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Analysis of Digital Marketing Strategies through GoFood in Enhancing Community Purchasing Power at Cafe Raluna Paiton Probolinggo

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Abstract

The rapid development of digital technology has encouraged culinary businesses to adopt online food delivery platforms, particularly GoFood, to expand market reach and improve customer service. However, the effectiveness of such platforms depends on operational capacity and alignment with local consumer preferences regarding price, convenience, and practicality. This study analyzed the implementation of digital marketing strategies through GoFood in improving community purchasing power at Cafe Raluna, Paiton District, Probolinggo Regency. A qualitative descriptive design was employed. Data were collected through observation, in-depth interviews, and documentation involving four informants: the manager, cashier, and an employee of Cafe Raluna, as well as a consumer who had previously ordered through GoFood. The data were analyzed using an interactive model comprising data reduction, data display, and conclusion drawing. The findings indicate that Cafe Raluna's use of GoFood incorporates the four elements of the marketing mix—product, price, place, and promotion. Nevertheless, the promotional features and menu presentation have not been managed through systematic planning, thereby

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limiting digital marketing performance. GoFood contributes to increased community purchasing activity by providing convenient services, practical ordering processes, and promotional programs that encourage purchases. However, the magnitude of this contribution could not be determined because GoFood sales were not recorded separately from direct sales. Additional constraints included limited driver availability, platform commission fees, and competition among culinary businesses. The study concludes that GoFood supports Cafe Raluna's digital marketing and community purchasing power, although more systematic planning, separate sales recording, and optimized promotional and menu-management strategies are required to achieve sustainable outcomes. These findings provide practical implications for small culinary businesses seeking to improve the effectiveness of platform-based digital marketing.

Keywords: Culinary Business; Digital Marketing; GoFood; Marketing Mix; Purchasing Power

INTRODUCTION

The rapid development of digital technology over the past few decades has significantly transformed various aspects of human life, including the economic and business sectors. Advances in information and communication technology have changed the way businesses and consumers interact, particularly in marketing activities and commercial transactions. The utilization of the internet and various digital platforms has encouraged the emergence of new business models that are more efficient, faster, and capable of reaching consumers more broadly than conventional methods. These transformations have also affected the culinary industry, which increasingly relies on digital technology as a medium for promotion, communication, distribution, and transactions with consumers (Banjarnahor & Setyorini, 2022).

The development of the digital-based culinary industry is characterized by the increasing use of digital platforms in business operations and marketing activities. Digital technology has enabled culinary businesses to expand their market reach, improve operational efficiency, and establish more intensive interactions with consumers. The utilization of digital platforms has also encouraged changes in consumer behavior, in which people increasingly prioritize convenience, speed, and practicality in fulfilling their daily needs, including food and beverage consumption (Rahmawati et al., 2024). In addition, digital

marketing strategies implemented through online platforms have become an essential instrument for culinary businesses to strengthen competitiveness and maintain business sustainability in the digital economy (Arif, 2025).

These changes in consumption patterns indicate that digitalization has become an integral part of modern lifestyles rather than a temporary phenomenon. The increasing intensity of smartphone and internet usage has made people more accustomed to conducting various activities digitally, including searching for product information, comparing prices, making transactions, and providing feedback on products and services. In the context of food consumption, online food delivery services have become one of the most preferred alternatives because they offer convenience and time efficiency for consumers (Az-zahra et al., 2021).

In line with the high level of GoFood usage, as reflected in these data, the utilization of application-based food delivery platforms is considered capable of making a positive contribution to the performance of culinary businesses. The use of GoFood has been shown to contribute to increased sales and market expansion through an online marketing system that directly connects businesses with consumers via digital platforms. Moreover, improvements in culinary business performance through digital platforms are supported by easier consumer access and the implementation of continuous promotional strategies, thereby strengthening business competitiveness in the digital economy (Arif, 2025). Previous studies also demonstrate that digital marketing and service quality in food delivery applications significantly influence consumers' purchasing decisions, indicating that digital platforms have become strategic instruments in supporting business growth and customer engagement (Haris, 2023).

In addition, studies on social media marketing strategies indicate that digital media utilization can expand market reach, increase consumer interest, and facilitate more effective marketing communication between businesses and consumers (Husnah & Fahrudin, 2025). These findings suggest that digital media function not merely as communication tools but also as integral components of contemporary business marketing strategies. In Indonesia, the development of online food delivery services has experienced remarkable growth in recent years. Various digital platforms, such as GoFood, GrabFood, and ShopeeFood, act as intermediaries connecting culinary businesses and consumers through online ordering and delivery systems. The existence of these platforms not only facilitates consumers in obtaining

culinary products but also provides opportunities for Micro, Small, and Medium Enterprises (MSMEs) to expand market reach and improve business competitiveness through digital technology utilization (Preasetianto et al., 2021).

Culinary MSMEs refer to micro, small, and medium-sized enterprises engaged in the provision of food and beverage products, including food stalls, cafés, small-scale restaurants, and home-based businesses. The presence of digital platforms such as GoFood has played a significant role in assisting culinary MSMEs in expanding market reach and establishing relationships with consumers through practical, fast, and reliable ordering systems. Consequently, digital technology has become an important instrument in supporting business development and enhancing the competitiveness of culinary enterprises (L. Tri Wijaya N. et al., 2021).

Among the available platforms, GoFood has become one of the most widely used food delivery services in Indonesia. Its popularity is supported by various features, including user-friendly applications, diverse restaurant choices, flexible payment methods, and attractive promotional programs. Affordable prices and promotional discounts have also become important considerations for consumers in choosing online food delivery services (Banjarnahor & Setyorini, 2022).

The utilization of GoFood has contributed positively to the development of culinary businesses in Indonesia. Through digital marketing systems, business actors can promote products more extensively, manage orders systematically, and reach consumers without geographical limitations. The use of GoFood has been shown to contribute to increasing sales and expanding market reach through online marketing systems directly connected to consumers.

Besides functioning as a sales medium, GoFood also serves as an effective platform for implementing digital marketing strategies. The utilization of promotional features, digital menu displays, discount programs, and customer review management enables businesses to establish more effective marketing communication with consumers. The implementation of marketing strategies through digital platforms has been proven to increase consumer interest and encourage sales growth in culinary businesses.

From a marketing perspective, a marketing strategy refers to a series of decisions and actions undertaken by business actors to achieve marketing objectives through target market determination, positioning, and the management of the marketing mix, including product,

price, place, and promotion (Kotler & Keller, 2016). Appropriate marketing strategies enable businesses to align product offerings with consumer needs and characteristics. In the digital era, marketing strategies are no longer limited to conventional activities but also involve the utilization of various digital media and platforms capable of reaching consumers more broadly and efficiently.

The marketing mix approach remains one of the most relevant frameworks for analyzing digital marketing strategies through GoFood. The concept of the marketing mix consists of four primary elements, namely product, price, place, and promotion (Borden, 1964). These four elements are closely interconnected in influencing consumer purchasing decisions. Within the context of GoFood, the product element is represented through product quality and digital menu presentation, price is related to affordability and perceived value, place is reflected through service accessibility, and promotion is implemented through various discount programs and special offers available on the platform.

The success of digital marketing strategies through GoFood cannot merely be measured by increased business sales but also by their ability to influence consumers' purchasing power. Purchasing power refers to the ability of individuals or groups to obtain goods and services according to their economic conditions (Keynes, 1936). In the context of digital consumption, purchasing power is not solely determined by income levels but is also influenced by prices, accessibility, needs, and consumers' perceptions of product value (Swastha & Irawan, 2011).

The rapid development of online food delivery services indicates that digital marketing strategies can significantly affect consumer behavior. Price transparency, promotional availability, and service accessibility encourage consumers to optimize their purchasing capabilities more effectively. Digital platforms such as GoFood therefore contribute not only to improving business performance but also to influencing consumption patterns and community purchasing power (Suryani & Burhan, 2025).

Several previous studies have examined the role of GoFood in supporting the development of culinary businesses. Maula (2023) found that marketing strategies implemented through GoFood positively contributed to increasing the number of consumers and business revenue. Hasbi & Lestari (2022) revealed that promotional mix strategies significantly influence consumer purchasing decisions on the GoFood platform. Wachyuni & Hardiningsih (2022) demonstrated that GoFood helps culinary MSMEs expand

market reach and increase consumer purchasing interest. Cahayani (2021) reported that online food delivery platforms improve sales performance and business sustainability. Ngiu & Purnama (2024) explained that digital food delivery services contribute to strengthening customer loyalty.

Despite these findings, previous studies have predominantly focused on urban areas and generally emphasized sales performance, promotional effectiveness, and consumer purchasing decisions. Limited attention has been given to how digital marketing strategies through GoFood are implemented in non-urban areas characterized by distinct socioeconomic conditions and consumption patterns. Studies specifically examining the relationship between digital marketing strategies through GoFood and community purchasing power in local contexts also remain limited. This situation indicates the existence of a research gap that requires further investigation.

The present study responds to this gap by examining the implementation of digital marketing strategies through GoFood and their contribution to enhancing community purchasing power at Cafe Raluna in Paiton, Probolinggo. Paiton represents a non-urban area whose population is predominantly composed of middle- to lower-income communities with economic activities centered on agriculture and small-scale trade. The socioeconomic characteristics of this community influence consumption behavior, where affordability, practicality, and service accessibility become primary considerations in purchasing decisions.

The selection of Cafe Raluna as the research object is based on its active utilization of GoFood as a digital marketing medium while still encountering several challenges in optimizing the platform's features. As a culinary MSME operating in a non-urban area, Cafe Raluna represents a relevant case for examining how digital technology enables businesses to reach broader markets without establishing additional branches or expanding their physical premises, thereby illustrating the strategic role of digital platforms in supporting business growth (L. Tri Wijaya N. et al., 2021). These challenges include limited utilization of promotional features, platform commission costs, driver availability constraints, and increasingly intense competition among culinary businesses operating on digital platforms. Such conditions make Cafe Raluna an appropriate case for understanding how digital marketing strategies can be adapted to local market characteristics and contribute to strengthening purchasing power among consumers in non-urban areas.

The novelty of this study lies in its in-depth analysis of digital marketing strategies through GoFood in a non-urban culinary business setting characterized by specific socioeconomic conditions. Unlike previous studies that primarily focused on urban contexts or general analyses of online food delivery platforms, this research specifically examines the relationship between digital marketing strategies and community purchasing power in a local economic environment. Consequently, this study contributes to enriching the literature on digital marketing implementation in culinary MSMEs and broadens the theoretical perspective regarding context-based digital marketing strategies in non-urban communities.

Theoretically, this study contributes to the development of digital marketing and consumer behavior studies by providing empirical evidence regarding the relationship between marketing strategies implemented through online food delivery platforms and community purchasing power. Practically, the findings are expected to provide recommendations for Cafe Raluna and other culinary businesses with similar characteristics in optimizing digital marketing strategies, particularly in terms of promotional management, menu arrangement, pricing strategies, and operational efficiency.

Therefore, this study aims to analyze the implementation of digital marketing strategies through GoFood in enhancing community purchasing power at Cafe Raluna, Paiton, Probolinggo. The findings of this research are expected to provide both academic and practical contributions to the development of digital marketing strategies for culinary MSMEs, particularly in non-urban areas undergoing digital transformation.

METHODS

This study employed a qualitative research method with a descriptive approach to obtain an in-depth understanding of the implementation of digital marketing strategies through the GoFood platform and their role in influencing consumer purchasing power. A qualitative approach was selected because it enables researchers to explore social phenomena based on the experiences, perceptions, and practices of research participants in their natural settings. Furthermore, a descriptive approach was applied to portray the empirical conditions and processes as they occur without manipulating the variables under investigation.

The research was conducted at Cafe Raluna, located in Paiton District, Probolinggo Regency, Indonesia. The site was purposively selected because Cafe Raluna is one of the

culinary businesses that has implemented GoFood as a digital marketing medium and represents a non-urban business adapting to technological developments in the digital economy. The research was carried out from 11 February to 28 February 2026, encompassing pre-field preparation, fieldwork, data analysis, and the preparation of the research report.

The study was designed to comprehensively investigate two primary focuses, namely digital marketing strategies and consumer purchasing power. The digital marketing strategy was analyzed using the marketing mix framework proposed by Borden and subsequently developed by Kotler and Keller, which consists of product, price, place, and promotion dimensions. The product dimension included menu suitability with consumer needs, product quality, menu variations, and menu presentation on the GoFood application. The price dimension encompassed price affordability, price suitability with product quality, and the provision of discounts and promotional offers. The place dimension referred to the accessibility of services, delivery coverage, and service speed. Meanwhile, the promotion dimension involved discount programs, bundle packages, promotional intensity, and consumer responses toward promotional activities.

Consumer purchasing power was examined based on the concept proposed by Keynes and further elaborated by Swastha and Irawan. The indicators included consumers' ability to purchase products, purchase frequency, conformity between purchases and needs, and perceptions regarding price affordability. These indicators served as the basis for developing the interview guidelines, determining the focus of observations, and organizing the data collection process.

The participants of this study consisted of the owner, employees, and consumers of Cafe Raluna. Participant selection employed a purposive sampling technique because not all individuals possessed relevant information regarding the implementation of digital marketing strategies through GoFood and their implications for consumer purchasing power. The owner was selected due to involvement in planning and implementing digital marketing strategies, employees were chosen because they directly managed operational activities and the GoFood platform, and consumers were selected because they had direct experience using GoFood services to purchase products from Cafe Raluna. In qualitative research, the number of participants is not determined statistically but based on data saturation, meaning that data collection is terminated when no significant new information emerges and recurring patterns have been identified.

The primary research instrument was the researcher as a human instrument, who was directly involved in determining the research focus, selecting data sources, collecting information, and interpreting the findings. According to Sugiyono, the researcher functions as the main instrument in qualitative studies because the process of understanding and interpreting social phenomena requires direct engagement with the field (Sugiyono, 2009). In addition to the researcher, supporting instruments were also employed, including semi-structured interview guidelines, observation sheets, note-taking tools, and documentation materials. The interview guidelines were developed based on the research indicators to ensure that the interviews remained focused while allowing participants to elaborate on their experiences and perspectives. Observation sheets were used to record digital marketing activities conducted by Cafe Raluna through GoFood, whereas documentation in the form of photographs, screenshots, field notes, and interview recordings functioned as supporting evidence.

Data sources consisted of primary and secondary data. Primary data were obtained directly from the field through observations and interviews. Observations were conducted at the initial stage to understand the research context and examine the digital marketing practices implemented by Cafe Raluna, including product presentation, pricing strategies, promotional activities, and the utilization of digital features available on the GoFood platform. Subsequently, in-depth interviews were conducted with the owner, employees, and consumers to explore their experiences and perspectives regarding digital marketing implementation and its relationship with consumer purchasing power. According to Rijali, qualitative data are primarily generated through direct interactions between researchers and participants, enabling researchers to understand social phenomena comprehensively (Rijali, 2019).

Secondary data were obtained from reports, official documents, archives, scientific publications, articles, and digital materials related to the research topic. Secondary data complemented and strengthened primary data by providing broader contextual information regarding the implementation of digital marketing through GoFood at Cafe Raluna. Furthermore, secondary data facilitated the verification of observational and interview findings and assisted in identifying patterns emerging from documented information. Sulung and Muspawi argue that secondary data improve the reliability and validity of qualitative findings because they provide contextual frameworks and comparative references (Sulung & Muspawi, 2024).

Data collection was conducted through observations, interviews, and documentation. Observation was used to gain an initial understanding of the object under investigation and to examine how digital marketing activities were implemented through GoFood. Hasanah explains that observation allows researchers to understand social realities directly and provides a basis for conducting more in-depth investigations (Hasanah, 2017). Subsequently, semi-structured interviews were conducted to obtain detailed information regarding promotional strategies, menu management, consumer interactions, and the impact of GoFood utilization on purchasing power. Rosaliza states that interviews in qualitative research facilitate the exploration of experiences, meanings, and perceptions through direct interaction between researchers and participants (Rosaliza, 2015). Documentation was also collected in the form of menu screenshots, promotional materials, transaction records, and operational photographs. According to Nilamsari, documentation serves as an important supporting source that strengthens and verifies qualitative findings (Nilamsari, 2014).

The trustworthiness of the data was ensured using the criteria proposed by Moleong, namely credibility, transferability, dependability, and confirmability (Lexy J. Moleong, 2009). Credibility was achieved through source and technique triangulation by comparing information obtained from owners, employees, and consumers and by comparing findings derived from observations, interviews, and documentation. Transferability was established by providing a detailed description of the research context, enabling readers to assess the applicability of the findings to similar settings. Dependability was maintained through systematic documentation of all research stages, whereas confirmability was ensured by tracing empirical evidence and conducting member checks with participants.

Data analysis employed the interactive model developed by Miles, Huberman, and Saldana, consisting of data reduction, data display, and conclusion drawing and verification (Miles et al., 2014). Data reduction involved selecting and focusing on information relevant to the research objectives. Subsequently, the data were organized into narrative descriptions to facilitate the identification of patterns and relationships among findings. Finally, conclusions were drawn by interpreting the meanings emerging from the data and continuously verifying them throughout the research process. Through the application of a descriptive qualitative method and systematic procedures of data collection and analysis, this study is expected to provide a comprehensive understanding of the implementation of digital marketing strategies through GoFood and their contribution to enhancing consumer purchasing power in non-urban culinary businesses.

RESULTS

The study was conducted at Cafe Raluna, a culinary business located in Paiton District, Probolinggo Regency, East Java, Indonesia. Initially, the business operated as a simple café facility provided for boarding house residents in the Binor area. Over time, increasing public interest in its products encouraged the owner to relocate the business to a more strategic location and expand its market reach. In response to the rapid development of digital technology and changes in consumer behavior, Cafe Raluna joined the GoFood platform to facilitate online food ordering and broaden its marketing coverage. At present, the café offers several service alternatives, including dine-in, take-away, and online ordering through digital applications. The study involved four participants who were selected based on their direct involvement in the operational and marketing activities of the café, consisting of the manager, cashier, employee, and consumer. The inclusion of participants from different roles enabled the researcher to obtain comprehensive information regarding the implementation of digital marketing strategies through GoFood and their implications for consumer purchasing behavior.

The findings are presented based on the Marketing Mix (4P) framework, namely product, price, place, and promotion. The product dimension revealed that Cafe Raluna maintains consistency between its offline and online services by displaying the same menu on the GoFood platform as that offered directly in the café. Observations showed that each menu item is accompanied by photographs and price information, making it easier for consumers to identify and select products according to their preferences. Orders received through GoFood are directly transmitted to the cashier's device and subsequently forwarded to kitchen staff for preparation. Employees process orders according to the sequence of incoming requests and ensure the completeness and accuracy of each order before it is handed over to delivery drivers. Consumers also perceived the product presentation positively because the menu display was considered clear and informative, reducing uncertainty during the ordering process.

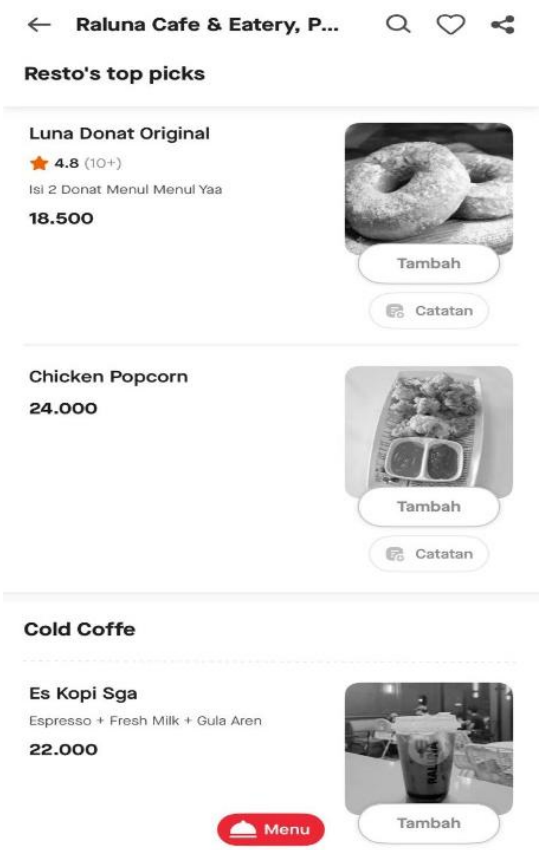

Figure 1. Food Menu Display on the GoFood Application

Figure 1 Food Menu Display on the GoFood Application shows that the menu display on the GoFood application provides complete information regarding product names, images, and prices, thereby facilitating consumers in understanding the available menu options and making purchasing decisions. The consistency of products between online and offline channels indicates that Cafe Raluna prioritizes standardization and consumer trust by ensuring that the products offered through digital platforms remain identical to those sold directly at the café.

Regarding the price dimension, the findings revealed that products sold through GoFood are generally priced slightly higher than those sold directly at the café. According to the manager, the price differences are attributed to administrative fees and platform charges imposed by GoFood. Although consumers recognized that online prices were somewhat higher, they generally considered the differences reasonable because of the convenience and practicality provided by the application. Consumers were willing to pay additional costs in exchange for time efficiency and easier access to products without the need to visit the café physically. These findings indicate that service convenience becomes an important factor

influencing consumers' tolerance toward price differences. In the context of Paiton, practical benefits appear to compensate for the additional costs associated with online ordering.

The place or distribution dimension demonstrated that GoFood functions as an effective distribution channel that enables consumers to purchase products without visiting the café directly. Through the application, consumers can browse menus, estimate delivery times, and conduct digital payments conveniently. The ordering process follows a systematic procedure in which incoming orders are received by the cashier and forwarded to kitchen staff before being placed in the pickup area awaiting delivery drivers. Consumers perceived this service as practical and efficient, particularly when they were busy or reluctant to travel outside their homes.

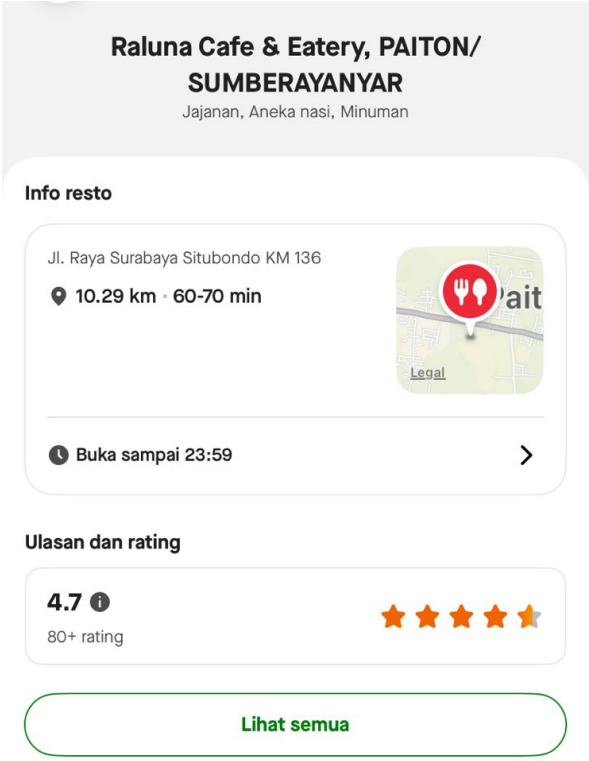

Figure 2. Main Interface of Cafe Raluna on the GoFood Application

Figure 2 Main Interface of Cafe Raluna on the GoFood Application shows that the GoFood platform provides comprehensive information regarding Cafe Raluna, including business location, menu options, and ordering services, thereby increasing the accessibility of the café's products to a broader market. However, the findings also revealed operational challenges related to the availability of delivery drivers. Both the cashier and employees acknowledged that orders occasionally experienced delays or cancellations due to the

difficulty of finding available drivers, especially during certain periods. This finding suggests that the effectiveness of digital distribution channels in non-urban areas such as Paiton is highly dependent on the availability of transportation partners that remain outside the control of the business.

The promotion dimension showed that Cafe Raluna utilizes promotional features provided by GoFood, such as discounts and special offers that are displayed during specific periods. According to the manager, promotional programs generally contribute to increasing consumer interest and attracting additional orders, although the impact is not consistently significant. Consumers also indicated that discounts and promotional offers strongly influenced their purchasing decisions because they provided opportunities to save money. Some consumers even preferred to wait for promotional periods before placing orders through the application.



Figure 3. Promotional Program on the GoFood Application

Figure 3 Promotional Program on the GoFood Application shows that promotional information is prominently displayed on the GoFood application, enabling consumers to identify available discounts and special offers before making purchasing decisions. Nevertheless, employees perceived the impact of promotional activities differently. From an

operational perspective, they considered that promotional programs did not substantially increase the volume of incoming orders. This discrepancy in perception indicates that promotions significantly influence individual purchasing decisions but do not necessarily generate considerable changes in the café's overall sales performance.

Overall, several important findings emerged from this study. First, Cafe Raluna successfully maintains product consistency between online and offline channels, thereby strengthening consumer trust and simplifying operational processes. Second, consumers demonstrate a relatively high level of tolerance toward price differences because the convenience of online ordering compensates for additional costs. Third, the effectiveness of GoFood as a distribution channel remains highly dependent on the availability of delivery drivers, indicating that digital platforms still face infrastructural limitations in semi-rural areas. Fourth, differences in perceptions regarding promotional effectiveness suggest that promotions have a stronger influence on individual consumer behavior than on aggregate sales volume. Finally, GoFood contributes approximately 30% of Cafe Raluna's total revenue, with online orders reaching up to seven transactions per day during busy periods. This finding demonstrates that digital platforms have become an integral component of the business's revenue structure and play a significant role in expanding market reach, improving service accessibility, and supporting the sustainability of small culinary enterprises in the digital era.

DISCUSSION

The findings of this study demonstrate that digital marketing strategies implemented through GoFood have become an important instrument for supporting business sustainability and stimulating consumer purchasing power at Cafe Raluna, Paiton, Probolinggo. The adoption of GoFood was initially driven by changes in consumer behavior, particularly the increasing tendency to use digital platforms for purchasing food and beverages. The platform is not merely utilized as an online ordering channel but has evolved into a strategic marketing medium that enables the business to reach a broader market segment beyond its immediate geographical location. This finding indicates that digital transformation in the culinary sector has encouraged micro and small businesses to integrate technology into their marketing activities to maintain competitiveness and respond to changing consumer preferences.

From the perspective of the marketing mix framework proposed by Kotler & Keller (2016), the digital marketing strategy employed by Cafe Raluna encompasses the four principal dimensions of marketing activities, namely product, price, place, and promotion. In terms of product, the business maintains consistency between the menu displayed on GoFood and the products offered directly in the café. Such consistency reflects an effort to build consumer trust by ensuring that online information accurately represents the actual products. The availability of product images and detailed menu descriptions also reduces information asymmetry and facilitates consumer decision-making processes. These findings suggest that product transparency constitutes an essential component of digital marketing because online consumers rely heavily on visual and informational cues when making purchasing decisions.

Regarding the price dimension, the study reveals that products sold through GoFood are generally more expensive than those purchased directly at the café due to platform commission fees and administrative costs. Nevertheless, consumers perceive the price difference as acceptable because it is compensated by the convenience and efficiency provided by the online service. This finding implies that consumer purchasing decisions are not solely determined by monetary considerations but are also influenced by perceived value derived from convenience, accessibility, and time efficiency. In other words, the additional costs incurred through online purchases are interpreted by consumers as a reasonable trade-off for obtaining practical benefits.

The place dimension demonstrates that GoFood functions as an effective digital distribution channel that extends market reach and enables consumers to access products without physically visiting the café. The availability of menus, estimated delivery times, and digital payment options contributes to a more seamless purchasing experience. However, the effectiveness of this distribution channel is highly dependent on the availability of delivery drivers. The study found that driver shortages occasionally resulted in delayed deliveries or order cancellations, indicating that the success of digital food delivery services depends not only on business readiness but also on the broader ecosystem supporting platform operations. Consequently, digital marketing effectiveness in non-urban areas may be constrained by infrastructural and logistical limitations beyond the control of business owners.

The promotion dimension reveals a discrepancy between managerial and consumer perceptions regarding the impact of promotional activities. Consumers generally perceive discounts and promotional offers as important incentives that encourage them to place orders and even postpone purchases until promotions become available. In contrast, café employees and managers indicate that promotions do not consistently generate significant increases in order volume. This divergence suggests that promotional programs have a stronger influence at the individual decision-making level than at the aggregate business-performance level. Therefore, promotional strategies should not be viewed merely as tools for increasing sales volume but also as mechanisms for enhancing customer engagement and maintaining consumer interest.

Another significant finding of this study concerns the contribution of GoFood to business performance. Approximately 30% of Cafe Raluna's total revenue is generated through the platform, with online orders reaching up to seven transactions per day during peak periods. This contribution illustrates that digital platforms have become an integral component of the café's revenue structure and business sustainability. Nevertheless, the contribution remains an estimated figure because the café has not yet established a separate recording system for online and offline sales. Consequently, the actual economic contribution of GoFood may be more accurately determined through a more systematic and comprehensive financial management system.

The findings of this study are generally consistent with previous research. The results support the study conducted by Wachyuni & Hardiningsih (2022), which found that GoFood assists micro, small, and medium enterprises in expanding their marketing reach and simplifying transaction processes. Similarly, the findings reinforce the conclusions of Cahayani (2021), who argued that application-based food delivery services contribute significantly to the expansion of culinary businesses. In relation to purchasing power, this study is also in line with the findings of Rahmawati et al. (2024), who reported that GoFood increases business transactions through service convenience and digital promotions. Furthermore, the results corroborate the study by Ngiu & Purnama (2024), which emphasized that service convenience encourages consumers to make repeat purchases.

However, this study also extends previous literature by demonstrating that the effectiveness of digital marketing strategies through GoFood is context-dependent. Unlike studies conducted in urban settings, this research was undertaken in Paiton, a non-urban

district characterized by limited driver availability and distinct consumer behavior patterns. Consumers in Paiton tend to consider convenience, practicality, and affordability simultaneously when making purchasing decisions. Consequently, logistical constraints and local consumer characteristics significantly shape the effectiveness of digital marketing strategies. These findings support the argument of Maula (2023), who emphasized that the success of GoFood utilization is influenced by infrastructure readiness and the ability of business actors to manage digital platforms effectively.

Theoretically, this study contributes to the development of digital marketing literature by illustrating the applicability of the marketing mix framework within digital platform ecosystems, particularly in non-metropolitan areas. The findings suggest that the traditional marketing mix remains relevant in explaining digital marketing practices, although each element is transformed by technological mediation and platform-based interactions. The study also contributes to the understanding of consumer purchasing power by demonstrating that perceived convenience may moderate the influence of price considerations in online purchasing contexts.

From a practical perspective, the findings provide valuable insights for culinary business owners seeking to optimize digital marketing strategies. Businesses should not merely rely on platform presence but also maximize the utilization of promotional features, improve menu presentation, and develop more strategic pricing policies that consider both platform costs and consumer affordability. Additionally, stronger collaboration with platform providers may be necessary to address logistical challenges associated with driver availability. Policymakers and digital platform companies may also consider improving service infrastructure in non-urban areas to ensure more equitable access to digital economic opportunities.

Methodologically, this study demonstrates the usefulness of qualitative approaches in exploring digital marketing phenomena because they enable researchers to understand experiences, perceptions, and contextual factors that cannot be adequately captured through quantitative measurements alone. The integration of observation, interviews, and documentation provides a comprehensive understanding of the interaction between business actors, consumers, and digital platforms.

Despite these contributions, this study has several limitations. First, the study was conducted within a single case, namely Cafe Raluna, limiting the generalizability of the

findings to other business contexts. Second, the number of informants was relatively limited, consisting of only four participants representing managerial, operational, and consumer perspectives. Third, the study relied primarily on qualitative data and did not include quantitative measurements of purchasing power or financial performance. Fourth, the contribution of GoFood to business revenue was based on managerial estimates rather than systematic financial records. Finally, the study was conducted over a relatively short period, preventing the observation of long-term changes in consumer behavior and business performance.

Overall, this study demonstrates that digital marketing strategies implemented through GoFood have significantly contributed to market expansion and consumer purchasing power at Cafe Raluna. Nevertheless, the effectiveness of these strategies depends not only on the existence of digital platforms but also on businesses' abilities to optimize marketing features, formulate appropriate pricing strategies, address logistical constraints, and adapt to the unique characteristics of local consumers. Therefore, digital marketing through GoFood can be regarded as an effective strategy for enhancing purchasing power and supporting business sustainability, although its benefits can be further maximized through more systematic and context-sensitive strategic improvements.

CONCLUSION

This study aimed to analyze the role of digital marketing strategies implemented through the GoFood platform in enhancing consumers' purchasing power at Cafe Raluna, Paiton, Probolinggo. The findings indicate that the utilization of GoFood has incorporated the four elements of the marketing mix product, price, place, and promotion as the foundation of its digital marketing practices. In terms of product, Cafe Raluna maintains consistency between its online and offline menus, thereby strengthening consumer trust. Regarding price, consumers generally accept the price differences between online and direct purchases because the additional costs are perceived as reasonable in exchange for convenience and accessibility. From the distribution perspective, GoFood serves as an effective channel that broadens market reach and enables consumers to access products more easily. Meanwhile, promotional programs, particularly discounts and special offers, contribute to stimulating consumer interest, although their impact on overall sales volume remains limited.

The study further demonstrates that digital marketing through GoFood contributes to increasing consumers' purchasing power by providing convenience, time efficiency, and practical purchasing experiences. Nevertheless, the extent of this contribution cannot be accurately quantified because Cafe Raluna has not maintained separate financial records for online transactions. Furthermore, the effectiveness of digital marketing strategies in non-urban areas such as Paiton is strongly influenced by local consumer characteristics, particularly their sensitivity to price, convenience, and practicality when making purchasing decisions.

The findings also reveal several operational challenges that hinder the optimization of digital marketing strategies, including limited driver availability, platform commission fees that increase product prices, and intense competition among culinary businesses within the GoFood ecosystem. These challenges suggest that the success of digital marketing initiatives depends not only on technology adoption but also on supporting infrastructure and the capability of business actors to manage digital marketing strategies adaptively and strategically.

Theoretically, this study contributes to the growing body of literature on digital marketing by demonstrating the applicability of the marketing mix framework within online food delivery platforms in non-metropolitan settings. Practically, the findings provide insights for culinary business owners to optimize digital platforms through more systematic promotional planning, competitive pricing strategies, and data-driven sales evaluations. Therefore, future research is recommended to involve a larger number of participants, examine various digital delivery platforms, and employ different methodological approaches to obtain a more comprehensive understanding of the effectiveness of digital marketing strategies in improving consumer purchasing power.

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