Roh & Park, 2019). Other research concentrated more on OFD services and was guided by information-system theories of technology acceptance, a contingency framework, and the extended IT persistence model (Yeo et al., 2017).

Alagoz and Hekimoglu (2012) have also utilized the technology acceptance model to explore the elements influencing Internet users' attitudes. The technology adoption and elaboration likelihood models were applied to examine consumers' decisions when ordering food products via e-commerce (Kang & Namkung, 2019). The unified theory of acceptance and use of technology (UTAUT) was utilized to examine the psychological factors that influence the use of mobile diet apps for online food ordering (Okumus et al., 2018). Therefore, the research tries to fill the gap based on the

price category, specifically the discount effect on consumers. Fewer previous studies provide Southeast Asian Countries as the research area.

This research focuses on consumers of food application applications in Southeast Asian countries, including Indonesia, Malaysia, Thailand, and Vietnam. We surveyed 100 respondents and carried out using path analysis using the SmartPLS.

LITERATURE REVIEW

Discount Appeal

Discounts are price reductions given to buyers when purchasing goods or services with applicable terms and conditions (Kartawinata & Akbar, 2021). Discounts are one of the promotional strategies that have existed for a long time, both offline and online transactions. According to the Oxford Dictionary, a discount is taking a sum of money from the usual cost (normal price). Quoted from the Business Dictionary, a discount is a reduction from the typical price of something (product or service). Price discounting occurs when customers are informed they are getting a great deal compared to standard pricing, yet price adjustments leave them unsure whether the price is the greatest deal on the market (Inman et al., 1997).

1. Buying goods when there is a discount makes buyers more efficient in purchasing and attractive. However, the seller does not feel at a loss because the effects of this discount are expected to return in the future in other forms, such as buyer loyalty or stronger product branding (Mansoor & Wijaksana, 2022). Sellers usually have calculated well to provide discounts for consumers. There are several types of discounts, including:
2. Buy 1 Get 1, which is a discount by giving 1 free product when a buyer purchases 1 product. Usually, this discount applies to the same product or service, but it is not always like that, depending on the conditions provided by the seller.
3. Invitation Only, namely discounts that are intended only for certain people. This is a wrong strategy to make consumers loyal to a store/brand.
4. Limited time discount or Flash Sale. This discount is done to attract the full attention of consumers because consumers have to spend their time according to what has been

determined by the store and this limited-time discount is usually quite a big discount.

5. Up to 50% discount is a discount with certain terms and conditions to achieve the maximum discount. Consumers must adjust the applicable terms and conditions for the discount to take effect.
6. Shopping Vouchers, namely discounts that apply to prospective buyers who have previous vouchers. Some vouchers can be purchased by consumers or given by shops with applicable conditions.

Discounts do not only benefit consumers but also have quite a lot of benefits for sellers. People are more likely to purchase if the discount consumers who initially did not want to buy can change their minds because the discount creates attraction (Reza Jalilvand & Samiei, 2012). With discounts, sellers may simultaneously increase sales opportunities and make room for new products. To attract customers' attention, discount products are usually displayed on the website to be more visible to potential consumers (Jeuring & Haartsen, 2017). Furthermore, according to Foxall (2010), properly comprehending consumer attention necessitates combining explanatory factors from social, psychological, economic, and neurophysiological theory into a coherent causal spectrum that shows their linkages and combined influence on consumer selection.

Giving discounts to potential customers shows that the business is trying to make its products/services accessible to various groups of people (Kartawinata & Akbar, 2021). Consumer discounts can help a seller achieve and exceed the desired sales target. In addition to increasing sales and achieving the target, the discount can help stores/brands save store costs, especially if using certain payment methods (Moeliono et al., 2020). Credit or debit cards, for example, customers and stores will incur additional fees, which means the store will lose money compared to cash transactions (Pradana et al., 2022). By offering discounts with cash payments to customers instead of credit or debit, stores help customers, and their own businesses save extra costs. As in previous research on consumer selection (DiClemente & Hantula, 2003; Fagerstrøm et al., 2016; Hantula et al., 2008; Hantula & Bryant, 2005), When the implications of a consumer's selection are delayed or uncertain, discounting is a critical consideration.

Furthermore, previous research shows that discounts are popular among consumers (Fagerstrøm et al., 2016). Therefore, Hypothesis 1 is proposed.

Hypothesis 1 (H1). Price reductions (discounts) positively influence consumer selection of food products on food and agriculture ordering websites.

Interest has meaning in the noun or noun class, so attraction can express the name of a person, place, or all things and everything that is objectified (Jiang & Zhang, 2016). The interest here means that potential consumers begin to glance or want to know about a product or service at a store or brand with a discount presented by a store/brand (Khoa, 2020). Interest may become the key for potential customers to see more deeply about the products or services provided (Willayat et al., 2022). In this case, with food or agricultural products e-commerce websites, the discount is one of the big influences for potential consumers to see more about the food ordering service provided by the application (Pradana & Novitasari, 2017). The existence of competitors in discounted online food/beverage services is enough to influence the interest of potential consumers. Interest is a pretty good start for potential customers; at least potential consumers have seen more about the products or services provided.

Interest is the main thing for potential customers to know and see a brand or service. Every consumer starts with an interest that becomes a choice, then orders. After that, whether or not the consumer is satisfied or not can be judged. One of the attractions of the Food e-commerce website is the massive discounts. This discount is quite effective and works well for a Food e-commerce website because it successfully attracts and makes consumers choose a Food e-commerce website for food ordering services.

Selection is a process after consumers have an interest and finally decide to choose the desired food ordering application. Selection has an influence, one of which is the discount on the application. Discounts influence consumer selection because competition in the online food business is quite tight. Satisfaction can be interpreted as feeling happy or disappointed from consumers who appear after ordering a product, in this case, food/beverage, in this case,

satisfaction with the service from the Food e-commerce website itself.

Price discounting is when a price is set lower than the regular or fixed price, resulting in the consumer's perception of the product's worth (Jakpar, Shaikh, et al., 2012). Furthermore, price discounting is linked to a clear and concealed condition that the discount is effective, whereas it signals to customers that price discounting is valid until a specific date (Inman et al., 1997; Inman & McAlister, 1994; Suri & Monroe, 1999). A price discounting or promotion was applied on normal prices that were gathered as the price discounting that delivers special benefits to customers will not be sustained as the promotion will end after a set amount of time (Suri & Monroe, 2001). Price or value is a comparable component in influencing and contributing to building up customer happiness, and it is one of the elements in assessing customer satisfaction (Jakpar, Shaikh, et al., 2012). Customer satisfaction is a new notion used to express the after-purchase impacts on the items over time (Anderson et al., 1994; Fornell, 1992; Johnson & Fornell, 1991). Customers aren't primarily concerned about cost or value. As a result, pricing becomes a factor when consumer satisfaction reaches a particular threshold (Jakpar, Shaikh, et al., 2012). therefore, the following Hypothesis 2 is proposed

Hypothesis 2 (H2). Price reductions (discounts) positively influence consumer satisfaction with food products on food and agriculture ordering websites.

Consumer Selection

In the stage of selecting prospective consumers, If consumers are interested in a product/service, prospective users enter the selection process. The selection here is a consumer decision or process in choosing and buying a product or service. This selection has various factors, such as promos, application displays, and many other influencing factors.

Known as a process, method, or act of choosing, the selection is important for potential consumers since they usually have passed the selection process if they have chosen a product or service (Mansoor & Wijaksana, 2022). In this case, the Food e-commerce website is trying to become the community's choice with one of its strategies to make relatively large promotions such as discounts of up to 60%, free shipping, and

others with terms and conditions that must be met by consumers (Pradana & Novitasari, 2017). The digital era is very advanced, so there are quite a few Food e-commerce website competitors. Discounts are a strategy used by Food e-commerce websites to be chosen by consumers.

According to Li and Hitt (2008), customer selection happens when customers choose items or services they feel they will appreciate rather than being given randomly. In other words, rather than choosing a product at random, buyers frequently customer selection themselves to book the product they desire. Researchers have also discussed some factors that may lead to customer selection bias. According to Smironva et al. (2020) offered three explanations. For starters, buyers are divided on the product's quality. Second, customers inflate the results. Finally, the items they assess have a customer selection bias.

Regarding food reservations, it's common for the reservations to be booked based on the customers' demands. Potential customers try to analyze several places and qualities to determine which are best suited to their requirements (Ladhari & Michaud, 2015). As a result, it's reasonable to suppose that customers would select products they believe are the 'best' for their vacation. Thus, consumers will feel satisfied. Customer satisfaction is described as a customer's eliciting responses to the use of a product or service (Oliver, 1981). Customer satisfaction has traditionally pursued the disconfirmation paradigm of consumer happiness or dissatisfaction, arguing that satisfaction or dissatisfaction is the outcome of interaction between the buyer's prepurchase expectation and post-purchase appraisal (Jakpar, Na, et al., 2012). As a result, assessing customer satisfaction is an important aspect of improving product quality and gaining a competitive edge for the organization (Garvin, 1998). Therefore, the following Hypothesis 3 is proposed.

Hypothesis 3 (H3). The consumer selection process, has a positive influence on consumer satisfaction of food products on food and agriculture ordering websites.

Consumer Satisfaction

Customer satisfaction refers to a person's sentiments of joy or disappointment after using or purchasing a product or service based on their

expectations (Ahmad et al., 2021). In this case, satisfaction with online food and beverage ordering services from the food e-commerce website. Every business strives for customer satisfaction to stay in business and retain customers (Pradana & Novitasari, 2017).

In a service and product firm, customer happiness is critical. Entrepreneurs and company owners may learn about complaints and comments from customers who get services or products by paying attention to customer satisfaction (Putri et al., 2021). The organization may enhance and increase the quality of customer service and products supplied due to these complaints and inputs to compete and surpass competitors and eventually satisfy customers (Kartawinata & Akbar, 2021). Increasing the four factors above will make customers more satisfied with the products and services provided by the company. Therefore, to make customers feel satisfied, the company needs to pay attention to small to big things because if the customer is not satisfied, there is a lot of risk for the company, one of which is not buying the company's products/services anymore.

A food e-commerce website is a fairly new company, so it is imperative to have a good company reputation, one of which is by making customers feel satisfied. From the selection of the driver/food delivery person to the quality of the food provided by the food e-commerce website restaurant, consumers must pay close attention to it. Based on the explanations and literature reviews, we also formulate hypothesis 4 to measure the indirect effect between variables.

According to Chiu et al. (2019), price is one of the most important considerations in purchasing decisions. Price reduction is a pricing strategy in which things are sold at a reasonable discount to customers (Dawood & Shamout, 2016). Lower prices attract more consumers (Ashraf et al., 2014). A lower price is the most advantageous aspect of buying. Furthermore, customers' energy-saving behavior was mostly influenced by price (Long et al., 2015). Price is one of the variables in determining customer satisfaction, and price or value is comparable in that it is a significant aspect in influencing and contributing to the development of customer satisfaction (Jakpar, Na, et al., 2012). Customer satisfaction is determined by comparing service and performance to expectations (Barsky & Labagh,

1992). It is a state of mind in which a customer's requirements, wants, and expectations for a product or service have been satisfied or surpassed, resulting in recurrent purchases and loyalty (Anton & Perkins, 1997). Customers select things or services they value rather than being handed them randomly (Li & Hitt, 2008). To put it another way, rather than picking a product

randomly, purchasers usually book the product they want. Therefore, the following hypothesis 4 is proposed.

Hypothesis 4: Price reductions (discounts) positively influence consumer satisfaction through selection as a mediating variable.

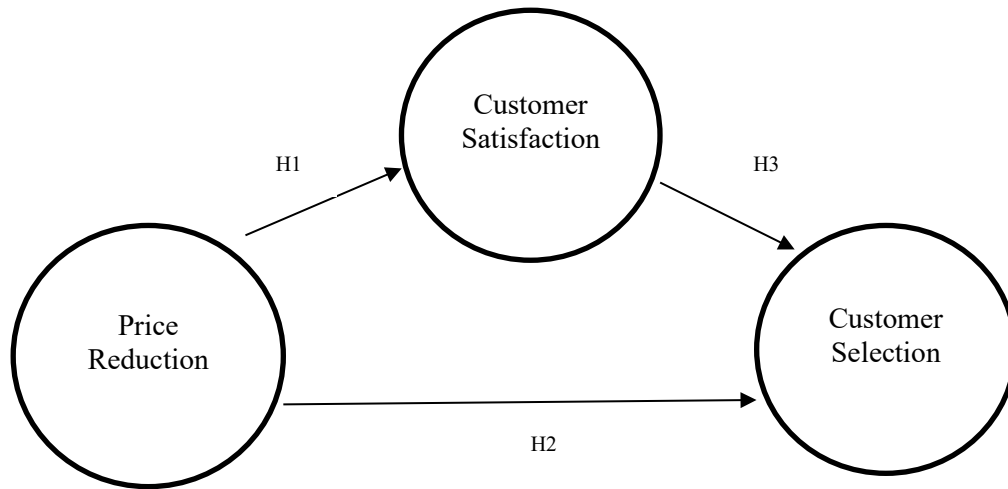


Figure 1: Research Model

METHOD

Structural Equation Modeling (SEM), a statistical method for solving multilevel models concurrently that linear regression equations cannot solve, is utilized to handle the data in this work. SEM is also usually referred to as a

combination of regression and factor analysis. This research requires consumers who have used Food e-commerce websites from various regions to fill out the questionnaires that have been distributed. The questionnaire is in the form of a Google Form so that respondents can fill it out anywhere.

Table 1: Respondents' Profiles

Profile	Category	Percentage
Gender	Male	36.8%
	Female	63.2%
Age	< 18 years	6.1%
	18-25 years	92.1%
	> 25 years	1.8%
Profession	Student	87.7%
	Employee	8.8%
	Does not work	0.9%
	Other	2.6%
Have you ever used a Food e-commerce website ordering service?	Yes	87.7%
	No	12.3%
If yes, how did you find out about the Food e-commerce website's ordering service?	Social Media	40.9%
	Friends	41.8%
	Advertisement on TV	1.8%
	Other	15.5%

For regions, there is nothing particularly important that the respondent has ever used a Food e-commerce website. The questionnaire has several variables, interest, preference, and satisfaction, on a scale of 1 (strongly disagree) to 5 (strongly agree). Using the SmartPLS application takes 100 respondents to process the data. Data through the distribution of questionnaires that were carried out through social media and given to consumers who know the existence of Food e-commerce website services collected 100 respondents, distributed

equally for each region. This questionnaire is divided into 3 variables: interest, selection, and customer satisfaction.

Table 1 is the answer from 100 respondents showing that women dominate the gender who use Food e-commerce website services, which is 63.2%. This may happen because women are attracted more to discounted products. For age, it is dominated by teenagers or young people, namely 18 to 25 years old.

Table 2: Loading Factor

Code	Statement	Interest (X)	Selection (Y)	Satisfaction (Z)
X1	Online food ordering services are very helpful and make it easier for consumers	0.862		
X2	Many promos/discounts offered by Food e-commerce website	0.871		
Y1	The display on Food e-commerce website is easy to use and understand		0.777	
Y2	The explanation regarding the menu is clear and easy to understand		0.760	
Y3	Many choices of food/drinks that have discounts		0.807	
Y4	There is free shipping that can be used in the Food e-commerce website application		0.826	
Y5	The nominal discount offered is the largest among other online food/beverage services		0.803	
Y6	The terms and conditions for the validity of the promo are easy to fulfill		0.830	
Y7	More discount vouchers are offered than other online food/beverage services		0.792	
Y8	It's more effective to buy food/drinks online especially because of the promo		0.826	
Y9	The prices offered by Food e-commerce website services vary		0.747	
Y10	The desired food/drink is always available		0.582	
Z1	Food/drinks come according to the estimate in the application			0.814
Z2	Food/drinks come according to what has been ordered			0.833
Z3	The image on the application corresponds to what came			0.743
Z4	The price is according to the portion / taste of what is ordered			0.846
Z5	The service provided by the driver is good			0.741
Z6	Food/drink arrived in good condition			0.819
Z7	Despite the discount, the quality of the food/beverage sent is still good			0.838
Z8	I always give 5 stars after receiving the order			0.736

This is likely reasonable because social media and technology are very close to young people of that age. In occupation, students become dominant with a percentage of 87.8%. This can happen because students understand better how to use technology, namely applications. With promotions on social media, students want to try and be tempted by existing promos.

Although all respondents already know the food and agricultural e-commerce website or ordering application, 12.3% of respondents have never used this Food e-commerce website service and 87.7% of respondents have used it. This has several influencing factors such as lack of understanding, bigger competitors' promos and other factors.

With the promotions that have been carried out by Food e-commerce website, it turns out that they still haven't made the public know about Food e-commerce website, this can be seen from 41.8% of respondents knowing Food e-commerce website from friends, not from promotions that have been carried out by food e-commerce website.

Table 3: Average Variance Extracted

Variable	AVE	Description
Discount Appeal	0.636	Valid
Selection	0.751	Valid
Satisfaction	0.605	Valid

Table 2 has 3 variables with their respective symbols, interest (X), selection (Y) and satisfaction (Z). Based on the results in the table, it can be stated that the value of the loading factor on the variables of interest, selection, and satisfaction is valid because the value is above > 0.5. Many studies reported that factor loadings should be greater than 0.5 for better results (Truong & McColl, 2011). Therefore, we continued analyzing the data according to the path analysis methodology.

AVE is the average variance extracted, indicating whether the value is valid or not. The table above shows that the AVE value for the variables of interest, selection and satisfaction has a value above the valid limit, which is > 0.5,

so the AVE value in the table above is declared valid. Thus, we carried out further analysis using SmartPLS.

Table 4: Cross-Loading Value

	X	Y	Z
X11	0.862	0.619	0.649
X22	0.871	0.732	0.565
Y13	0.586	0.777	0.601
Y24	0.725	0.760	0.602
Y35	0.612	0.807	0.641
Y46	0.711	0.826	0.679
Y57	0.549	0.803	0.612
Y68	0.694	0.830	0.687
Y79	0.639	0.792	0.639
Y810	0.612	0.826	0.755
Y911	0.613	0.747	0.646
Y1012	0.353	0.582	0.546
Z113	0.508	0.658	0.814
Z214	0.646	0.715	0.833
Z315	0.477	0.625	0.743
Z416	0.607	0.746	0.846
Z517	0.570	0.614	0.741
Z618	0.524	0.620	0.819
Z719	0.599	0.686	0.838

Table 4 shows the value of cross loading, another measure of discriminant validity, for each indicator with a different value. With this value, it can be concluded that all indicators have more value than other indicator blocks. Cross Loading value is expected to be greater than 0.7 (Ghozali & Latan, 2015).

Table 5 shows that all variables have met the reliable requirements. It can be seen from the Cronbach's Alpha and Composite Reliability values have good values based on SmartPLS. The result of the recommended value is greater than 0.6 and the value in the table is more than 0.6 so it is declared better. The variables of interest, selection, and satisfaction have a value of more than 0.6 which means that the value is good and valid (Hair et al., 2017).

Table 5: Construct Reliability and Validity

	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Discount Appeal	0.668	0.669	0.858	0.751
Selection	0.926	0.931	0.938	0.605
Satisfaction	0.918	0.921	0.933	0.636

Table 6 shows the R Square value of the selection variable (Y) and satisfaction (Z) of 0.764 and 0.490. For the R Square Adjusted value of the selection variable (Y) and satisfaction (Z) of 0.759 and 0.485. we also measured the goodness of fit (GoF), which can be seen from SRMR value. Henseler et al. (2015) argue that any value less than 0.10 and more than 0.08 indicates a good model fit.

Table 6: R Square

	R Square	R Square Adjusted
Selection	0.764	0.759
Satisfaction	0.490	0.485

We found that the SRMR value is 0.087, as shown in Table 7, hence the goodness of fit is enough to be estimated further.

Table 7: Goodness of Fit

	Saturated Models	Estimated Models
SRMR	0.087	0.088
d_ULS	1.163	1.192
d_G	0.839	0.856
Chi-Square	482.029	487.701
NFI	0.719	0.716

RESULT AND DISCUSSION

Based on the table of hypothesis test results (table 8), the variable interest in selection has a value of 0.397, which indicates that if consumers already have an interest, there is a possibility to choose it. The T statistic value of 5.242 and the value of P values 0.000 shows that it has a large/significant effect. Therefore, if a potential customer already has an interest, it has a big enough possibility to be an option for that potential customer.

The variable satisfaction with the selection has a value of 0.549, indicating that it has a positive influence. If consumers already have high satisfaction, it will be the next choice. The T statistic value is 7,373, and the P Values are 0.000, showing a significant effect. In this case, satisfaction is an important factor so that consumers choose again. If consumers already have high satisfaction, they will choose again.

Based on the variable of interest in satisfaction has a value of 0.700, it means that this variable has a positive and significant influence. Interest will create considerable satisfaction if it is in accordance with what is expected by consumers. The T-statistic value is 8,976 and the P values 0.000, which shows that interest significantly affects satisfaction.

Table 8: Path Coefficients

Variable	Path coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T-value	P Values
Discount appeal -> Selection	0.397	0.395	0.076	5.242	0.000
Satisfaction -> Selection	0.549	0.548	0.074	7.373	0.000
Discount Appeal -> Selection	0.700	0.698	0.078	8.976	0.000

This means that the interest of consumers has a positive influence on their satisfaction of these consumers. The finding of our study corresponds with the previous research by Pradana et al.

(2022) and Saragih et al. (2022).

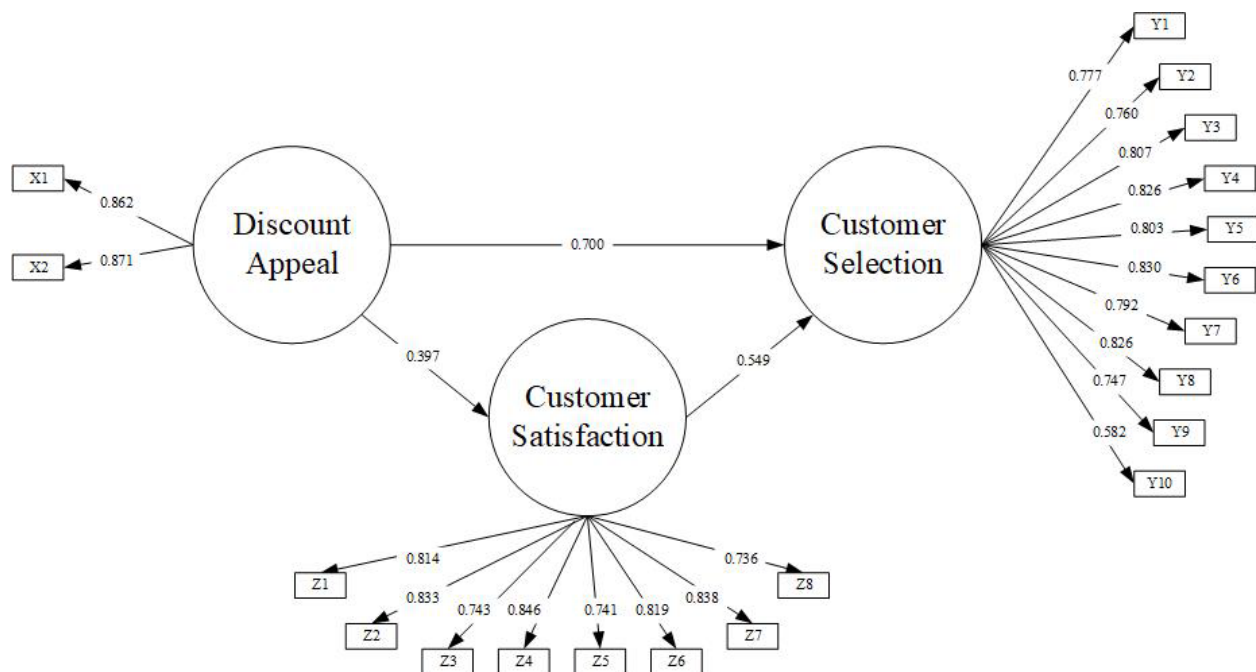


Figure 2: Path Analysis Visualization

CONCLUSION AND RECOMMENDATION

Based on this research, the result indicates that nowadays, people prefer to buy food and drinks through online food delivery systems. The provider offers many promotions and the discounted price is one of the main reasons why people choose to get their food using an application in their smartphone. It also changes their behavior on purchasing food and beverages, from traditionally coming to the restaurant or the store to online food delivery. It turns out that discounts are one of the main interests, and they support their satisfaction because discounts primarily influence their decision to choose an application. Discounts have a large, significant

and positive effect on interest, selection, and satisfaction with the food e-commerce website's ordering services.

The research results indicate that discounts can be one of the strengths of food e-commerce websites to get customers. Consumers, especially agriculture and food website and application users, apparently are attracted to the amount of discount given by application provider companies since the discount affects the growth of their impulse buying interest. Thus, it can be concluded that the discount program variable which includes indicators of consumer interest, the determination of the discount program offered, and the frequency of the discount

program offered by e-commerce websites such as Shopee to consumers, can significantly influence the number of purchases. The results of respondents' answers can be seen that average results answers given indicate the respondent's agreement regarding the impulsive buying behavior carried out. Thus, it can be concluded that the discount may invite impulsive buying level variables consisting of several indicators, namely spontaneity, strength, excitement, intensity, excitement, simulation, and disregard for consequences, which have an effect on increasing consumer purchasing power can be keys to future research.

Further research needs to be conducted to determine other factors that influence the customers' selection of food products. Future research can focus on the specific product item to be discounted so that it can attract consumer buying interest. However, this research still has some limitations, such as the number of participants involved and the limited time to gather a large sample of data and participants.

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