



Regular article

The Influence of the “Dine Out Deals” Discount Promotion and Visual Communication Design on Consumer Purchase Decisions in GrabFood Services at Sun Plaza Mall Medan with Purchase Intention as a Mediating Variable

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ABSTRACT

The lower transaction value of GrabFood compared to its competitors raises questions about market dominance and the sustainability of the platform's growth. Visual communication design should help convey information, but the effectiveness of the "Dine Out Deals" visual promotion strategy at GrabFood Sun Plaza Medan is questionable because many consumers are unaware of the promotion, even though they have seen the material. This study aims to analyze the direct and indirect effects of the "Dine Out Deals" discount promotion and visual communication design on purchasing decisions for GrabFood services at Sun Plaza, with purchase intention as a mediating variable. This is an associative study using primary and secondary data. The population consists of all GrabFood users at that location. The sampling technique used was nonprobability sampling with a purposive sampling approach. The data analysis method is SEM-PLS. The variables consist of two independent variables, one mediating variable, and one dependent variable. The instrument contains 21 statements. Hair's minimum sample size rule is $21 \times 8 = 168$, and this study involved 168 respondents. Data collection was conducted through questionnaires administered to GrabFood users at Sun Plaza Medan. The results show that: (1) the "Dine Out Deals" discount promotion and visual communication design have a significant direct effect on purchase interest; (2) the "Dine Out Deals" discount promotion has a significant indirect effect on purchase decisions; (3) visual communication design has a significant direct effect on purchase decisions; (4) purchase intention has a significant indirect effect on purchase decision; (5) the "Dine Out Deals" promotion has an indirect effect on purchase decision through purchase intention; (6) visual communication design has an indirect effect on purchase decision through purchase intention.

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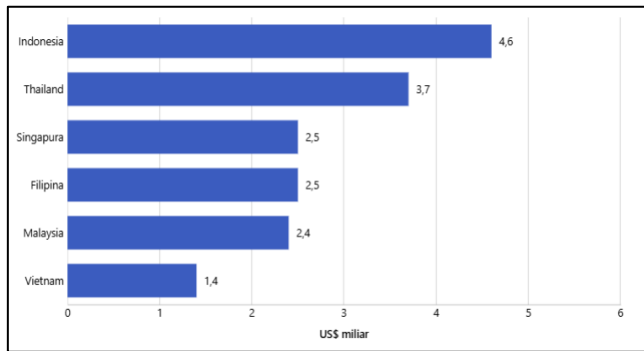
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Introduction

In the era of Industry 4.0, we know that all lines of business in various industries are now transforming into the digital world. Based on data from APJII (Indonesian Internet Service Providers Association), before the pandemic, Indonesia had a total of 175 million internet users. However, as of June 2022, that number has increased to 210 million, or about 77% of the country's population. This marks a significant increase of 35 million users from the pre-pandemic era (Oliver, 2022). The

development of digital technology, particularly smartphones and high-speed internet, has changed the way people meet their daily needs, including food shopping. Online food delivery is a food delivery service carried out by online delivery service sites, either through delivery service applications such as GoFood or GrabFood, or the restaurant's own application (Kaur et al., 2020). According to the report, the constant pressure faced by companies to achieve sustainable profitability has led most of the old players in the food delivery service industry to continue

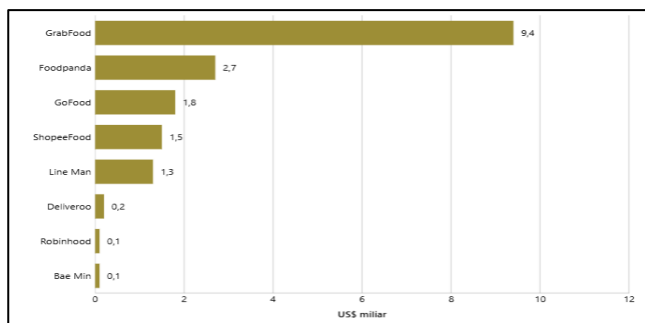
to control food delivery subsidies and adopt different strategies to compete. This can be seen more clearly in Figure 1.1.



Source: databoks.katadata.co.id (2023)

Figure 1 Gross Transaction Value of Online Food Delivery in 6 ASEAN Countries (2023)

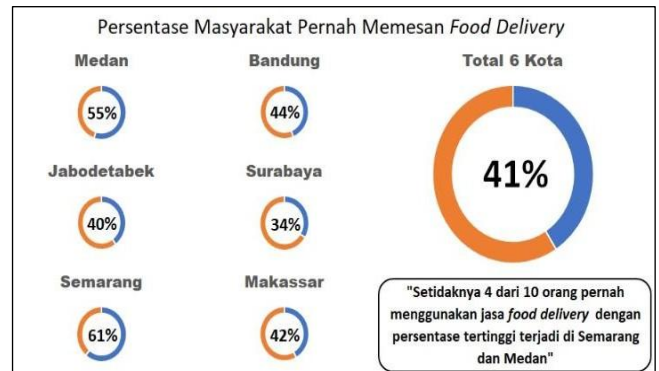
Grab was founded in 2012 in Malaysia as an app-based transportation startup (ride-hailing) under the name MyTeksi. In 2014, the company rebranded itself as Grab and began expanding into the Southeast Asian market, including Indonesia. In 2016, Grab expanded its services to the food delivery sector by launching GrabFood in response to the growing demand for food delivery services triggered by digitalization and changes in urban lifestyles. According to Databooks (2024), GrabFood dominated online food delivery services in Southeast Asia in 2023. GrabFood also dominated the Philippine market share by 61%, followed by Indonesia 50%, and Vietnam and Thailand at 47% each. This can be seen more clearly in Figure 1.2.



Source: databoks.katadata.co.id/ (2023)

Figure 2 Online Food Delivery Applications/Services with the Largest Gross Transaction Value in ASEAN (2023)

Consumer decisions are actions taken by consumers in deciding on a product that is considered to be the solution to their needs and desires (Marlius & Jovanka, 2023).



Source: Nielsen Food Trip Study (2018)

Figure 3 Percentage of People Who Have Ordered Food Delivery

Based on Figure 1.3, survey data conducted by Nielsen entitled Nielsen Food Trip Study 2018 in 6 major cities in Indonesia shows that 41% of consumers admit to having used food delivery services. The regions with the highest percentage of users of this service were Semarang with 61% and Medan with 55%. This shows that several cities in Indonesia have a high level of interest in online shopping, supported by various promotions that can be offered. Promotional strategies through discounts are one of the most effective ways to influence purchasing decisions. Discounts provide the perception of economic benefits and encourage consumers' purchasing intentions (Kotler, 2019; Agmekta et al., 2019). However, the success of discount promotions does not depend only on the size of the discount, but also on how the promotional message is conveyed through attractive and easy-to-understand visual communication design.

Visual communication design serves as the main tool for effectively conveying promotional messages to consumers. A pre-survey of 30 GrabFood users at Sun Plaza in Medan showed that 73% of respondents were not interested in GrabFood discount promotions in general, but 60% expressed interest in the "Dine Out Deals" promotion. In addition, 70% of respondents considered GrabFood's visual appearance to be difficult to understand, although 53% stated that the Dine Out Deals promo design was quite attractive. This phenomenon indicates that there is untapped potential in visual communication and promotional information dissemination. Previous studies have shown mixed results. Some studies (Husniyyah et al., 2024; Haryani, 2019) found that discounts have a significant effect on purchasing decisions, while other studies (Rosmaniar et al., 2020; Rutsaert et al., 2024) showed no significant effect. Similarly, visual communication design has been shown to influence purchase interest and purchasing decisions (Yunita, 2022; Li & Mat, 2023), but some studies have found the opposite results (Hertina & Yutika, 2023).

The differences in these research results indicate an empirical gap that needs to be explored further, especially in the context of OFD

services and digital application-based promotions. Based on these phenomena and gaps, this study aims to analyze the influence of "Dine Out Deals" discount promotions and visual communication design on consumer purchasing decisions for GrabFood services at Sun Plaza in Medan, with purchase interest as a mediating variable.

Literature Review

Discount Promotions

A discount is a price reduction below the standard price that is given for a certain period of time. Interestingly, discounts can attract customers to enjoy or buy a product (Damayanti, 2024). In this era of intense digital business competition, companies must pay attention to price segmentation, as it greatly affects consumers' purchasing power. Therefore, companies should establish a discount strategy so that consumers do not switch to other e-commerce platforms. Consumers tend to pay more attention to discounted products than those priced normally, as the significant discount makes consumers feel more inclined to make a purchasing decision (Kusumaningati et al., 2024).

Visual Communication Design

Visual communication design is a branch of science that combines visual elements with communication principles to convey messages effectively to the audience (Basiroen et al., 2024). According to Walisyah (2019), visual communication is a message conveyed in the form of images from the communicator that is captured by the eyes of the communicant and then processed in a certain way. Visual communication, which uses the eyes as a means of sight, is communication that uses visual language with its basic elements being everything that can be seen and used to convey meaning or messages (Kusrianto, 2009:10). Visual communication design is a bridge that connects abstract ideas with concrete understanding through the use of visual elements that are designed in such a way that they are accepted, understood, and responded to by the audience.

Purchase Intention

Purchase intention is a response to an object shown by consumers in behavior that indicates a desire to buy (Beddu et al., 2022). Purchase intention is a psychological phenomenon that influences consumer behavior. According to Kotler and Keller (2016:181), purchase interest is the likelihood of consumers buying a brand and service or the likelihood of consumers switching from one brand to another. Purchase interest can be interpreted as behavior that shows enjoyment of something that causes a person to try their best to obtain the desired object (Sariyanti et al., 2022).

Purchase Decision

The purchase decision purchase which is made by consumers, illustrates how far marketers have gone in marketing a product to

consumers. A purchase decision is a consumer decision influenced by economics, finance, technology, politics, culture, products, prices, location, promotion, physical evidence, people, and process (Marius & Jovanka, 2023). Kotler and Armstrong (2018:158) state that consumer purchasing decision behavior focuses more on the process of purchasing goods and services carried out by end consumers, either individually or as a household, for personal use. According to Kotler and Keller (2016:179), purchasing decisions are behaviors formed by consumers in choosing the most preferred brand to buy. Based on the two opinions above, purchasing decisions can be summarized as the behavior of end consumers in deciding on a preferred choice of goods or services for personal use (Gunawan, 2020).

Based on the above description, the proposed conceptual framework can be illustrated as follows:

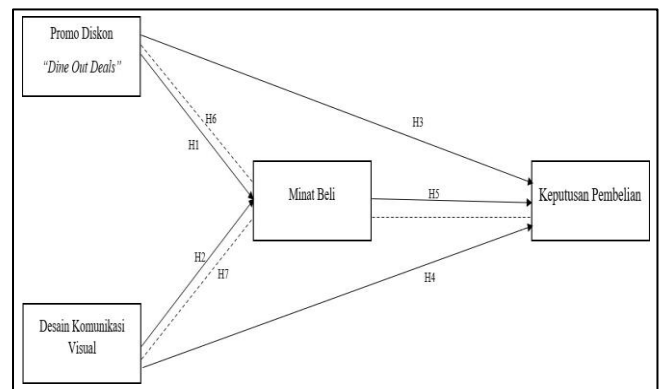


Figure 4 Conceptual Framework

Research Methods

Research Population and Sample The population in this study was all GrabFood service users at Sun Plaza, Medan, who had heard of or used the "Dine Out Deals" promotion. Since the exact population size is unknown, the researcher used non-probability sampling with a purposive sampling technique, which is sampling based on certain criteria, including: Respondents are active users of the GrabFood application, have seen or used the "Dine Out Deals" promotion, and are located in or have made transactions at Sun Plaza Medan. The sample size was determined based on the rules of Hair et al. (2014), namely, 5–10 times the number of indicators. With 21 indicators, the minimum sample size was $21 \times 8 = 168$ respondents.

Data Collection Technique Data was collected using a closed-ended questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The research instrument was tested through validity and reliability tests to ensure the accuracy and consistency of the measurements. **Data Analysis Technique** Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) through SmartPLS software. This method was chosen because it is

capable of analyzing complex relationships between latent variables with a relatively small sample size.

Research Results

Direct Effect Test

Table 1 Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Communication Design Visual → Purchase Decision	-0.270	-0.265	0.096	2.816	0.005
Communication Design Visual → Purchase Interest	1,526	1,563	0.219	6,971	0.000
Purchase Interest → Decision Purchase	1,211	1,209	0.040	30,599	0.000
Discount Promotion → Purchase Decision	0.008	0.007	0.071	0.112	0.911
Discount Promotion → Purchase Interest	-0.664	-0.702	0.228	2,907	0.004

Source: Data processed by Smart-PLS (2025)

Based on the table above, the test results can be used to answer the hypothesis in this study. Hypothesis testing in this study was conducted by looking at the path coefficients (original sample), t-statistic values, or p-values. With a significance level of 5%, the hypothesis can be accepted if the t-statistic is greater than the t-table value of 1.65 (n- k=168-4=164 at 0.5/5%) or the p-value is less than 0.05. The path coefficients in Table 4.10 show that all path coefficient values are positive (as seen in the t-statistic (|O/STDEV|)), including:

- 1) X1 on Z: T-statistic value (|O/STDEV|) = 2.907 and P-Values = 0.004 < 0.05, meaning that discount promotions have a direct and significant effect on purchase interest.
- 2) X2 on Z: T-statistic value (|O/STDEV|) = 6.971 and P-Values = 0.000 < 0.05, meaning that visual communication design has a direct and significant effect on purchase interest.
- 3) X1 on Y: T-statistic value (|O/STDEV|) = 0.112 and P-Values = 0.0911 < 0.05, meaning that discount promotions do not have a direct and significant effect on purchasing decisions.
- 4) X2 on Y: T-statistic value (|O/STDEV|) = 2.816 and P-Values = 0.005 < 0.05, meaning that visual communication design has a direct and significant effect on discount promotions.
- 5) Z on Y: T-statistic value (|O/STDEV|) = 30.599 and P-Values = 0.000 < 0.05, meaning that visual communication design has a direct and significant effect on discount promotions.

Indirect Effect Test

Table 2 Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values
Visual Communication Design → Purchase Interest → Purchase Decision	1.849	1.888	0.259	7,148	0.000
Discount Promotion → Purchase Interest → Decision Purchase	-0.804	-0.847	0.269	2.987	0.003

Source: Data processed by Smart-PLS (2025)

Based on the table above, it is known that discount promotions indirectly have a significant effect on purchasing decisions through purchase interest, with a p-value of 0.003>0.05. Furthermore, it is known that visual communication design indirectly has a significant effect on purchasing decisions through purchase interest, with a p-value of 0.003<0.05.

Total Effect Test

Table 3 Total Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values
Visual Communication Design → Purchase Decision	1.579	1,623	0.272	5,794	0
Visual Communication Design → Purchase Interest	1,526	1,563	0.219	6,971	0
Purchase Interest → Purchase Decision	1,211	1,209	0.040	30,599	0.00
Discount Promotion → Purchase Decision	-0.796	-0.840	0.281	2.828	0.005
Discount Promotion → Purchase Interest	-0.664	-0.702	0.228	2,907	0.004

Source: Data processed by Smart-PLS (2025)

Based on the table above, it can be synthesized that the total effect values in the table above are as follows:

- 1) The total effect of the direct and indirect relationship of discount promotions significantly influences purchasing decisions through purchase interest, with a T-statistic value (|O/STDEV|) of 2.828 with p-values of 0.005<0.05.

2) The total effect of the direct and indirect relationship between visual communication design significantly influences purchasing decisions through purchase interest, with a T-statistic value ($|O/STDEV|$) of 5.794 and a p-value of $0.000 < 0.05$.

Discussion

The Effect of the "Dine Out Deals" Discount Promotion on Purchase Interest

The results show that the "Dine Out Deals" discount promotion has a significant effect on the purchase interest of GrabFood consumers at Sun Plaza Medan. This finding indicates that the discounts offered through this promotion are able to create a perception of added value and financial benefits for consumers. According to Kotler & Keller (2016), consumers tend to be motivated to buy when they feel they are getting greater economic benefits than the costs incurred. In the context of this study, the "Dine Out Deals" promotion serves as an external stimulus that attracts consumers' attention and arouses their interest in trying the service. Respondents felt that this promotion provided a "cost-effective yet valuable" experience, especially since it was valid at partner restaurants located in well-known shopping centers. These results are in line with the research by Husniyyah et al. (2024), which found that discount promotions have a positive and significant effect on increasing purchase interest. Thus, it can be concluded that discount strategies are effective when presented clearly and are relevant to the needs of the target market.

The Influence of Visual Communication Design on Purchase Interest

Visual communication design has also been proven to have a significant effect on consumer purchase interest. Visual elements such as color, layout, typography, and image composition play an important role in attracting attention and creating a positive aesthetic perception of GrabFood services. These results support the opinion of Li & Mat (2023), who stated that good visual appearance can evoke positive emotions and increase interest in products. In the "Dine Out Deals" promotion, the visuals displayed on the app and social media were able to attract the attention of most respondents, although there were still weaknesses in the clarity of the promotional information. Therefore, consistent and easy-to-understand visual communication design is an important factor in shaping purchase interest. When visual messages are able to effectively communicate the benefits of a promotion, consumers' desire to try the service increases significantly.

The Effect of Discount Promotions on Purchase Decisions

Based on the results of the SEM-PLS analysis, the "Dine Out Deals" discount promotion did not have a significant direct effect on purchasing decisions. This shows that price reductions alone are not strong enough to encourage consumers to make immediate purchases without other

psychological drivers, such as purchasing interest or trust in the brand. This phenomenon is in line with the research by Anjarini et al. (2022), which found that discounts are only effective when consumers have a positive perception of the product and feel that the promotion is relevant to their needs. GrabFood consumers at Sun Plaza tend to consider more than just price, such as ease of transaction, service reputation, and previous experience. Therefore, even though discount promotions are financially attractive, purchasing decisions are still influenced by other emotional and cognitive factors.

The Influence of Visual Communication Design on Purchase Decisions

Unlike discount promotions, visual communication design has a direct and significant influence on purchasing decisions. Consumers who are exposed to attractive and informative visuals tend to have a positive perception of the professionalism and quality of GrabFood's services. Design elements such as Grab's signature green color, simple layout, and appetizing food images can strengthen the decision to buy. These findings support Yunita's (2022) research, which states that visual appeal can increase perceptions of quality and the desire to buy. Good visuals are not only aesthetically pleasing, but also communicative—conveying promotional messages in a way that is quickly understood by digital audiences. Therefore, effective visual communication design can be a strategic tool in building trust and encouraging purchasing actions.

The Influence of Purchase Interest on Purchase Decisions

The purchase interest variable has a significant effect on purchasing decisions. These results are consistent with Kotler's (2016) consumer behavior theory, which states that purchase interest is a psychological stage before a person makes an actual purchase. When purchase interest increases, consumers tend to have a strong desire to buy without much consideration. In the context of GrabFood, purchase interest is formed by a combination of promotional appeal and effective visual display. Consumers who are attracted to the "Dine Out Deals" promotion and have a positive visual experience from the application will be more likely to make a purchase. This shows that purchase interest is a key psychological variable that bridges promotional strategies with actual purchasing behavior.

Indirect Influence through Purchase Interest

Path analysis shows that purchase intent acts as a mediating variable in the relationship between discount promotions and visual communication design on purchasing decisions. Attractive discount promotions will first generate purchase interest, then encourage purchasing decisions. Similarly, good visual communication design not only has a direct effect but also strengthens its effect by increasing purchase interest. In other words, the two independent variables do not work instantly but through the formation of perceptions and intentions that are then manifested in actions. These results support the consumer

behavior model, which states that the purchase decision process begins with awareness, interest, desire, and finally purchase (AIDA model). Therefore, effective promotional strategies need to focus on increasing purchase interest first to have a real impact on purchase decisions.

Implications of the Research Findings

The findings of this study have important implications for GrabFood and its restaurant partners. First, discount promotions should be designed to be more personalized and location-based to be more relevant to consumer needs. Second, visual communication designs need to be more consistent, communicative, and able to attract attention in a short time. The combination of these two strategies will increase purchase interest, which will ultimately impact purchasing decisions. Overall, this research confirms that the success of digital marketing strategies is not only determined by the size of the discount but also by the power of visual communication in building consumer perceptions of value, trust, and positive experiences.

Conclusion

Based on the analysis and discussion related to the Influence of "Dine Out Deals" Discount Promotions and Visual Communication Design on Consumer Purchasing Decisions for Grabfood Services at Sun Plaza Mall in Medan with Purchase Interest as a Mediating Variable, several conclusions and suggestions can be drawn as follows:

- 1) The "Dine Out Deals" discount promotion has a positive and significant effect on consumer purchase interest in GrabFood services at Sun Plaza Mall in Medan.
- 2) Visual communication design has a positive and significant effect on consumer purchase interest in GrabFood services at Sun Plaza Mall in Medan City.
- 3) The "Dine Out Deals" discount promotion has a negative and significant effect on consumer purchasing decisions for GrabFood services at Sun Plaza Mall in Medan City.
- 4) Visual communication design has a positive and significant effect on consumer purchasing decisions for GrabFood services at Sun Plaza Mall in Medan City.
- 5) Purchase interest has a positive and significant effect on consumer purchasing decisions for GrabFood services at Sun Plaza Mall in Medan City.
- 6) The "Dine Out Deals" discount promotion has a positive and significant effect on purchasing decisions through consumer purchasing interest in GrabFood services at Sun Plaza Mall in Medan City.
- 7) Visual communication design has a positive and significant effect on purchasing decisions through consumer purchase interest in GrabFood services at Sun Plaza Mall, Medan City.

For Future Researchers, due to the limitations of this study, it is hoped that future researchers will be able to improve this study with several suggestions, namely: Integrate factors related to the Dine-Out Deals discount promotion in future studies, as this type of promotion has a direct impact on customers' decisions to visit restaurants physically (unlike delivery promotions). Analyze whether larger percentage discounts (e.g., very significant price reductions) can encourage customers to try new restaurants. Investigating whether the visual communication design of promotions effectively attracts users' attention and how successful discount promotions for Dine-Out Deals are in generating consumer interest. Measuring the impact of visual promotions within the app (such as banners or notifications) on consumer interest in ordering Dine-Out Deals.

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