

PENDAPAT PEMILIK USAHA-USAHA KULINER DI JAKARTA TERHADAP PERAN GO-FOOD DALAM PENGEMBANGAN USAHANYA

Oleh : Octarini

The rapid change of technology has a massive impact in all kinds of culinary business in Jakarta. This research will describe opinions from culinary businesses in Jakarta regarding the existence of Go-Food as a tool to develop their business. What role does Go-Food play as a tool for their business strategy, the changes they experience after they cooperate the business with Go-Food, and what are their opinions about the best strategy for their cooperation to achieve maximum benefits for every party. This research is using a qualitative descriptive method. The results of this research show that Go-Food does not bring many influences for well established businesses that had been around for many years, on the contrary in new businesses Go-Food bring a massive impact. Some changes are positive, and some are negative. The positive sides are growth of profit and turnover, customer satisfaction after ordering food with Go-Food application, expanding product delivery range, brand awareness and brand exposure. The negative side is the increases of food's price appeared in Go-Food application compared with the usual price at the restaurant. At the end of this research every party agree that Go-Food has given a good service for its customers and all culinary businesses whom Go-Food has collaborated with.

Keywords: Technology, Go-Jek, Go-Food, Business strategy, culinary business, Jakarta, business development, business collaboration.