

# Examining Customer Experience and Brand Engagement as Drivers of Customer Loyalty toward Grab Transportation in Makassar City

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## ABSTRACT

This investigation aims to analyse the examining of customer experience and brand engagement on the loyalty of Grab transportation customers in Makassar City using a quantitative approach through questionnaire distribution and multiple linear regression analysis. The regression results show a customer experience coefficient of 0.363 and a brand engagement coefficient of 0.793, indicating a positive effect on customer loyalty. The t-test also proves that customer experience is greatly impacted with a t-value of 7.997 ( $p = 0.001$ ), and brand engagement is significant with a t-value of 12.866 ( $p = 0.001$ ). Furthermore, the F test shows the simultaneous effect of both variables with an F count of 118.09 more than the F table of 3.10 ( $p = 0.001$ ). The coefficient of determination  $R^2$  of 0.962 indicates that both variables explain 96.2% of the variation in customer loyalty.

## 1. Introduction

There have been major shifts in consumer habits brought about by the rise of digital technologies, particularly in terms of mobility<sup>1</sup>. Innovations in the form of online transportation services such as Grab, Gojek, and Maxim enable people to order transportation quickly, conveniently, and efficiently via their smartphones. As the mobility needs of urban communities increase, there is a lot of rivalry among service providers in Indonesia's internet transportation market because of how fast it's expanding<sup>2</sup>.

Grab is one of the largest online transportation companies in Southeast Asia, providing a variety of services such as GrabBike, GrabCar, GrabFood, and GrabExpress. In Makassar, one of the metropolitan cities in Eastern Indonesia, Grab plays an important role in supporting the activities of people with high mobility, especially in business, education, and tourism centres. The high level of usage of these services shows that Grab has become part of the lifestyle of urban communities who are increasingly dependent on digital technology.

<sup>1</sup> Muhammad Fikri and Ahmad Junaidi, 'Perubahan Pola Konsumsi Dan Gaya Hidup Masyarakat Indonesia Di Era Digital', *JUPSI: Jurnal Pendidikan Sosial Indonesia*, 2.1 (2024), pp. 12–19.

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Fierce competition among online transportation platforms requires Grab to maintain customer loyalty. Customer loyalty is the commitment of consumers to continue using a particular service even though other alternatives are available.<sup>3</sup> Consumers who are increasingly rational and dynamic tend to easily switch brands in light of their experiences, satisfaction, and perceived promotions<sup>4</sup>. Therefore, understanding the factors that influence customer loyalty is very important for the sustainability of Grab's business<sup>5</sup>.

Customer experience and brand engagement are two key factors that influence customer loyalty<sup>6</sup>. Customer experience encompasses all consumer perceptions and interactions with a service, from the ordering process to post-service evaluation<sup>7</sup>. Meanwhile, brand engagement indicates the level of consumers' emotional and psychological involvement with a brand<sup>8</sup>, which can encourage repeat purchases and recommendations<sup>9</sup>. Customer loyalty is reflected through repeat purchases, brand preference, and resistance to competitors<sup>10</sup>. Therefore, this investigation intends to examine how Grab's customer experience and brand engagement impact Makassar City consumer loyalty.

## 2. Research Method

### 2. 1. Research Types and Approaches

This study employs a quantitative methodology in light of an associational approach. Finding the interdependence and impact of the independent variables is the goal of this method, namely Customer Experience ( $X_1$ ) and Brand Engagement ( $X_2$ ), on the dependent variable, namely Customer Loyalty ( $Y$ ).

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<sup>6</sup> Prasadja Ricardianto and others, 'What Makes Consumers Attitudinal Loyalty on Ride-Hailing Services? An Investigation Indonesian Consumers' Perceived Safety in Using Ride-Hailing Apps', *Journal of Open Innovation: Technology, Market, and Complexity*, 10.2 (2024), p. 100306, doi:10.1016/j.joitmc.2024.100306.

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## **2. 2. Research Location and Time**

This research was conducted on users of Grab transportation services in the city of Makassar. The research period began with the preparation stage and continued through to data processing, covering the period from October to November 2025.

## **2. 3. Population and Sample**

The sample in this investigation was determined using the lameshow formula for large populations or populations whose exact size is unknown. The lameshow formula was used because this investigation involved a very large and diverse population of grab users, making it difficult to determine the exact number.

In light of these calculations, the minimum number of samples required for this investigation is 96 respondents. Respondents will still be selected from Grab users who are encountered at random and are willing to complete the research questionnaire

## **2. 4. Types and Sources of Data**

This investigation utilised quantitative data, namely data obtained in numerical form from questionnaires using a 1–5 likert scale. The data source in this investigation was primary data, obtained directly from respondents through an online questionnaire (google form).

## **2. 5. Data Analysis Techniques**

This study used multiple linear regression, validity and reliability tests, and testing of classical assumptions to analyze the data. The questionnaire questions' capacity to measure the investigation variables was determined by the validity test, and the consistency of the respondents' replies was evaluated by the reliability test. Additionally, to guarantee that the regression model fulfilled the criteria for analysis, classical assumption tests were run, which included tests for heteroscedasticity, multicollinearity, and normalcy. The influence of customer experience and brand engagement on Grab Transportation customer loyalty was tested using multiple linear regression analysis. The t-test and F-test were employed in part, while the other was utilized all at once. To further understand how much variance in customer loyalty might be explained by the independent factors, we used the coefficient of determination.

## **3. Results and Discussion**

### **3.1. Respondent Characteristics**

Table 1 Classification of Respondents Based on Gender

Gender	Frequency	Percentage
Male	39	40,63%
Female	57	59,38%
Total	96	100%

Source: Author's personal conception (2025)

In light of Table1, the data obtained from respondents who completed the questionnaire shows that 39 respondents were male and 57 respondents were female.

Table 2 Classification Based on Age

Age Range	Frequency	Percentage
17-20 years old	8	8,33%
21-24 years old	83	86,46%
25-28 years old	2	2,08%
29-32 years old	3	3,13%

Source: Author's personal conception (2025)

In light of Table 2, data from respondents shows that 8 people or 8.33% are aged between 17 and 20 years old. Meanwhile, 83 respondents, or 86.46%, were aged between 21 and 24 years old. Two respondents, or 2.08%, were aged between 25 and 28 years old, two respondents, or 2.08%, were aged between 29 and 32 years old, and three respondents, or 3.13%, were aged over 33 years old.

Table 3 Classification Based on Frequency of Use

Frequency of Use	Number	Percentage
1-2 times	27	28,13%
3-4 times	21	21,88%
>4 times	48	50%
Total	96	100%

Source: Author's personal conception (2025)

In light of Table 3, the majority of consumers use Grab 1–2 times, with a moderate percentage of 28.13%. Furthermore, 50% of respondents use it more than 4 times. This indicates that the respondents fall into the high-frequency usage category, while 21.88% use Grab 3–4 times. This shows that Grab's service level is relatively high, as the majority of respondents are users with a usage frequency of more than 4 times.

### 3.2. Validity and Reliability Tests

Since the computed  $r$ -value for each item exceeds the table  $r$  at a sig. level of 0.05, the validity test results show that all items in the Customer Experience, Brand Engagement, and Customer Loyalty variables are legitimate. In addition, Cronbach's Alpha for the Customer Experience variable is 0.836 and for the Brand Engagement variable it is 0.739, according to the results of the reliability tests, where all of these values exceed the minimum limit of 0.70. Thus, the research instruments used are declared valid and reliable, making them suitable for use in data analysis in the next stage.

### 3.3. Classical Assumption Test

#### 3.3.1. Normality Test

The purpose of the normalcy test is to ascertain whether the data collected from the sample follows a normal distribution. Using the Kolmogorov-Smirnov test, we check for normalcy. You can see the results of the Kolmogorov-Smirnov test in the table below:

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
<b>N</b>		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.65381064
Most Extreme Differences	Absolute	.047
	Positive	.045
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.874
	99% Confidence Interval	
	Lower Bound	.865
	Upper Bound	.882

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

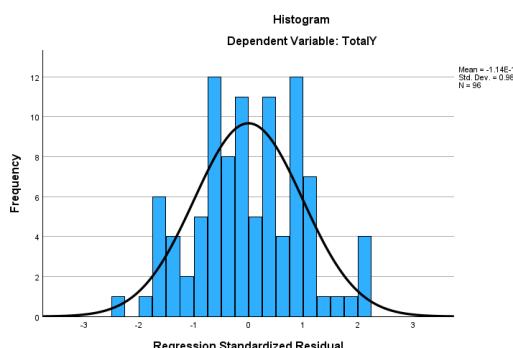
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processing with SPSS 30 (2025)

In light of the table above, the significant value of Asymp 0.200 is greater than the significance of 0.05, which indicates that the data is normally distributed. The following are guidelines for making decisions:

- If the significant value or profitability is 0.05, Therefore, we may state that the data follows a normal distribution.
- If the significance value or profitability is  $>0.05$ , Therefore, we may state that the data follows a normal distribution.
- Alternatively, using histogram analysis, if the result shows a bell-shaped graph, the data being tested is normally distributed.

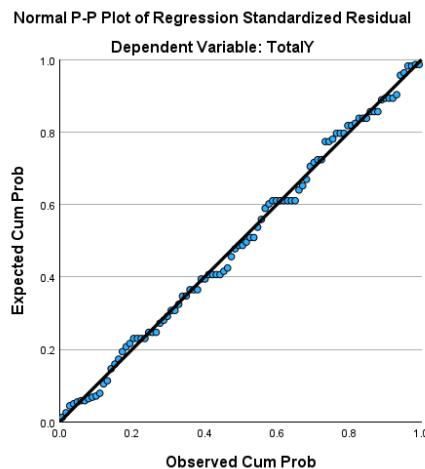
Figure 2 Histogram



Source: Data Processing with SPSS 30 (2025)

d. Or use P-P Plot analysis, where if the graph follows a straight line, the data is normally distributed. However, if the graph does not follow a straight line, the data is not normally distributed.

Figure 3 Normal P-P Plot of Regression Standardized Residual



Source: Data Processing with SPSS 30 (2025)

### 3.3.2. Multicollinearity Test

In light of the multicollinearity test, it shows that the tolerance value of the customer experience and brand engagement variables is  $0.176 > 0.10$  and the variable inflation factor value is  $5.67 < 10$ , so it can be said that there is no multicollinearity.

### 3.3.3. Heteroscedasticity Test

The heteroscedasticity test is a statistical method used to test whether there is inconsistency or variation in the residuals and regression model. This investigation uses the Glejser method, one of the methods used to test whether there is heteroscedasticity in the regression model. Interpretation of the Glejser test results depends on the statistical significance of t for the regression coefficient being tested. If the p-value associated with the t-test is less than the specified sig. level (e.g.  $\alpha=0.05$ ), then the data is said to be heteroscedastic. In light of testing using the Glejser test, both variables tested have a significance value  $>0.05$ , so from this, we may deduce that the data in this investigation does not exhibit heteroscedasticity.

### 3.3.4. Multiple Regression Analysis

To find out whether the dependent variables and independent factors had a positive or negative effect or connection, multiple regression analysis was used in this study.

Table 5 Multiple regression analysis

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	
	B	Std. Error				
1	(Constant)	1.182	.612	1.931	.056	
	Customer Experience	.363	.045	.384	7.997	<.001
	Brand Engagement	.793	.062	.619	12.866	<.001

a. Dependent Variable: Loyalitas Pelanggan

Source: Data Processing with SPSS 30 (2025)

$$Y = 1.182 + 0.363X_1 + 0.793X_2 + e$$

The outcomes show that the independent variable customer experience (X1) has a coefficient of 0.363, which means it has the greatest and most significant effect on customer loyalty. Brand engagement (X2) has a coefficient of 0.793, which means it has a large and significant effect on customer loyalty.

### 3.3.5. Hypothesis Testing

- Customer experience is greatly impacted on customer loyalty to Grab in the city of Makassar. Customer experience is greatly impacted on customer loyalty to Grab in the city of Makassar. The calculated t-value = 7.997, with p=0.001, indicating that p<0.05, so H0 is reject and H1 is accept. Customer experience is greatly impacted on customer loyalty to Grab in the city of Makassar. (Accepted).
- Brand engagement is greatly impacted on customer loyalty to Grab in the city of Makassar. Brand engagement is greatly impacted on customer loyalty to Grab in the city of Makassar. The calculated t-value = 12.866, with p=0.001, indicating that p<0.05, so H0 is reject and H2 is accept. Brand engagement is greatly impacted on customer loyalty to Grab in the city of Makassar. (Accepted)

### 3.3.6. F Test (Simultaneous)

Table 6 F Test (Simultaneous)

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1032.349	2	516.174	1182.094
	Residual	40.609	93	.437	
	Total	1072.958	95		

a. Dependent Variable: TotalY

b. Predictors: (Constant), TotalX2, TotalX1

Source: Data Processing with SPSS 30 (2025)

In light of the table above, it shows that  $118.09 > F 3.10$  with a sig value of 0.001 <0.05. Therefore, from this, we may deduce that the variables of customer experience and brand engagement simultaneously affect Grab customer loyalty in the city of Makassar.

### 3.3.7. Coefficient of Determination ( $R^2$ )

Table 7 Coefficient of Determination ( $R^2$ )

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981 <sup>a</sup>	.962	.961	.66080

a. Predictors: (Constant), TotalX2, TotalX1

Source: Data Processing with SPSS 30 (2025)

In light of the model summary, an R value of 0.981 was obtained, indicating a strong relationship between the independent variables (customer experience, brand engagement) and the dependent variable (customer loyalty). The R square value of 0.962 (96.2%) shows that these independent variables can explain 96.2% of the variation in customer loyalty, which is quite good. The R value of 0.961 indicates that the model is still effective in predicting customer loyalty after considering the number of indicators. Meanwhile, the standard error of the estimate of 0.660 shows the level of error in the model in predicting competitive advantage.

## 4. Conclusion

In light of the outcomes of the investigation, Customer Experience and Brand Engagement were found to have a significant effect on increasing Grab customer loyalty in Makassar. The research instruments met the criteria for validity and reliability, and the regression model passed all classical assumption tests, so the analysis results can be trusted. These findings are in line with the Service-Dominant Logic (SDL), which explains that value is not created unilaterally by the company, but through a process of value co-creation between service providers and customers. In the context of Grab, positive experiences arising from the ease of use of the application, the comfort of travel, and the quality of service form the basis of brand engagement, namely cognitive, emotional, and behavioural involvement of customers with the brand. When customers feel involved and have a meaningful experience, they actively contribute to the creation of shared value, which ultimately strengthens loyalty and increases the tendency to continue using Grab's services.

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