The Effect of Marketing Partnership and Sales Promotion on the Purchase Intention of the Sei Sapi Mancuy Brand on Grabfood Super Apps in Lengkong, Cicendo, Cibeunying Kaler, Sukasari, and Cinambo Districts

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ABSTRACT

The rapid growth of online food delivery services in Indonesia, particularly following the COVID-19 pandemic, has intensified competition among brands on super-app platforms such as GrabFood. In this dynamic digital marketplace, effective marketing strategies are essential for influencing consumer purchase decisions. This research aims to analyze the effect of marketing partnership and sales promotion on the purchase intention of the Sei Sapi Mancuy brand on the GrabFood super-app service in Bandung City. The background of this study is rooted in the rapid advancement of information and communication technology, which has driven the expansion of the online food delivery service industry, especially after the COVID-19 pandemic. This research employed a quantitative approach by distributing questionnaires to 100 respondents who had used GrabFood in five districts: Lengkong, Cicendo, Cibeunying Kaler, Sukasari, and Cinambo. Data were analyzed using multiple linear regression to assess the influence of the independent variables on purchase intention. The results indicate that marketing partnership and sales promotion jointly explain 71.7% of the variation in purchase intention, with partial contributions of 13.7% from marketing partnership and 58.0% from sales promotion. Hypothesis testing confirms that both variables have a significant effect, both partially and simultaneously, with a very strong correlation level (R = 0.847). The study concludes that while both variables significantly influence purchase intention, sales promotion exerts a more dominant impact. These findings offer managerial implications for strengthening collaborative marketing strategies and optimizing promotional programs to enhance consumer purchase intention on digital platforms.

Keywords: Marketing Partnership, Sales Promotion, Purchase Intention, GrabFood, Online Food Delivery

INTRODUCTION

The development of information and communication technology over the last two decades has significantly transformed human interaction patterns, including in the areas of consumption and lifestyle (Ganiem, Setiawati, Suardi, Nurhayai, & Ramdhani, 2024; Hanandini, 2024). The internet, which was once primarily used for information retrieval, has now become a key medium for shopping, ordering services, and fulfilling daily needs (Siebel, 2019). This progress has been further strengthened by the emergence of smart devices such as smartphones, which allow users to carry out activities in a mobile, fast, and practical way (Clemente-Suárez et al., 2024; Sitaraman, 2025). This phenomenon has also fueled the growth of the digital industry, particularly the online food delivery service sector, which has become an essential aspect of modern life, especially in urban areas (Clemente-Suárez et al., 2024; Igwegbe, 2025; Putra, 2025).

Indonesia is one of the largest markets for food delivery services in Southeast Asia. The increasing number of internet users—reaching more than 78% of the total population in 2023—has been a major driver behind the growing demand for digital-based services. The COVID-19 pandemic has also acted as a catalyst, accelerating the adoption of these services as people sought safe and efficient methods to obtain food without leaving their homes (Cele & Mlitwa,

2024; Putra, 2025). Research by Tenggara Strategics revealed that the transaction value of food delivery services in Indonesia reached a substantial figure in 2022, with GoFood leading the market at IDR 30.65 trillion, followed by ShopeeFood at IDR 26.49 trillion and GrabFood at IDR 20.93 trillion.

Among the various delivery service providers in Indonesia, GrabFood has emerged as one of the dominant players (Gov, 2024; Renaldi, Hati, Ghazali, Sumarwan, & Ramayah, 2024). This service is part of Grab's super app ecosystem, offering multiple features ranging from transportation and goods delivery to food services (Er, Ojha, Kabade, & Rajan, 2024). GrabFood employs an integrated marketing strategy—one of which includes marketing partnerships with well-known merchants and carefully planned sales promotions aimed at attracting consumer interest (Kotler et al., 2023). The combination of these two strategies is highly relevant given the behavioral tendencies of Indonesian consumers, who are often driven by sensitivity to price, promotions, and convenience (Widiarta et al., 2025).

One of the merchants that utilizes GrabFood as its primary distribution channel is the culinary brand Sei Sapi Mancuy (Salisa, Sari, Astuti, & Khabib, 2025; Wisambodhi, 2021). This brand offers a distinctive menu featuring processed beef dishes from East Nusa Tenggara, presented in a modern culinary style. Although Sei Sapi Mancuy has formed a marketing partnership with GrabFood and actively participates in the platform's promotional programs, the brand still faces challenges in maximizing consumer purchase intention—particularly in highly competitive markets such as Bandung City.

Based on a pre-survey conducted on 15 respondents, it was found that while the majority (73.3%) were aware of GrabFood's collaboration with Sei Sapi Mancuy, awareness of the specific promotional details resulting from the partnership remained low (40%). Moreover, only 26.7% of respondents reported purchasing because of the exclusive collaboration. This indicates that while the partnership is well-recognized, its practical benefits have not been fully realized by consumers. In terms of sales promotions, discounts were the most recognized element (80%); however, only 26.7% of respondents had used vouchers, suggesting a gap in the conversion process from interest to action. The low frequency of purchases during promotional periods (33.3%) further suggests that current promotional strategies have not generated a strong sense of urgency or perceived value.

Previous research presents mixed findings concerning the influence of marketing partnerships and sales promotions on purchase intention. Charlton and Cornwell (2019) found that marketing partnerships significantly affect purchase intention, whereas studies on sales promotion have shown varying results. Reported that sales promotion had a significant positive effect, found contrary evidence (Martiana et al., 2022; Suryani & Syafarudin 2021). This research gap provides the basis for further investigation to validate the influence of these two variables, particularly within the context of super app platforms and culinary merchants in Indonesia.

Based on this background, the objectives of this study are to: (1) analyze the effect of marketing partnership on the purchase intention of the Sei Sapi Mancuy brand on GrabFood in Bandung City; (2) analyze the effect of sales promotion on the purchase intention of the Sei Sapi Mancuy brand on GrabFood in Bandung City; and (3) analyze the simultaneous effect of marketing partnership and sales promotion on the purchase intention of the Sei Sapi Mancuy brand on GrabFood in Bandung City.

Based on this frame of thought, the hypothesis of this study is:
H_1: Marketing Partnership has a significant positive effect on Purchase Intention
H_2: Sales Promotion has a significant positive effect on Purchase Intention
H_3: Marketing Partnership and Sales Promotion have a significant positive effect on Purchase Intention

RESEARCH METHOD

This study employs descriptive and verifiable research methods with a quantitative approach. The object of the study is consumers who use application-based food delivery services residing in the districts of Lengkong, Cicendo, Cibeunying Kaler, Sukasari, and Cinambo, who are aware of or have purchased the Sei Sapi Mancuy brand through the GrabFood platform.

The research population includes all residents living in these five sub-districts, totaling 345,264 people (BPS Bandung City, 2023). The sampling technique used is purposive sampling with the following criteria: (1) must have the Grab application, and (2) at least be aware of the Sei Sapi Mancuy brand through GrabFood. The number of samples was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents.

The research variables consist of Marketing Partnership (X_1) with the dimensions of continuity, credibility, and integrity; Sales Promotion (X_2) with the dimension of utilitarian benefit; and Purchase Intention (Y) with the dimensions of transactional, refractive, preferential, and explorative intention. Measurements were conducted using a Likert scale ranging from 1 to 5.

Data collection techniques were implemented through: (1) online and offline questionnaires, (2) literature studies sourced from journals, books, and scientific publications, and (3) secondary data obtained from GrabFood. The data analysis techniques included validity tests, reliability tests, descriptive analysis, classical assumption tests (normality, multicollinearity, and heteroskedasticity), multiple linear regression analysis, coefficient of determination analysis, multiple correlation analysis, and hypothesis testing (t-test and F-test), using SPSS version 27.

RESULTS AND DISCUSSION

Respondent Characteristics

This study collected data from 100 respondents who were active users of GrabFood in five sub-districts of Bandung City. Respondent characteristics were identified to provide an overview of demographic profiles that may influence purchasing perceptions and behaviors.

1. Respondent Gender

Based on the survey results, the gender distribution of respondents showed a dominance of female users at 64% (64 respondents), while male users accounted for 36% (36 respondents). The predominance of female respondents indicates that food delivery service users are more frequently women, likely due to their high level of daily busyness or preference for convenience in fulfilling food needs.

2. Respondent's Age

The age distribution of respondents revealed that the 26–35 age group dominated with 69% (69 respondents), followed by the 15–25 age group at 18% (18 respondents), the 36–45 age group at 11% (11 respondents), and those aged over 45 years at 2% (2 respondents). This data confirms that the main users of food delivery services are Millennials and Generation Z, who are generally more familiar with digital technology.

3. Respondents' domicile

The distribution of respondents based on domicile showed a relatively even spread across the five research areas: Cicendo (28%), Sukasari (22%), Lengkong (21%), Cibeunying Kaler (21%), and Cinambo (8%). The lower percentage of respondents from Cinambo may be attributed to its lower population density compared to other sub-districts.

4. Respondent's Last Education

The occupational distribution of respondents was dominated by private-sector employees at 62% (62 respondents), followed by civil servants at 14% (14 respondents), students at 12% (12 respondents), housewives at 5% (5 respondents), unemployed individuals at 5% (5 respondents), and self-employed respondents at 2% (2 respondents). The dominance of private employees suggests that food delivery service users are primarily individuals with high mobility and limited time for meal preparation.

5. Respondent's Occupation

The job distribution of respondents was dominated by private employees at 62% (62 respondents), followed by Civil Servants at 14% (14 respondents), Students/Students at 12% (12 respondents), Housewives at 5% (5 respondents), Unemployed/Unemployed at 5% (5 respondents), and Self-employed at 2% (2 respondents). The dominance of private employees shows that the users of food delivery services are workers with high mobility.

6. Penghasilan Responden

The majority of respondents reported earning over Rp5,000,000 per month (54 respondents or 54%), followed by those earning between Rp2,500,000 and Rp5,000,000 (25 respondents or 25%), and those earning less than Rp2,500,000 (21 respondents or 21%). This relatively high income level indicates sufficient purchasing power to use food delivery services regularly.

Instrument Test Results

1. Validity Test

Validity tests are carried out to measure whether the research instrument can measure what should be measured. In this study, the validity test used the correlation of Pearson's Product Moment with the formula:

rxy=n∑XY−(∑X)(∑Y){n∑X2−(∑X)2}{n∑Y2−(∑Y)2}$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$rxy ={n∑X2−(∑X)2}{n∑Y2−(∑Y)2}n∑XY−(∑X)(∑Y)

Where:

1.   r~~xy~~ = Correlation coefficient
   a.   n = A large number of samples
   b.   ΣXY = Number of multiplication of variables X and Y
   c.   ΣX = Number of variable values X
   d.   ΣY = The sum of the values of the Y variable

Test criteria: the statement item is declared valid if r counts > r table. With n=100 and α=0.05, we obtained table r = 0.163.

Table 1. Results of Marketing Partnership Validity Test

No	Item	r count	r table	Information
1	MP1	0,500	0,163	Valid
2	MP2	0,610	0,163	Valid
3	MP3	0,460	0,163	Valid
4	MP4	0,634	0,163	Valid
5	MP5	0,498	0,163	Valid
6	MP6	0,620	0,163	Valid
7	MP7	0,595	0,163	Valid
8	MP8	0,678	0,163	Valid
9	MP9	0,768	0,163	Valid
10	MP10	0,695	0,163	Valid
11	MP11	0,767	0,163	Valid
12	MP12	0,720	0,163	Valid

No	Item	r count	r table	Information
13	MP13	0,462	0,163	Valid
14	MP14	0,772	0,163	Valid
15	MP15	0,657	0,163	Valid
16	MP16	0,531	0,163	Valid
17	MP17	0,851	0,163	Valid
18	MP18	0,723	0,163	Valid
19	MP19	0,709	0,163	Valid
20	MP20	0,581	0,163	Valid
21	MP21	0,725	0,163	Valid
22	MP22	0,780	0,163	Valid
23	MP23	0,765	0,163	Valid
24	MP24	0,265	0,163	Valid

Source: Primary data processed, 2025

The results of the validity test showed that all 24 items of the Marketing Partnership statement had a calculated r value of > r table (0.163), with the highest calculated r value on item MP17 (0.851) and the lowest on MP24 (0.265). Thus, all items of the Marketing Partnership statement are declared valid and can be used for data collection.

Table 2. Results of Sales Promotion Validity Test

No	Item	r count	r table	Information
1	SP1	0,719	0,163	Valid
2	SP2	0,756	0,163	Valid
3	SP3	0,686	0,163	Valid
4	SP4	0,786	0,163	Valid
5	SP5	0,672	0,163	Valid
6	SP6	0,609	0,163	Valid
7	SP7	0,728	0,163	Valid
8	SP8	0,439	0,163	Valid
9	SP9	0,798	0,163	Valid
10	SP10	0,854	0,163	Valid
11	SP11	0,584	0,163	Valid
12	SP12	0,607	0,163	Valid
13	SP13	0,621	0,163	Valid
14	SP14	0,649	0,163	Valid
15	SP15	0,688	0,163	Valid
16	SP16	0,752	0,163	Valid

Source: Primary data processed, 2025

The results of the validity test showed that all 16 items of the Sales Promotion statement had a calculated r value of > r of the table (0.163), with the highest calculated r value in item SP10 (0.854) and the lowest in SP8 (0.439). All Sales Promotion statement items are declared valid.

Table 3. Purchase Intention Validity Test Results,

No	Item	r count	r table	Information
1	PI1	0,780	0,163	Valid
2	PI2	0,750	0,163	Valid
3	PI3	0,705	0,163	Valid
4	PI4	0,647	0,163	Valid
5	PI5	0,821	0,163	Valid
6	PI6	0,779	0,163	Valid
7	PI7	0,761	0,163	Valid

Source: Primary data processed, 2025

The results of the validity test showed that all 7 items of the Purchase Intention statement had a calculated r value of > r table (0.163), with the highest calculated r value in item PI5 (0.821) and the lowest in PI4 (0.647). All items of the Purchase Intention statement are declared valid.

2. Reliability Tests

Reliability tests are carried out to measure the consistency of research instruments. The method used is Cronbach's Alpha with the formula:

$r = \frac{2rb}{1 + rb}$

Where r is the reliability value and rb is the product moment correlation between the first hemisphere (odd) and the second hemisphere (even). Test criteria: the instrument is declared reliable if Cronbach's Alpha value > 0.6.

Table 4. Reliability Test Results,

Variable	Cronbach's Alpha	Condition	Information
Marketing Partnership (X_1)	0,936	>0,6	Reliable
Sales Promotion (X_2)	0,923	>0,6	Reliable
Purchase Intention (Y)	0,864	>0,6	Reliable

Source: Primary data processed, 2025

The results of the reliability test showed that the three variables had a Cronbach's Alpha value of > 0.6, with Marketing Partnership (0.936), Sales Promotion (0.923), and Purchase Intention (0.864). These values show an excellent level of reliability, so that the research instrument is declared consistent and reliable.

Descriptive Analysis

Descriptive analysis was used to describe the respondents' perception of each research variable. The measurement uses a Likert scale of 1-5 with the following interpretation categories:

Table 5. Category Score Interpretation

Score Range	Category
1,00 - 1,80	Very Bad
1,81 - 2,60	Bad
2,61 - 3,40	Enough
3,41 - 4,20	Good
4,21 - 5,00	Excellent

Source: Sugiyono (2019)

1. Descriptive Analysis of Marketing Partnership

Table 6. Results of Descriptive Analysis of Marketing Partnership

Dimension	Indicator	Score	Category
Continuity	Relationships that have existed before	4,02	Good
	Sustainable	4,65	Excellent
	Stable	3,61	Good
	Staying Ahead of the Trend	4,37	Excellent
Credibility	Not betraying	4,23	Excellent
	Fulfilling his promise	4,13	Good
	Honest	4,01	Good
	Trustworthy	4,17	Good
Integrity	Giving back to consumers	3,98	Good

Dimension	Indicator	Score	Category
	Have moral principles	4,01	Good
	True to a set of morals	4,13	Good
	Caring for consumers	3,79	Good
Overall Average		**4,10**	**Good**

Source: Primary data processed, 2025

The results of the Marketing Partnership descriptive analysis showed an average score of 4.10, which falls within the "Good" category. The Continuity dimension obtained the highest score, particularly on the "sustainable" indicator (4.65 – Excellent), indicating that the partnership between Sei Sapi Mancuy and GrabFood is perceived by consumers as stable and harmonious. The lowest-scoring indicator was "stable" (3.61 – Good), suggesting the need to further strengthen mutual support within the partnership ecosystem.

The Credibility dimension shows that consumers believe this partnership is built on trust, as reflected by high ratings in the indicators "does not betray each other" (4.23) and "fulfills promised commitments" (4.13). Meanwhile, the Integrity dimension indicates that Sei Sapi Mancuy is regarded as a brand with strong moral principles (4.01), although the indicator related to concern for consumers received a slightly lower score (3.79), suggesting room for improvement in consumer-oriented engagement.

2. Descriptive Analysis of Sales Promotion

Table 7. Results of Descriptive Analysis of Sales Promotion,

Dimension	Indicator	Score	Category
Utilitarian Benefit	This promotion scheme is unique	3,66	Good
	This promotion scheme is true	3,91	Good
	This promotion scheme is honest	4,24	Excellent
	This promotional scheme is informative	4,11	Good
	There are benefits to the promotion scheme	3,84	Good
	Offers monetary/money savings	4,18	Good
	Improve shopping convenience	4,10	Good
	Improve product quality	4,05	Good
Overall Average		**4,00**	**Good**

Source: Primary data processed, 2025

The results of the descriptive analysis of Sales Promotion show an average score of 4.00, which falls into the "Good" category. The indicator with the highest score was "honest" (4.24 – Excellent), indicating that consumers perceived the promotions as transparent and free from misleading information. The indicator "offering monetary savings" (4.18) also received a high rating, confirming that utilitarian benefits, particularly cost savings, are a key factor in attracting consumer interest.

The indicator with the lowest score was "uniqueness of the promotion scheme" (3.66 – Good), suggesting that consumers found the promotional offers insufficiently differentiated from those of competitors. This indicates an area for improvement in designing more innovative and distinct promotional strategies to better capture consumer attention and foster stronger brand differentiation.

3. Descriptive Purchase Intention Analysis

Table 8. Results of Descriptive Analysis of Purchase Intention,

Dimension	Indicator	Score	Category
Transactional	Interested in buying products	3,99	Good
	On Expectations	4,07	Good
Refractive	Recommend products	4,20	Good
	Suggest others	4,17	Good
Preferential	Top picks	4,04	Good
	Choosing over others	4,18	Good
Explorative	Search for product information	4,13	Good
Overall Average		**4,11**	**Good**

Source: Primary data processed, 2025

The results of the descriptive analysis of Purchase Intention showed an average score of 4.11, which falls into the "Good" category. The Refractive dimension obtained the highest score, particularly on the "recommend product" indicator (4.20), indicating that consumers have a strong tendency to recommend Sei Sapi Mancuy to others. This serves as a positive word-of-mouth indicator that can contribute to brand growth.

The Preferential dimension also achieved a good score (4.18), suggesting that Sei Sapi Mancuy is a preferred choice among consumers when selecting food within the same category. The Explorative dimension (4.13) shows that consumers are interested in seeking additional information about the product.

The lowest score was recorded in the Transactional dimension, specifically for the "interested in buying the product" indicator (3.99 – Good). Although this score remains within the good category, it suggests that the motivation for immediate purchases can still be enhanced through stronger promotional strategies or more engaging offers.

Classical Assumption Test Results
1. Normality Test

Normality tests were performed to determine whether the residual regression model was normally distributed. The method used is Normal Probability Plot (P-P Plot). The results of the normality test show that the data points follow and approach the diagonal line, so it can be concluded that the data is normally distributed and meets the normality assumptions for linear regression analysis.

2. Multicollinearity Test

The multicollinearity test was performed to find out if there was a high correlation between independent variables. The test criteria used Tolerance and VIF (Variance Inflation Factor) values, where multicollinearity did not occur if Tolerance > 0.1 and VIF < 10.

Table 9. Multicollinearity Test Results,

Variable	Tolerance	VIF	Information
Marketing Partnership (X_1)	0,454	2,203	Multicollinearity does not occur
Sales Promotion (X_2)	0,454	2,203	Multicollinearity does not occur

Source: Primary data processed, 2025

The results of the multicollinearity test showed that the two independent variables had a Tolerance value of 0.454 (>0.1) and a VIF value of 2.203 (<10). Thus, there is no multicollinearity between the variables of Marketing Partnership and Sales Promotion, so the regression model is feasible to use.

3. Heterokedasticity Test

The heterokedasticity test was carried out to find out whether there was an inequality of variance from one residual observation to another. The method used is Scatterplot. The results of the heterokedasticity test showed that the data points were randomly spread above and below the number 0 on the Y axis, not forming a definite clear pattern. Thus, there is no heterokedasticity in the regression model.

Verifiable Analysis
1. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of Marketing Partnership (X_1) and Sales Promotion (X_2) on Purchase Intention (Y). The model of multiple linear regression equations is:

$Y = a + b_1X_1 + b_2X_2 + \varepsilon$ $Y = a + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$ $Y = a + \beta_1 X_1 + \beta_2 X_2 + e$

Table 10. Multiple Linear Regression Analysis Results,

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
Constant	4,936	1,671	
Marketing Partnership (X_1)	0,060	0,025	0,195
Sales Promotion (X_2)	0,280	0,032	0,693

Source: Primary data processed, 2025

Based on the table above, the regression equation is obtained:
Y = 4.936 + 0.060 X_1 + 0.280 X_2
Interpretation of regression equations:
1. Constant (a) = 4.936 indicates that if Marketing Partnership (X_1) and Sales Promotion (X_2) are zero, then Purchase Intention (Y) will be worth 4,936
2. The Marketing Partnership coefficient (β_1) = 0.060 indicates that every increase in one unit of Marketing Partnership will increase Purchase Intention by 0.060 units, assuming that other variables are constant,
3. The Sales Promotion coefficient (β_2) = 0.280 indicates that every increase of one Sales Promotion unit will increase the Purchase Intention by 0.280 units, assuming the other variables are constant,

From the value of the standardized regression coefficient (Beta), it can be seen that Sales Promotion (0.693) has a greater influence on Purchase Intention than Marketing Partnership (0.195).

2. Determination Coefficient Analysis
Determination coefficient analysis is used to measure how capable independent variables are in explaining the variation of dependent variables. Formula of the coefficient of determination:
$Kd = r^2 \times 100\%$ $Kd = r^2 \times 100\%$ $Kd = r^2 \times 100\%$

Table 11. Results of Determination Coefficient Analysis

R	R²	Adjusted R²	Std. Error of the Estimate
0,847	0,717	0,711	2,134

Source: Primary data processed, 2025

The results of the analysis showed an R² value of 0.717 or 71.7%. This means that 71.7% of the variation in Purchase Intention can be explained by the variables Marketing Partnership

and Sales Promotion, while the remaining 28.3% is influenced by other variables that were not studied in this study, such as brand image, product quality, price, or customer service.

To determine the contribution of each partially independent variable, the calculation of the partial determination coefficient is used by multiplying the value of Beta by Zero Order:

Table 12. Partial Determination Coefficient Analysis Results

Variabel	Beta	Zero Order	Kontribusi (%)
Marketing Partnership (X_1)	0,195	0,707	13,7%
Sales Promotion (X_2)	0,693	0,838	58,0%
Total			**71,7%**

Source: Primary data processed, 2025

The results of the calculation show that Sales Promotion contributes more (58.0%) than Marketing Partnership (13.7%) to Purchase Intent. This indicates that sales promotion strategies that provide direct utilitarian benefits are more effective in driving consumer purchase intent compared to the strategic partnership aspect.

3. Multiple Correlation Analysis

Multiple correlation analysis is used to determine the degree of intimacy of the relationship between independent variables simultaneously and dependent variables. Formula used:

$$R^2 = \frac{JK(Reg)}{\sum Y^2}$$

Table 13. Interpretation of Correlation Coefficients

Interval Koefisien	Tingkat Hubungan
0,00 - 0,199	Sangat Rendah
0,20 - 0,399	Rendah
0,40 - 0,599	Sedang
0,60 - 0,799	Kuat
0,80 - 1,000	Sangat Kuat

Sumber: Sugiyono (2019)

Hasil analisis menunjukkan nilai R sebesar 0,847 yang berada pada interval 0,80-1,000, sehingga dapat disimpulkan bahwa terdapat hubungan yang sangat kuat antara Marketing Partnership dan Sales Promotion secara simultan terhadap Purchase Intention.

Pengujian Hypothesis

1. Partial Hypothesis Test (t-test)

The t-test is used to determine the influence of each partially independent variable on the dependent variable. T test formula:

$$t = r\sqrt{\frac{n-(k+1)}{1-r^2}}$$

Test criteria:
1. If t counts > t table or sig. < 0.05, then H_0 is rejected and H_a is accepted
2. If t calculates < t table or sig. > 0.05, then H_0 is accepted and H_a is rejected

With n=100, k=2, and α=0.05, obtained t table = 1.984

Table 14. Partial Hypothesis Test Results

variable	t count	t table	Sig.	Results
Marketing Partnership (X_1)	2,417	1,984	0,017	H_0 rejected, H_a Accepted
Sales Promotion (X_2)	8,751	1,984	0,000	H_0 rejected, H_a Accepted

Source: Primary data processed, 2025

Hypothesis 1 Testing :
H₀: Marketing Partnership has no significant effect on Purchase Intention
Hₐ: Marketing Partnership has a significant effect on Purchase Intention
The test results showed a t-value calculated (2.417) > t table (1.984) with a significance value of 0.017 < 0.05. Thus, H₀ is rejected and Hₐ is accepted, which means that Marketing Partnership has a significant positive effect on Purchase Intention. These findings support the research of Charlton and Cornwell (2019) who stated that marketing partnerships can increase consumers' positive evaluations of brands.

Hypothesis 2 Testing :
H₀: Sales Promotion does not have a significant effect on Purchase Intention
Hₐ: Sales Promotion has a significant effect on Purchase Intention
The test results showed a calculated t value (8.751) > a table (1.984) with a significance value of 0.000 < 0.05. Thus, H₀ is rejected and Hₐ is accepted, which means that Sales Promotion has a significant positive effect on Purchase Intention. These findings are consistent with the research of Gupta and Nair (2021) which states that the utilitarian benefits of promotion trigger a rational evaluation process of consumers.

2, Simultaneous Hypothesis Test (F Test)
The F test is used to determine the influence of independent variables simultaneously on dependent variables. Test formula F:
$$F = \frac{R^2/K}{(1-R^2)/(n-K-1)}$$
Test criteria:
1.   If F counts > F table or sig. < 0.05, then H₀ is rejected and Hₐ is accepted
2.   If F calculates < F table or sig. > 0.05, then H₀ is accepted and Hₐ is rejected
With k=2, n=100, and α=0.05, obtained F table = 3.09

Table 15. Results of Simultaneous Hypothesis Test (F Test)

Model	Sum of Squares	df	Mean Square	F hitung	F tabel	Sig.	Keputusan
Regression	2813,245	2	1406,623	122,891	3,09	0,000	H₀ ditolak
Residual	1109,755	97	11,441				
Total	3923,000	99					

Source: Primary data processed, 2025

Pengujian Hypothesis 3:
H₀: Marketing Partnership and Sales Promotion do not have a significant effect on Purchase Intention simultaneously
Hₐ: Marketing Partnership and Sales Promotion have a significant effect simultaneously on Purchase Intention

The test results showed the value of F calculated (122.891) > F table (3.09) with a significance value of 0.000 < 0.05. Thus, H₀ is rejected and Hₐ is accepted, which means that Marketing Partnership and Sales Promotion simultaneously have a significant effect on Purchase Intent. This confirms that the combination of partnership strategies and sales promotion is able to increase consumer buying intent more effectively.

Discussion
The Influence of Marketing Partnerships on Purchase Intention
The results of the study show that Marketing Partnership has a significant positive effect on Purchase Intention with a contribution of 13.7%. Although its contribution is relatively smaller than that of Sales Promotion, Marketing Partnership remains an important factor in shaping consumer purchase intentions. The main strength of the marketing partnership lies in the Continuity dimension, particularly in the "continuous" aspect, which obtained the highest

score (4.65). This indicates that the long-term relationship between Sei Sapi Mancuy and GrabFood is stable and consistent in fostering consumer trust.

This finding aligns with the research of Charlton and Cornwell (2019), which states that perceived fit or conformity between collaborating parties, as perceived by consumers, can enhance positive product evaluations. When consumers identify a strong alignment of values and brand images within a partnership, they tend to form higher perceptions of product quality. Morhart et al. (2024) further emphasize that the authenticity of marketing partnerships— encompassing continuity, credibility, and integrity—can strengthen trust and increase purchase intent.

However, the aspect of ecosystem stability (score 3.61) remains an area that requires enhancement. This suggests the need to reinforce mutual support mechanisms between Sei Sapi Mancuy and GrabFood to develop a more integrated and sustainable collaborative ecosystem. Kim et al. (2023) found that strategically designed collaborations, particularly those that are unique or exclusive, can enhance customer equity and foster long-term loyalty..

The Effect of Sales Promotion on Purchase Intention

The results of the study show that Sales Promotion is the most dominant factor influencing Purchase Intention, contributing 58.0% to the overall effect. The dominance of Sales Promotion can be attributed to its ability to provide utilitarian benefits that are directly perceived by consumers, such as cost savings (score 4.18), enhanced shopping convenience (score 4.10), and an improved perception of product quality (score 4.05).

These findings are consistent with the research of Gupta and Nair (2021), which states that the utilitarian benefits of sales promotion trigger the rational decision-making process in consumer evaluation. When consumers obtain tangible benefits such as discounts or vouchers, they tend to perform a cost–benefit analysis that ultimately leads to a purchase decision. Similarly, Wahab and Widiyanti (2020) found that sales promotions can generate a sense of urgency through time-limited offers that encourage consumers to make immediate transactions.

The transparency and honesty aspects of the promotions (score 4.24) received the highest ratings, indicating that consumers value clear and open communication within promotional schemes. This transparency is crucial because it helps reduce perceived risk and enhances consumer confidence in the offer. Al Faisal et al. (2022) further found that the financial advantages of promotions can foster feelings of satisfaction and appreciation, both of which contribute to long-term loyalty formation.

However, the uniqueness aspect of the promotion scheme (score 3.66) still requires improvement. This result suggests that consumers perceive the current promotions as insufficiently differentiated from competitors, such as ShopeeFood, which is recognized for its aggressive promotional strategies. Therefore, innovation in promotional concepts—such as gamification, exclusive product bundling, or seasonal thematic campaigns—can strengthen differentiation and enhance the overall attractiveness of promotional programs.

The Influence of Marketing Partnership and Sales Promotion on Purchase Intention

The results show that the combination of Marketing Partnership and Sales Promotion can simultaneously explain 71.7% of the variation in Purchase Intention, with a very strong relationship level (R = 0.847). This indicates that the two variables work synergistically to stimulate consumers' buying intentions.

Marketing Partnership functions as a foundation that builds long-term credibility and trust, while Sales Promotion acts as a direct stimulus that drives purchasing behavior. This combination produces a layered effect in which consumers are not only attracted by promotions but also develop confidence due to the stable partnership between the brand and the trusted platform.

These findings are consistent, who stated that effective marketing partnerships influence not only the cognitive aspect (knowledge about the product) but also the affective aspect (positive emotions toward the brand), particularly when combined with an appealing promotional strategy. Gupta and Nair (2021) also emphasize the importance of integrating promotions with digital technologies to enhance effectiveness, such as through direct notifications and personalized offers.

In the context of digital platforms such as GrabFood, the integration of these two strategies is crucial for success. Partnerships with major platforms provide broader exposure and credibility, while relevant and communicative promotions enhance consumer engagement amid intense competition. This integrated approach leads to an improved customer experience and increases the likelihood of purchase conversion.

CONCLUSION

Based on the results of the study, it can be concluded that: (1) Marketing Partnership has a significant effect on Purchase Intention, although its contribution is relatively small (13.7%), indicating that partnerships emphasizing value and image alignment can strengthen consumer trust and brand preference; (2) Sales Promotion is the most dominant factor influencing Purchase Intention, with a contribution of 58.0%, where promotions offering tangible benefits are able to stimulate quick purchasing decisions while creating positive experiences; and (3) the combination of Marketing Partnership and Sales Promotion demonstrates a very strong relationship (R = 0.847) and simultaneously explains 71.7% of the variation in Purchase Intention.

The suggestions that can be made are as follows: Sei Sapi Mancuy should reinforce the stability of its partnership ecosystem through joint value creation programs and structured communication with GrabFood; optimize the uniqueness of promotional schemes through thematic promotion concept innovation and gamification; and enhance direct purchasing incentives using trigger-based promotion strategies and limited-time offers. For future research, it is recommended to examine other factors beyond Marketing Partnership and Sales Promotion that significantly influence Purchase Intention, in order to help companies develop more comprehensive and integrated strategic frameworks.

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