

ABSTRACT

Technology developments have made it easier for food delivery service systems for culinary business owners. This study aims to examine the impact of GoFood services on the development of the "Ayam Geprek" restaurant business in Semarang City. Semarang City is one of the top 10 Creative Economy Cities that are dominated by the culinary sector.

This study uses primary data with a questionnaire technique. The samples in this study were 95 respondents of "Ayam Geprek" restaurant entrepreneurs in the Semarang city. In this study, the Wilcoxon Signed Rank Test was used to find out whether there were differences due to the impact of the use of GoFood services on the "Ayam Geprek" restaurant business in Semarang City.

The results showed that from 95 respondents examined using the Wilcoxon Signed Rank Test had a significance level of < 0.05 , which means that there were significant differences. The differences were namely in sales turnover, production costs, labor, and profits as the result of GoFood service in the "Ayam Geprek" restaurant business in Semarang City. The difference is in the form of an average turnover increase of 207 percent, operating costs by 116 percent, profits by 114 percent, and the number of workers by 38 percent.

Keywords: GoFood, sales turnover, production costs, profit, labor.