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The Influence of Operational Strategy, Content Marketing, and Cashback Program on Purchase Decisions at Mie Gacoan Restaurant Surabaya through the ShopeeFood Application

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ABSTRACT

This research was motivated by preliminary findings among Mie Gacoan consumers in Surabaya, which revealed that flexible operational hours, visual promotional content, and cashback programs have significant potential to influence purchasing decisions through the Shopeefood application. The purpose of this study is to analyze the influence of operational strategy, Content Marketing, and cashback programs both partially and simultaneously on consumer purchasing decisions. This study employed a causal associative quantitative approach with an explanatory design and used purposive sampling involving 97 respondents who had made at least two purchases in the last three months. The results of multiple linear regression analysis showed that operational strategy had the most dominant influence (β = 0.589), followed by cashback programs (β = 0.281) and Content Marketing (β = 0.202), all of which had a positive and significant effect on purchasing decisions. Simultaneously, these three variables explained 52.1% of the variation in consumer purchase decisions (R^2 = 0.521). These findings emphasize the importance of integrating digital marketing strategies through operational services, visual promotions, and financial incentives in influencing consumer behavior in the digital food and beverage industry.

Keywords: Operational strategy, Content Marketing, cashback, purchase decision, Shopeefood.

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INTRODUCTION

The development of digital technology has driven a significant transformation in the culinary industry in Indonesia. The change in the lifestyle of urban people that demands speed and ease of service has encouraged the emergence of various food delivery platforms such as ShopeeFood. The collaboration between restaurants and digital platforms not only expands market reach, but also influences the way consumers make purchasing decisions. One of the culinary business actors that has succeeded in taking advantage of this opportunity is Mie Gacoan, which is widely known for its affordable prices, distinctive taste, and creative and adaptive digital marketing strategies.

In the face of increasingly fierce competition, Mie Gacoan implements a number of strategies to maintain consumer interest, including 24-hour operations, Content Marketing, and cashback programs through the ShopeePay e-wallet. The 24-hour operational strategy is designed to meet the needs of consumers who are active late at night, while providing flexibility in booking times. According to Lestari and Dewi (2023), non-stop services have the potential to significantly increase transaction volume, although research by Rizki and Hartono (2022) shows that not all consumers

take advantage of services outside of the main meal hours. This indicates that the effectiveness of 24-hour operations still needs to be studied further.

In addition, Content Marketing plays an important role in building brand image and attracting consumer buying interest. Through engaging visual content such as photos, videos, and interactive promotions on social media and ShopeeFood, Mie Gacoan seeks to create digital experiences that influence consumer perception. The findings of Putri and Santoso (2023) state that 65% of consumers are encouraged to make a purchase after seeing interesting promotional content, but its effectiveness depends on the level of trust in the brand (Prasetyo, 2021).

Meanwhile, the cashback program is a popular promotional strategy among e-wallet users because it provides direct benefits in the form of discounts. According to Rahmawati and Ramadhan (2022), the majority of consumers are more enthusiastic about making purchases when cashback promos are available, although their effectiveness is also influenced by the ease of the claim process (Ayu & Saputra, 2023).

MATERIALS AND METHODS

The theoretical foundation serves as a conceptual basis to explain the relationship between research variables, namely Operational Strategy (X_1), Content Marketing (X_2), and E-Wallet Cashback Program (X_3) on Consumer Purchase Decisions (Y). The theories used are sourced from relevant literature such as books, journals, and previous research.

2.1. Consumer Behavior Theory

According to Schiffman and Wisenblit (2015), the consumer decision-making process includes five stages: need identification, information search, alternative evaluation, purchase, and post-purchase evaluation. This stage is influenced by internal (motivation, attitude, perception) and external (price, promotion, social) factors. In the digital context, the process takes place faster due to the support of technology.

In the ShopeeFood application, consumers respond to digital stimuli such as ease of access, menu visuals, and cashback promos that affect purchase decisions (Kotler & Keller, 2016). In addition, the Technology Acceptance Model (TAM) theory (Davis, 1989) emphasizes that decisions to use technology are influenced by perceived usefulness and perceived ease of use. The more useful and easy to use the app, the higher the consumer's inclination to buy.

2.2. Theory of Planned Behavior (TPB)

According to Ajzen (1991), a person's behavior is influenced by attitudes, subjective norms, and perceptions of behavior control, which together form intentions. In the context of this study, 24-hour operations reflect perceived behavioral control because it provides ease of access, Content Marketing influences positive attitudes towards brands, while cashback programs are related to social norms and behavioral control through financial incentives that facilitate purchasing decisions.

2.3. Technology Acceptance Model (TAM)

TAM theory (Davis, 1989) explains that the acceptance of technology is determined by two main factors, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). This model is widely used to understand user behavior in the context of e-commerce and digital applications (Widowati & Khusaeni, 2022).

2.4. Consumer Purchase Decisions

Purchase decisions are the process of consumers choosing and deciding on the products or services that are considered most suitable for their needs. In the digital context, these decisions are influenced by various internal factors such as value perception, motivation, and experience, as well as external factors such as promotion, price, and social influence (Schiffman & Wisenblit, 2015; Kotler & Keller, 2016). On services such as ShopeeFood, promotions in the form of discounts and

cashback have been proven to increase the perception of benefits and the drive to buy (Dar & Tariq, 2021).

2.5. Operational Strategy

Operational strategy is an approach that aims to optimize business processes so that they run efficiently, effectively, and are able to meet customer expectations. According to Kotler (2016), this strategy includes managing production, distribution, and customer service to create a consistent and valuable experience. In the context of the culinary industry such as Mie Gacoan Surabaya, operational strategy plays an important role in maintaining service speed, food quality, and order accuracy, especially through digital platforms such as ShopeeFood. Efficient operations allow the company to provide 24-hour service, which increases convenience and consumer satisfaction amid competition for technology-based businesses.

From a consumer behavior perspective, a good operational strategy can influence customer perceptions, attitudes, and buying intentions. This is in accordance with the Theory of Planned Behavior (Ajzen, 1991), where the convenience and benefits of services play a role in shaping purchase intentions. Restaurants with 24-hour operation, fast processing, and smooth digital service are likely to create positive experiences that drive repurchase decisions. Thus, operational strategies not only improve internal efficiency, but also strengthen competitiveness and consumer loyalty to brands.

2.6. Content Marketing

Content marketing is a marketing strategy that focuses on presenting relevant and valuable content to attract attention and build long-term relationships with consumers. According to Yunita (2024), this strategy emphasizes educational and persuasive communication, while Sudirwo, Apriyanto, and Ohyver (2025) emphasized that content marketing is at the core of modern digital marketing because it is able to convey brand values through effective storytelling. In the context of food delivery services, the application of content marketing can form a positive perception and increase consumer buying interest in a brand.

2.7. Cashback Program

The cashback program is one of the promotional strategies that is widely used in digital marketing because it is able to provide added value directly to consumers. According to Andaretha and Bowo (2023), cashback is a form of incentive in the form of a partial refund after a transaction that aims to increase loyalty and encourage purchase decisions. In the context of digital payments such as e-wallets or food delivery platforms, cashback provides real benefits for consumers without the need for discounts at the beginning of the transaction, thus creating the perception of benefiting more from each purchase.

Hypothesis

H1: There is an influence of a 24-hour operational strategy on consumer purchasing decisions, with the expectation that time flexibility can improve purchases.
H2: There is an influence of Content Marketing (such as promotions on Shopeefood) on consumers' decision to buy products.
H3: There is an influence of cashback programs as a financial incentive that encourages consumers to make purchases more often.
H4: There is a simultaneous influence of all three factors (operational strategy, content marketing, and cashback program) on consumer purchase decisions, to understand interactions.

Study participants

This study employed a quantitative causal–associative approach. Quantitative research was selected because it focuses on measuring the relationships among variables using numerical data obtained

through questionnaires (Sugiyono, 2020). The research design adopted a quantitative explanatory framework, which aims to empirically test and explain the causal relationships between independent and dependent variables (Sugiyono, 2020). This design is suitable for answering the proposed hypotheses and examining both the direct and simultaneous effects of multiple factors on consumers' purchasing decisions.

Study organization

The research was conducted at several branches of Mie Gacoan restaurants in Surabaya, located on Jl. Ambengan, Jl. Manyar, Jl. Ahmad Yani, Jl. Mayjen Sungkono, Jl. Kenjeran, Jl. Wiyung, Jl. Manukan, Jl. Margorejo, and Jl. Tambaksari. The study took place over a three-month period, from May to July 2025. During this period, data were collected through surveys distributed to consumers who placed food orders at Mie Gacoan via the ShopeeFood application.

Statistical analysis

The population of this study consisted of all consumers who ordered food from Mie Gacoan Surabaya through ShopeeFood. The population criteria included consumers who ordered from 24-hour branches (Jl. Ambengan, Jl. Manyar, Jl. Ahmad Yani, Jl. Mayjen Sungkono, Jl. Kenjeran, Jl. Wiyung, Jl. Manukan, Jl. Margorejo, and Jl. Tambaksari) and had made at least two transactions within the last three months (May–July 2025). The sample size was determined using the Lemeshow formula, which is commonly used in social research to estimate the minimum required sample when the total population is unknown (Lemeshow et al., 1990).

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{d^2} = \frac{(1{,}96)^2 \cdot 0{,}5 \cdot 0{,}5}{(0{,}10)^2} = \frac{3{,}8416 \cdot 0{,}25}{0{,}01} = \mathbf{97}$$

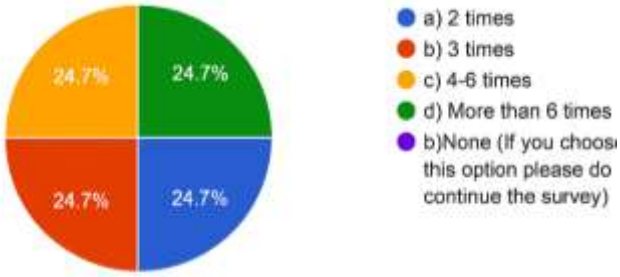
The minimum number of samples needed is 97 respondents.

RESULTS

A. Research results

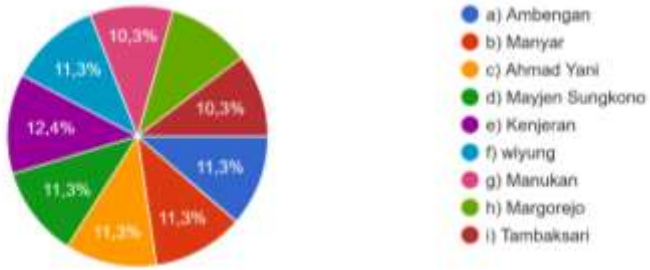
1. Characteristics of Respondents

a. Figure 2. Frequency of Purchase of Gacoan Noodles through *Shopeefood* in the last 3 months



Based on the diagram above, all 97 respondents have made purchases at Mie Gacoan restaurants through *the Shopeefood application* at least twice, so they are eligible to continue filling out the questionnaire. A total of 25 respondents (25.8%) were recorded to have bought more than 6 times, 24 respondents (25%) bought 4-6 times, 24 respondents (25%) bought 3 times, and 24 respondents (25%) bought 2 times. No respondents selected the "Not yet" option.

b. Figure 3. Gacoan Noodle Ordering Location



Based on the diagram above, the distribution of respondents from nine branches of Mie Gacoan restaurants in Surabaya is quite even. The largest number of respondents came from the Kenjeran branch as many as 12 people (12.4%). Then, as many as 11 people (11.3%) each came from the Ambengan, Manyar, Ahmad Yani, Mayjend Sungkono, and Wiyung branches. Meanwhile, 10 people (10.3%) each came from the Manukan, Margorejo, and Tambaksari branches. There is no branch that is significantly dominant, so the distribution of respondents is proportional between locations.

B. Data Analysis Techniques

1. Classic Assumption Test

a. Normality Test

Table 1.1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
Asymp. Sig. (2-tailed)	Sig.		0,200

Based on the results of the normality test in the Table using the One-Sample Kolmogorov-Smirnov Test, an Asymp value was obtained. Sig. (2-tailed) of 0.200 which is greater than the significance limit of $\alpha = 0.05$. This shows that the residual data in this study is distributed normally, so that the assumption of normality has been met.

b. Linearity Test

Table 1.2 Results of the Linearity Test of Purchasing Decisions and Operational Strategy

ANOVA Table			
Deviation from Linearity	Sig.		0,258

Based on the results of the linearity test between the purchase decision variables and operational strategies displayed in the Table, a significance value of 0.258 was obtained. Since the value is greater than 0.05, it can be concluded that the relationship between the two variables is linear.

Table 1.3 Results of the Linearity Test of Purchasing Decisions and *Content Marketing*

ANOVA Table			
Deviation from Linearity	Sig.		0,656

Based on the results of the linearity test between the variables of purchasing decisions and *Content Marketing* shown in the Table, a significance value of 0.656 was obtained. Since this value is greater than 0.05, it can be concluded that there is a linear relationship between the two variables.

Table 1.4 Results of the Linearity Test of Purchase Decisions and *Cashback Programs*

ANOVA Table			
Deviation from Linearity	Sig.		0,297

Based on the results of the linearity test between the purchase decision variables and the cashback program shown in the Table, a significance value of 0.297 was obtained. Since the

value is greater than 0.05, it can be concluded that the relationship between the two variables is linear.

c. Multicollinearity Test

Table 1.5 Multicollinearity Test Results

Type	**Collinearity Statistics**	
	Tolerance	**VIVID**
1 (Constant)		
Operational Strategy (X1)	0,938	1,066
Content Marketing (X2)	0,956	1,046
Cashback Program (X3)	0,968	1,033

Operational Strategy has a Tolerance of 0.938 and VIF of 1.066; *Content Marketing* has a Tolerance of 0.956 and a VIF of 1.046; and the Cashback Program has a Tolerance of 0.968 and VIF of 1.033. Thus, it can be concluded that there are no symptoms of multicollinearity among independent variables in the regression model, so all variables are feasible to use.

d. Heteroscedasticity Test

Table 1.6 Heteroscedasticity Test Results

Coefficient		
Type		**Sig.**
	(Constant)	0.230
	Operational Strategy	0.311
	Content Marketimg	0.127
	Cashback Program	0.791

The results showed that all variables, namely Operational Strategy (0.311), *Content Marketing* (0.127), and Cashback Program (0.791), had a significance value above 0.05. This shows that there are no symptoms of heteroscedasticity in the regression model used, so the residual variance can be considered constant and the model is considered valid for use in further analysis.

2. Multiple Linear Regression Analysis

Table 1.7 Multiple Regression Coefficients Data

Type	**Coefficient**
	Unstandardized
	B
(Constant)	10,690
Operational Strategy (X1)	0,589
Content Marketing (X2)	0,202
Cashback Program (X3)	0,281

The regression models formed from the data are:

$$Y = 10{,}690 + 0{,}589X_1 + 0{,}202X_2 + 0{,}281X_3 + \varepsilon$$

The results of the regression analysis show that all independent variables have a positive effect on consumer purchasing decisions. A constant value of 10.690 indicates a fundamental purchase decision even without the application of free variables. Operational Strategy has the most influence with a coefficient of 0.589, followed by Cashback Program of 0.281, and Content Marketing of 0.202. This means that improvements in operational strategies and cashback are more effective in driving purchase decisions than just strengthening content marketing, as these two factors more directly affect consumer experience and profits.

3) Hypothesis Test

a. T test (Partial Coefficient Test)

Table 1.8 T Test Results

Coefficients		
Type	**t**	**Sig.**
(Constant)	2,739	0,007
Operational Strategy (X1)	6,111	0,00
Content Marketing (X2)	2,942	0,04
Cashback Program (X3)	5,823	0,00

Based on the Table, the results of the above t-test can be concluded as follows:

1. The Operational Strategy variable (X_1) has a significance value of 0.00 ≤ 0.05 with a calculated t-value of 6.111. The t-value of this calculation is far above the t-value of the table (at a significance level of 5%), thus indicating that the 24-hour operational strategy has a partial significant effect on the Consumer Purchase Decision (Y). Thus, H_0 is rejected and H_1 is accepted. This means that optimal operational time flexibility can improve consumer purchasing decisions.
2. The Content Marketing variable (X_2) has a significance value of 0.04 ≤ 0.05 with a calculated t-value of 2.942. This value is also greater than t table, so it can be stated that Content Marketing (such as promotions on ShopeeFood) has a significant partial effect on Consumer Purchase Decisions (Y). Thus, H_0 is rejected and H_2 is accepted, which shows that attractive content marketing strategies are effective in attracting consumer buying interest.
3. The Cashback Program variable (X_3) has a significance value of 0.00 ≤ 0.05 with a calculated t-value of 5.823. This value is also higher than the t table, which means that the cashback program has a significant effect partially on the Consumer Purchase Decision (Y). Thus, H_0 is rejected and H_3 is accepted, which suggests that financial incentives such as cashback can encourage consumers to make purchases more frequently.

b. F Test

Table 1.9 Test Results F

	ANOVA	
Type	**F**	**Sig.**
1 Regression	33,413	0,000

Based on Table 4.13, the results of the F test show that the F value is calculated as 33.413 with a significance value of 0.000 ≤ 0.05. This means that there is a simultaneous influence

between the variables of Operational Strategy (X_1), Content Marketing (X_2), and Cashback Program (X_3) on Consumer Purchase Decisions (Y). Thus, in this study, H_0 was rejected and H_4 was accepted, which indicates that the three independent variables together contribute significantly in influencing consumer purchase decisions at Mie Gacoan restaurants through the ShopeeFood platform.

Table 1.10 Results of Determination Coefficient (R)

	ANOVA	
Type	**R**	**R Square**
1 Regression	0,722	0,521

In this study, the independent variables consisted of Operational Strategy (X_1), Content Marketing (X_2), and Cashback Program (X_3), while the dependent variable was Consumer Purchase Decision (Y). The R-value in the table is 0.722, which indicates a strong relationship between the three independent variables and the purchase decision.

DISCUSSION

1. The Effect of Operational Strategy on Consumer Purchase Decisions

The operational strategy has a positive and dominant influence on consumer purchase decisions, with a regression coefficient of 0.589. The implementation of 24-hour service, delivery efficiency, and ease of ordering significantly increase consumers' purchase decisions.

2. The Effect of Content Marketing on Consumer Purchase Decisions

Content marketing has a positive influence on consumer purchase decisions, with a regression coefficient of 0.202. Attractive promotional visuals such as food photos, short videos, and customer testimonials encourage higher purchase intentions, especially among younger digital consumers.

3. The Effect of the Cashback Program on Consumer Purchase Decisions

The cashback program shows a positive effect on consumer purchase decisions, with a regression coefficient of 0.281, indicating that financial incentives effectively drive consumer transactions. The higher the cashback value and the easier the claim process, the greater the likelihood of purchase. This finding supports the research of Rahmawati & Ramadhan (2022) and Frizeay (2024), who found that cashback promotions enhance consumer loyalty and purchase frequency

4. The Simultaneous Effect of Operational Strategy, Content Marketing, and Cashback Program on Consumer Purchase Decisions

Simultaneously, the three variables operational strategy, content marketing, and cashback program have a significant influence on consumer purchase decisions, with an R^2 value of 0.521. This means that these factors collectively explain 52.1% of the variation in purchasing decisions, suggesting that the integration of digital marketing strategies effectively enhances consumer buying behavior. This finding supports Gupta & Parmar (2024), who emphasized that the synergy between operational quality, visual content, and financial incentives strengthens consumer loyalty. Theoretically, this confirms the integration of TAM and TPB, where perceived ease of use, usefulness, and social influence collectively shape consumers' attitudes and purchase intentions.

CONCLUSIONS

Based on the results of the research, it can be concluded that operational strategies, content marketing, and cashback programs have a positive effect on consumer purchase decisions at Mie Gacoan Surabaya restaurant through the ShopeeFood application. Operational strategy has the most dominant influence with a coefficient value of 0.589, emphasizing the importance of fast service, 24-hour readiness, and ease of digital access for consumers. Content marketing also contributes positively (0.202) through engaging visualizations and consistency of messages that build buying interest, while cashback programs (0.281) are effective in improving purchasing decisions through direct financial incentives. Simultaneously, these three variables explain 52.1% variation in

purchasing decisions, suggesting that the combination of operational efficiency, visual promotion, and financial incentives can significantly influence consumer behavior in making purchase transactions.

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In summary, this study provides practical advice for Mie Gacoan management to continue to improve the efficiency of operational strategies, strengthen innovation in content marketing through digital media and collaboration with influencers, and maintain cashback programs with attractive nominals and easy claim processes. Meanwhile, theoretical suggestions are directed at the next researcher to add variables such as customer satisfaction, price perception, and loyalty, as well as expand the research object to other platforms such as GoFood or GrabFood to enrich future digital marketing studies.

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