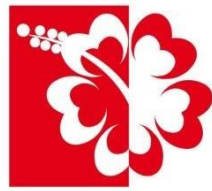




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msu
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TITLE:

**FACTORS CONTINUING INTENTION OF
CONSUMERS IN USING THE GRAB APPLICATION**

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ABSTRACT

Currently, the grab application can help make it easier for people to meet their needs and take them to their destination. In today's era, digital footprints are getting bigger and bigger. Likewise with Grab, it is growing and providing many features that can be used according to the needs of its users. The purpose of this study is to determine the factors that influence the customer's intention to continue using the grab application in the Bekasi area. In particular, this study aims to ascertain how views on social influence, perceived ease of use, facilitating conditions with the intention of continuing the use of the grab application. As for the methodology, primary data will collected from a sample of 406 customers in the Bekasi area the data will analyzed using SPSS to determine the relationship between variables. In this research it is hoped that it will help the company to increase consumer satisfaction and intention to continue using the services of the grab application

Keywords: System application service, social influence, perceived ease of use, facilitating conditions, consumer trust.



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INTRODUCTION

CHAPTER 1

1.1 Introduction

Many businesses take advantage of the chance to forge relationships with consumers through mobile applications due to the advancement of technology and the popularity of mobile applications (Tingting (Christina) Zhang, 2017). Grab was one of the businesses to make use of this chance. Grab is an on-demand service platform that can be accessed through a smartphone application, making it possible to quickly and effectively support people's mobility. Grab is a Malaysian-based online transportation provider that was founded in 2012. Grab offers a variety of services, including GrabCar, GrabBike, and GrabFood. With Grab, all customer demands can be met swiftly and without adding to the overall wait time.

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In July 2014, Grab established contracts with drivers in numerous Indonesian cities to launch its operations there. At the moment, Grab runs in more than 100 Indonesian cities, from Aceh to Papua (Cahyu, 2019). According to research by ABI Research, a research organisation based in Indonesia London, England, the presence of Grab is positively appreciated by the Indonesian people. The research's findings showed that. Grab holds a 64% share of the Indonesian market. Grab's main rival Gojek only controls 35.5% of the Indonesian market (Franedya, 2019), This market leadership, in accordance with ABI, is the outcome of Grab's achievement in developing into a super app that can satisfy a substantial portion of the general public's demand outside of transportation, specifically by offering food and good delivery services (Franedya, 2019)

However, Grab is not Indonesia's only provider of online transportation services. Users of the service are forced to switch applications as a result of the introduction of various other online transportation brands, including Go-Jek, Uber, Maxim, and others with some similarities in terms of offers and convenience of access. Due to this, business competition in the internet transportation industry is becoming more intense, forcing entrepreneurs to better defend their positions in a cutthroat industry.



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Consumers must first experience utilising a service or product in order to reuse, of course. One of the best factors for predicting future behaviour is experience. Consumers' inclinations to make future purchases are significantly influenced by their experience (T. P. Y. Monsuwé, 2004). The consumer's evaluation of a service or product, whether it be an appraisal of service quality, convenience of access, or another factor, will be influenced by their experience using the service or product. Following this evaluation, previously felt trust in the good or service will be formed. Grab firms must therefore be able to offer clients a positive experience if they are to foresee the shift of consumers to alternative modes of transportation. wherein a positive experience would motivate customers to use the service again. A product or service's potential for reuse is a sign that customers are happy with it and are confident in it. Reusing goods or services in general is a sign that they can live up to consumer expectations since it indicates that customers are willing to reuse them frequently.

1.2 Problem Statement

In the contemporary day, Grab makes it possible to satisfy all needs and makes getting to our destination simple. Some folks are still unsure about using this grab application, though. caused by two factors, with the first issue arising from natural conditions. What is meant by "natural conditions" are natural factors such as bad weather or rain. In rainy conditions, the visibility of the driver is very limited and it is very prone to accidents, it is not uncommon for the transportation process to be stopped in order to maintain the safety of passengers (Dina KusumaRatih, 2018).

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The second issue is that some people have a poor reputation or poor judgement. In this instance, there are two potential causes. The first is the grab driver in question. There are still a lot of Grab drivers that don't follow traffic laws, standard operating procedures, or other company restrictions. The second concern is the unfavourable feedback from customers who have used Grab's services. This relates to the first issue; if the SOP is not followed or is not understood, it will affect the service given to customers, making them unhappy or receiving subpar service. Additionally, there have been a number of issues or incidents that have discouraged customers from using Grab's services. For instance, Grab online motorbike taxi drivers are accused of harassing and threatening to rape female passengers in 2020 (Kumala, 2020) People were terrified and stopped using Grab's services as soon as this information became widely known to the general public.

This issue has a significant negative influence on Grab's reputation, which affects drivers. The public rapidly became aware of this problem and began to second-guess whether they really wanted to hire this Grab driver.

1.3 Research Objective

1. To determine the relationship between social influence and continuance intention on Grab application.



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2. To determine the relationship between perceived ease of use and continuance intention on Grab application.
3. To determine the relationship between facilitating conditions and continuance intention in the Grab application.

1.4 Research Question

1. What is the effect between social influence and continuance intention on Grab application?
2. What is the effect between perceived ease of use and continuance intention on Grab application?
3. What is the effect between facilitating conditions and continuance intention on Grab application?





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1.5 Key term

System application service, social influence, peceived ease of use, facilitating conditions, consumer trust.

1.6 Significant of the study

People in Indonesia believe that ride-hailing apps like Grab can help their lives. they are also often concerned about issues such as waiting times or arbitrarily applied rates. This study highlights the trust that Grab passengers and driver-partners have in application dependability and the contribution that users make to the quality of the application. In this research it is hoped that it can help companies to increase customer satisfaction and intentions to continue using the Grab application service.





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DISCUSSION

CHAPTER 5

5.1 Introduction

The study that the researcher did is summarized in this chapter. Here is a brief explanation of the results. The research aims, framework, and research technique are briefly addressed in this section. In this chapter, the study's key conclusions are also discussed. The results of the empirical tests that were conducted based on the data analysis are reported in this section. Following a discussion of the current research's ramifications, new research contributions are given. Limitations and potential research directions are highlighted in the concluding part.



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5.2 Summarization and interpretation

Research Question	Research Objective	Research Hypothesis	Result
What is the effect between social influence and continuance intention on Grab application?	To determine the relationship between social influence and continuance intention on Grab application.	There is a relationship between influencing Social Influence and Continuance Intention.	Significant
What is the effect between perceived ease of use and continuance intention on Grab application?	To determine the relationship between perceived ease of use and continuance intention on Grab application.	There is a relationship between Perceived Ease of Use and Continuance Intention.	Significant
What is the effect between facilitating conditions and continuance intention on Grab application?	To determine the relationship between facilitating conditions and continuance intention in the Grab application.	There is a relationship between the Facilitating Conditions and Continuance Intention.	Significant

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	application.		
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Table 5.2.1

The organization of the research questions, research objectives, and research hypotheses for this study is provided in Table 5.1.1. It is simple to refer back to this table for additional explanation. The table also includes a summary of the interpretive findings for the relationships between the all variables.

5.3 Implication of study

5.3.1. Theoretical Implication

The three factors—social influence, perceived ease of use, and facilitating conditions—are all influenced by this study. There is a link between each independent and dependent variable. The framework demonstrates how the factors that affect customers also affect the websites' business.

5.3.2. Empirical Implication

This study contributes to ongoing research, therefore helping scientists who have yet to look at the elements that sustain users' desire to use the Grab app. This study will offer whatever benefits Grab service users need, especially for new Grab app users. This may be fresh literature in every campus or journal that



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requires data about customer plans to continue their intention to use the application.

5.3.3. Practical Implication

The study's findings are expected to have an impact on Indonesia's Grab companies, which are trying to determine consumer willingness to continue using the Grab app. Because it has offered various suggestions for improving the current Grab application system and Grab driver services, this research helps businesses develop by enabling them to concurrently understand consumers and pursue sustainable goals. An increase in customers can be achieved by careful planning when installing new technology, and employee dedication is crucial to enhancing the quality of grab services and the ability of grab drivers and other human resources to perform their jobs effectively. This research also shows how Grab has helped improve access to financial services and digital payments and how it is likely to continue to collaborate with micro-entrepreneurs. Using technology, such as grab food, can also offer new economic opportunities. application to bettering driving services or human resources or understanding consumer demand.

5.4 Limitation & recommendation for future studies

Each researcher will probably come across and carry with them some constraints as they get ready. These restrictions are both expected



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and unforeseen, and they differ amongst researchers based on the study tasks they are conducting. In the meanwhile, it is advised that additional variables be explored that were not included or looked at in this study owing to time limitations for future research on the same topic. Also, how a positive customer experience can result in customer loyalty and trust. Second, since social and environmental elements have received relatively little attention in earlier studies, future researchers can expand on them. Unlike the customer satisfaction element, which is covered in great detail and is included in all studies. Third, other businesses that have recently begun engaging in the sharing economy could also be further investigated since research on specific companies that offer on-demand ride-hailing services is quite limited and focuses largely on well-known businesses like Grab. To determine whether company size, particularly in terms of service quality and experience, has an impact on consumer satisfaction. Future researchers are also urged to concentrate not just on customer satisfaction in Indonesia but also in other nations that utilize the Grab app. To determine whether users of the sharing economy or even users of ride-hailing services are satisfied wherever they are as long as the company is similar, countries like Malaysia and Singapore where there are users who are still new to the service and are not quite familiar with the utilization of technology, such as those in Kuala Lumpur, are good examples.



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5.5 Conclusion

The effectiveness of social influence, perceived ease of use, and conducive conditions with a continued intention are examined in this study. This study is anticipated to give a comprehensive image of the effects of social influence, perceived usability, and facilitating conditions on consumer continuance intention in order to give a broad overview of how consumers regard Grab's human resource strategy. The results of this study demonstrate empirically that social influence, perceived usability, and facilitating environments have a favorable impact on consumer continuance intention. Although there are other factors that can affect consumer continuance intention, the results demonstrate that the three independent variables have a considerable impact on the dependent variable. The majority of the respondents in this study were young, female consumers between the ages of 15-20. The majority of them are college and high school students. Additionally, they are frequent users of the Grab app. The findings demonstrated that the three factors—social influence, perceived usability, and enabling circumstances—have a considerable impact on consumers' intentions to continue using the Grab application. Results are less than 0.05, with social influence at.000, perceived usability at.000, and facilitating conditions at.000.



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