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Issues and lessons Learned in Registering Restaurant Business into Google Business and Online Food Delivery Platforms in Indonesia

Arif Wibisono, Rully Agus Hendrawan, Amna Shifia Nisafani*, Mahendrawathi ER, Erma Suryani, Andre Parvian Aristio
[2]Departemen Sistem Informasi, Fakultas Teknologi Informasi dan Komunikasi,
Institut Teknologi Sepuluh Nopember Surabaya 60111 Indonesia

E-mail:
*amna@is.its.ac.id

ABSTRACT

Online food delivery (OFD) has changed how a restaurant business promotes itself. Not only to improve its presences on the mobile internet but also to open an unprecedented sales ordering channel(s). This study aims to highlight issues and lessons learned during our efforts to register various restaurant business in online food delivery setting. We have registered as many as 12 restaurant businesses in Surabaya into both Go Food and Grab Food platforms. Here, Go Food and Grab Food are two leading providers for food delivery platform in Indonesia.

Along with OFD, we also register those companies into Google Platform which is the largest business listing worldwide. Both OFD and Google Platform are intended to enhance sales performances. This study outlines the imposed procedures of the two platforms and examines the bottleneck points. Also, we gauge any potential issues from restaurant owners to satisfy the platform's requirements. Later, we make a matrix that lists all arising problems that slack the registration processes. At the end of the study, we have found that business owner distrust is the major obstacle to incorporate his/her business into a food delivery app platform.

***Keywords**:* -business, e-commerce, online delivery services, customer relationship management, food delivery services, online food delivery and services, go food, grab food

INTRODUCTION

Online food delivery (OFD) is an emerging mean for food ordering. Distinct from the past which phone ordering is prominent, OFD uses either web or mobile technology for food ordering. This practice makes the ordering process is more efficient regarding cost and time. Especially, in the region where the penetration of mobile internet users is high. Further, an OFD third-party vendor is responsible for aggregating some restaurants, display them, manage the customer order, and ship the order to the customer. These applications are more and more common and open a new mean of sales food ordering. Online delivery introduces many benefits compared to traditional food ordering. Online delivery is generally preferable for many customers because of its comfort and practicality (Sheryl E Kimes, 2011)(Littler & Melanthiou, 2006)(Saarijärvi, Mitronen, & Yrjölä, 2014). Online delivery also proves efficient concerning time and energy in procuring a product (Jeng, 2016). Kimes *et al.* highlighted that more than 44% mature individuals had ordered food online in the US alone (Sheryl E Kimes, 2011). Moreover, around 23% of big player in food chains offer self-delivery service (Sheryl E Kimes, 2011). These services include major companies such as Pizza Hut, McDonalds, Domino's Pizza, and Kentucky Fried Chicken. Along with self-delivery service, those large companies also benefit the existences of third-party companies for food delivery such as Food Panda, Service Hub, Eat24hours, and delivery.com. These companies are the platform owner of OFD and are independent from their tenant restaurants (Sheryl E Kimes, 2011).

By contrast, online delivery also comes with its potential disadvantages such as cost enlargement and unprepared overload (Sherly E Kimes & Laque, 2011). Cost enlargement happens when a company spend around 5%-7% of the price per order to pay its third-party vendor. Another potential cost enlargement may ensue from the software development and any effort to integrate the new software with the existing POS. Further, unprepared overload befalls to the kitchen as the order amount unexpectedly surges beyond the kitchen's capacity. Particularly, when several group orders arrive (not individual order) and the company fails to predict them beforehand (Sherly E Kimes & Laque, 2011). This issue cannot be trivially solved by putting many chefs at any time. As surge orders come in a random order, putting more people will impose unnecessary employment fees.

Overall, these negative examples may hinder any food company to use OFD in their business ecosystem.

Google Business is a business listing which operates under Google platform (see Figure 1). It incorporates Google map and Google search to improve potential customer's searching. Google Business can be considered as a free, efficient, and effective tool to improve business visibility. Surely, the company's high visibility can contribute to the company's profit and revenues. The purpose of this study is to record the arising problems when enrolling micro-enterprises in Surabaya, Indonesia into OFDs and Google Business. To this point, we select two largest OFD platform in Indonesia: Go-Food and Grab Food. There are 12 micro-enterprises involve in this study. All of them are food business. They do not have any experiences to register their business into either OFD platforms or Google Business. Moreover, this study is beneficial for any micro-enterprise manager to boost their company's sales. Furthermore, this study provides a good reflection over the owner's behavior in the e-commerce platform adoption.

METHODOLOGY

In this section, we describe our methodology. There are four steps in our methodology (see Figure 2). First of all, we try to register the business into Google Business, afterward, we try to register at Go Food and the third we register to Grab Food. In the end, we evaluate all results and obstacles that we faced during our registration process.

There are 12 micro size restaurant business to register (see Table 1). These companies are residing in Surabaya and are having no previous understanding about OFD and Google Business. All business here serves both drinks and foods. By registering their presences over OFD and Google Business, the company's owners could expect profit growth.

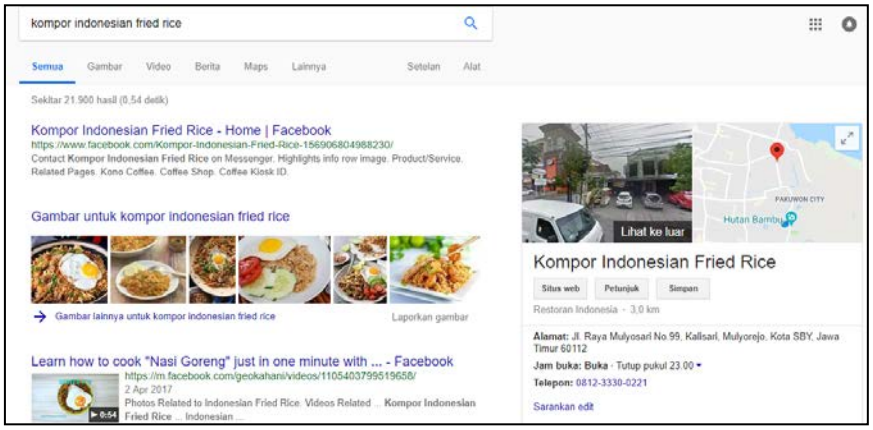

Figure 1. Google Business screenshot

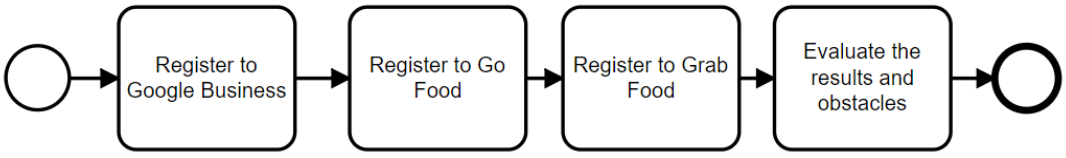

Figure 2. Research methodology

Table 1. Lists of Micro-enterprises to register into OFD

No	Company Name	Address (City: Surabaya)	Food(s) to sell
1	Warung Cak Gembul	Klampis Jaya no 8C, Sukolilo,	Instant Noodles, Noodle Soup, French Fries, Toast, Ice Chocolate
2	Roti Bakar Petrugk	Gebang Lor No. 62, Sukolilo	Toast
3	Kedai Mie Bajak	Arief Rahman Hakim No. 51-A	Dim Sum, Ice Cream, Beverages, Spicy Noodles
4	Mie Pitik Bang Azat	KH Ahmad Dahlan No.8, Keputih	Chicken Noodles, Beverages
5	Rumah Makan Padang Goyang Lidah	Arief Rahman Hakim No. 58	Padang Cuisines
6	Masakan Padang Salero Minang	Menur Pumpungan No.20	Padang Cuisines
7	Kompor Indonesia Fried Chicken	Raya Mulyosari No. 99	Noodles
8	Warung 77	Raya Mulyosari MA1 No. 77	Noodles
9	Pangsit Mie Ayam Jakarta Top One	Kusuma Bangsa No.116-118, Tambak Sari	Noodles
10	Pangsit Tombo Luwe	Karah No.119 Jambangan	Noodles
11	Pisang Lumer	Perumahan CTS No. 2 Kejawan Putih	Banana Snack
12	Naga Nugget	Arief Rahman Hakim No. 84	Banana Stack

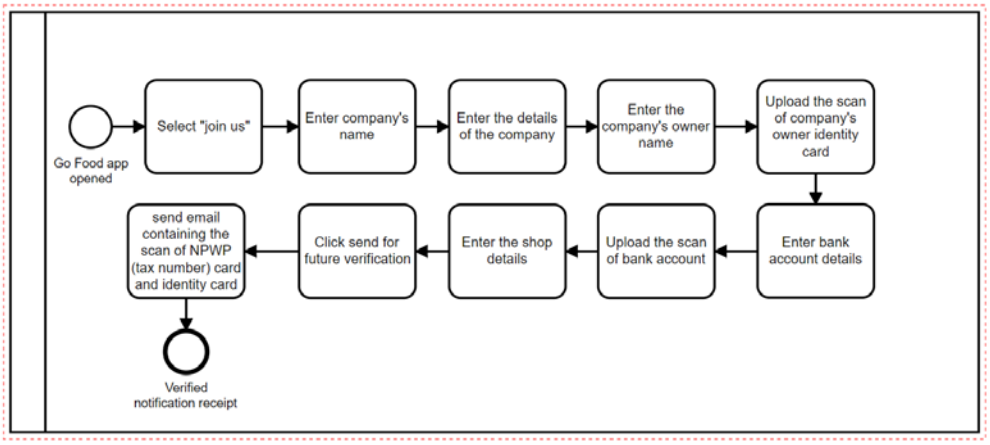

Figure 3. Go – Food Registration Proces

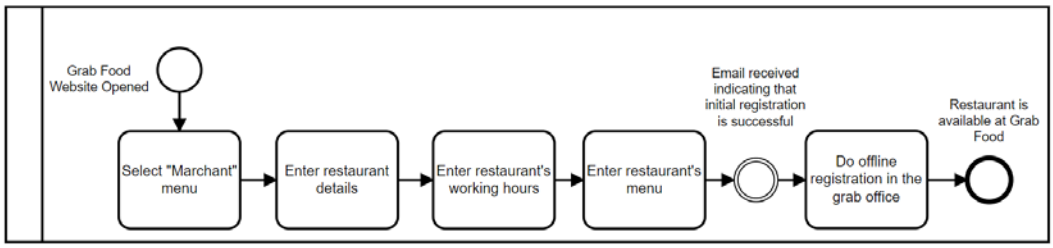

Figure 4. Grab-Food Registration Process

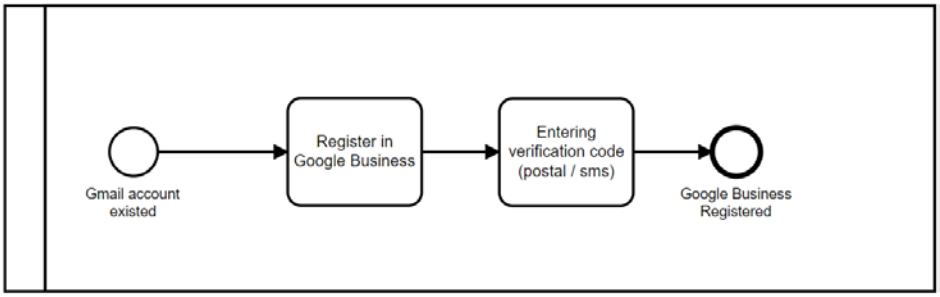

Figure 5. Google Business Registration Process

Registration procedures

In this section, we will discuss the OFD registration processes: Go-Food and Grab Food registration. Both registrations require login through a website and offline verification.

Go-Food Registration

Go-Food registration starts as we enter the Go-Jek web application. Go-Jek is the name of the company that owns and operates Go-Food. After entering the Go-Jek website, we must complete the company details information and send an email containing the owner's NPWP (tax number) and identity card. Afterward, the Go-Jek company will do a lengthy verification period (around two weeks). During this period, Go-Jek will send a team to ensure that the food company does exist. In the end, if a company manages the verification period, it should pay 20% order's fee per incoming order to Go-Food. The process of Go-Food Registration can be seen in Figure 3.

Grab Food Registration

Grab Food registration is somehow distinct that of Go-Food. It requires the owner to fulfill the menu beforehand as well as the working hours. The very different step is that in the Grab-Food, the business owner needs to do offline registration by coming to the Grab-Food company (see Figure 4). Grab company needs to take care of the registration process in its platform since the offline registration process is lengthy and is not providing an exact date to finish. This could be very disappointing for any business owners in the registering their products.

Google Business Registration

Figure 5 shows the process for registering a business in Google Business. There are two main processes: register in Google Business and Entering verification code. A food business company needs to be aware that this process cannot be done without having a Gmail account. Hence, a business owner must register his/her Gmail account if he/she does not possess it. In the first step: register in Google business, a business owner must enter the following: 1) business name 2) business location 3) type

of business 4) business contact person and 5) selecting verification mode. There are two verification methods: via phone number and via postal address.

To this point, we would like to suggest postal address as the verification mean since Google Business will incorporate your address into Google map. Generally, it would take around four days before a physical mail arrived. The mail contains four digits alphanumeric code which is necessary as an input to finish Google Business Registration. As postal mail sometimes does not work (e.g. difficulties to find the physical address), then we would like to suggest phone-based verification code. If a business owner selects this method, then he/she will receive a short message which contains the verification code. In general, this verification method is much simpler than that of postal addresses.

RESULTS AND DISCUSSION

We must admit that not all registration processes were successful (see Table 2). Google Business has the highest success rate in registration while Grab Food is the least.

Table 2. Registration Results (✓) means successful

No	Company Name	Google Business	Go Food	Grab Food
1	Warung Cak Gembul	✓	✓	
2	Roti Bakar Petrugk	✓		
3	Kedai Mie Bajak	✓		✓
4	Mie Pitik Bang Azat	✓	✓	
5	Rumah Makan Padang Goyang Lidah	✓	✓	✓
6	Masakan Padang Salero Minang	✓	✓	
7	Kompor Indonesia Fried Chicken		✓	✓
8	Warung 77	✓	✓	
9	Pangsit Mie Ayam Jakarta Top One	✓	✓	✓
10	Pangsit Tombo Luwe	✓	✓	✓
11	Pisang Lumer		✓	
12	Naga Nugget	✓	✓	

During the registration process, we could extract OFD platform issues (see Table 3). Go-Food has an inherent issue on its platform. As it uses Go Pay to proceed payment without further seller checking, it could lead to a false order. In reverse, Grab Food problem lies in its inability to deal with scalability. As the number of Grab Food applicants beyond its organization size, Grab Food experiences slow down in its contract-making process. Table 4 outlines the issues that are inherent to the company owners or managers. The problem that many registration processes fail lies on the owner's willingness to register. As the registration process requires many mandatory documents and files, the owner needs to prepare them beforehand. Unfortunately, these important processes are often neglected due to the operational activities. At this point, we could not force each business owner to act, instead we only suggest them with all possible solutions.

Table 3. OFD Platform Issues

Go-Food	Grab Food
Inability to ensure that the order is delivered by the right restaurant (no other restaurant). Hence, the order fees could be imposed correctly	• Poor offline and online customer service • Lengthy and slow offline registration due to inability to cope up with registration scalability.

Table 4. Lists of issue register

No	Company Name	Go-Food	Grab Food	Google Business
1	Warung Cak Gembul	Owner does not have intention to register in Go Food	-	The owner has no email
2	Roti Bakar Petrugk	Owner does not have intention to register in Go Food	-	Owner has no email
3	Kedai Mie Bajak	Owner does not have NPWP (personal tax number) which is mandatory for registration	-	Owner has no email
4	Mie Pitik Bang Azat	-	-	-
5	Rumah Makan Padang Goyang Lidah	-	-	-
6	Masakan Padang Salero Minang	-	-	-
7	Kompor Indonesia Fried Chicken	-	-	Owner accidently dismiss the physical letter containing verification code by Google
8	Warung 77	-	-	Physical address cannot be found by Google
9	Pangsit Mie Ayam Jakarta Top One	-	-	-
10	Pangsit Tombo Luwe	-	-	-
11	Pisang Lumer	-	-	Has no intention to register in Google Business
12	Naga Nugget	Owner perceives that the increase of the operational costs for a constant internet access is unworthy. Hence, the owner decided to cease the Go-Food service	Waiting for a lengthy contract	Has no intention to register in Google Business. Owner perceives that the legacy Instagram platform is enough to improve business.

CONCLUSION AND FURTHER RESEARCH

This study discusses our effort in registering various food business in the OFD platform as well as Google Business. These registrations could help companies to improve their profits and revenues. We describe the detail of the registration processes and highlight the problem that we have encountered. Most problems lie on the owner's willingness to experience hardship in the registration process. Also, we have found that Go-Food experiences distrust to among its tenants or potential tenants because of its inability to deal with misplaced order.

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