

THE INFLUENCE OF *CUSTOMER EXPERIENCE, CUSTOMER VALUE AND CUSTOMER SATISFACTION* ON GRAB ONLINE TRANSPORTATION CUSTOMER LOYALTY ON SOUTH JAKARTA NATIONAL UNIVERSITY STUDENTS

Jihan Fahima¹, Resti Hardini², Kumba Digdowiseiso^{3*}

^{1,2,3}Faculty of Economics and Business, Universitas Nasional, Jakarta, Indonesia

Email: ¹jihanfahima@gmail.com, ²resti.hardini@civitas.unas.ac.id,

³kumba.digdo@civitas.unas.ac.id

Abstract:

This study aims to analyze the effect of customer experience, customer value and customer satisfaction on customer loyalty for Grab Online Transportation at the National University of South Jakarta. The research method used in this study is a descriptive quantitative method with a population of South Jakarta National University students who use Grab Online Transportation. There were four variables studied in this study, namely Customer Experience (X1), Customer Value (X2) and Customer Satisfaction (X3) as independent variables, and Customer Loyalty (Y) as the dependent variable. This study used a sample of 96 respondents. The technique used in this research is non-probability sampling with purposive sampling. This study uses primary data collected through questionnaires which are processed using multiple linear regression and hypothesis testing on the IBM SPSS 25.0 application. The results of the study based on the t-test showed that customer experience (X1) had a positive and significant influence on customer loyalty, this can be seen from the results of the t-test where $t_{count} > t_{table}$ ($2.823 > 1.984$) and significance ($0.006 < 0.05$). Customer value (X2) has a positive and significant effect on customer loyalty, this can be seen from the results of the t-test where $t_{count} > t_{table}$ ($2,013 > 1,984$) and significance ($0,047 < 0,05$). Customer satisfaction (X3) has a positive and significant effect on customer loyalty (Y), this can be seen from the results of the t test where $t_{count} > t_{table}$ ($4,420 > 1,984$) and significance ($0,00 < 0,05$). Thus, it can be concluded that the variables of customer experience, customer value and customer satisfaction have a positive and significant effect on customer loyalty.

Keywords: *Customer Experience, Customer Value, Customer Satisfaction and Customer Loyalty.*

INTRODUCTION

The development of the times is running so fast, the field of technology is getting more advanced day by day. The presence of advances in the field of technology provides many conveniences for humans in carrying out daily activities. One of the dominant important components in realizing today's technological development is the internet. The internet and technology have made it easier for mankind, one of which is facilitating access to the field of transportation.

Transportation is an important part of people's lives. According to Salim (2000) in research (Kurniawan et al., 2020) transportation can be interpreted as the activity of delivering goods or passengers from one location to another. Along with the development of the era, transportation also experienced a revolution. It can be known that with the development of transportation today provides opportunities for business people to create online-based transportation services. If in

The Effect of *Customer Experience, Customer Value* and *Customer Satisfaction* on Grab Online Transportation Customer Loyalty on South Jakarta National University Students

ancient times transportation could only use taxis, motorcycle taxis, pedicabs and conventional public transportation that required us to approach the transportation, now transportation can be obtained anywhere just by ordering on online transportation applications, one of which is Grab.

Grab is a startup company engaged in online transportation services. Grab was founded by Anthony Tan in Kuala Lumpur, Malaysia in 2012. Grab was previously known as GrabTaxi and only provides car transportation services. Over time, GrabTaxi innovated by changing its name and logo in 2016 to serve the transportation industry as a whole and launched other services such as *Grab Express, Grab Hitch, Grab Car and GrabBike services*. In 2015 Grab officially expanded into the Indonesian market under the name of PT Grab Teknologi Indonesia business unit. Since then Grab has offered its services and transformed into one of the largest *on-demand service platforms* in Indonesia (*Grab. One App All Can, n.d.*).

GrabCar and GrabBike are Grab's online-based transportation services that offer delivery services in the form of car taxis and motorbike taxis or known as ojek. With the Grab service, people no longer need to go to find taxi and motorcycle taxi service bases, this is very helpful for people in transportation, because with Grab services people only need to install the Grab application on *smartphones* through the Appstore on *iOS* or *Playstore* on *Android* . By determining *the pick-up, drop-off and order* map points, drivers will go to the consumer's pick-up point and immediately take the consumer to the drop-off point they want to go to. Grab offers fast transportation solutions with ease of booking that can improve the mobility efficiency of the people of DKI Jakarta.

Grab's online transportation service in its competition has a strong competitor, namely *the Gojek online* transportation service . Here are Grab's competitive conditions according to *Top Brand Award survey data* for 2016 – 2020:

Table 1. Top Brand Index in Online Transportation Services Category 2016 - 2020

Brand	2016	2017	2018	2019	2020
Gojek	80.8%	59.2%	44.9%	44.6%	47.3%
Grab	14.7%	28.2%	48.0%	43.1%	43.5%

Source: (*ONLINE TRANSPORTATION SERVICES PHASE 2 2020 | Top Brand Award, n.d.*)

In table 1 in 2016 and 2017, Grab took second place. Over time, in 2018 Grab managed to catch up and seize its competitor's position as the no. 1 *brand in the Top Brand Awards online transportation service category*. This increase in position proves that there is growth in Grab customer loyalty in Indonesia. However, from 2019 to 2020, Grab's position declined again. The decline in Grab's position in the last two years illustrates the problems with Grab's customer loyalty which can be affected by *customer experience, customer value* and *customer satisfaction*.

With the level of business competition that is getting higher every day, it is very difficult to retain customers, companies are required to be able to adapt to market needs and desires in order to protect and improve the consumers owned by the company. This also applies to companies that provide online transportation services, through a high level of competition requires companies to be able to maintain existence in the midst of rapid development of the times. One way that can be applied by companies is to maintain consumer loyalty. However, it is not easy to build customer loyalty, in order to get customer loyalty, companies must be able to provide experience and satisfaction to customers. (Tjiptono, 2014) said, the main goal of every business is to retain and create customers. But in practice, many companies prefer to create new customers rather than keep existing customers. Though retaining existing customers is more profitable than the creation of new customers.

As for *customer loyalty* can be influenced by customer experience, *according to the results of research (Pasaribu, 2018) customer experience has positive and significant results on customer*

loyalty. (Kertajaya, 2006) states that, nowadays many customers are because of the increasingly sophisticated, customers need not only a high-quality service or product, but also a positive *experience*, which is emotionally very touching and memorable. This proves that a good experience can increase customer loyalty to a product.

Customer loyalty can also be influenced by customer value, *according to the results of research (Purwitasari & Budiarti, 2019) customer value has positive and significant results on customer loyalty.* Based on (Tjiptono, 2014) customer value as an overall customer assessment of the satisfaction achieved by a product based on its perception of what has been obtained and what has been given. It can be the truth that customer perception of a product or service can increase customer loyalty.

It is said *that customer satisfaction* is influenced by customer loyalty, *according to the results of research (Dewita Hia, 2016) customer satisfaction has positive and significant results on customer loyalty.* Based on (Tjiptono, 1997), the creation of customer satisfaction can provide several benefits, including the relationship between the company and consumers to be harmonious, provide a good basis for repeat purchases and create customer loyalty to a brand and form *word-of-mouth* recommendations that can provide benefits to the company.

Grab is one of the *largest online transportation service provider platforms in Indonesia, has a big name and existence in the eyes of the public, Grab often receives negative reviews from customers regarding the quality of GrabBike and GrabCar online transportation services.*



Figure 1. Negative customer reviews on the quality of Ride-hailing services

Source: (Grab Superapp - App on Google Play, n.d.)

GrabBike and GrabCar

In figure 1. can be seen a compilation of negative customer reviews that provide criticism regarding *Grab's Online Transportation service*. Based on the input made by Fajriana Citra, she gave her criticism and suggestions about her desire for Grab to add priority features for pregnant women because Grab drivers who recklessly break through the sleeping police if they are not informed about her pregnant condition. Next was a review shared by Intan Nur Azizah S. regarding her disappointment with Grab charging other fees without confirming her, based on this experience made Intan feel dissatisfied, lost her trust and loyalty to Grab *Online Transportation*.

This study aims to analyze the effect of customer experience, customer value, and customer satisfaction on customer loyalty in South Jakarta National University students who use Grab's online transportation services. Through this research, it is expected to find information on the extent to which customer experience, customer value, and customer satisfaction can influence customer loyalty in the context of using Grab's online transportation services. This research is expected to provide benefits for students and other researchers as a reference and basis for further

research related to aspects of customer loyalty in the online transportation service sector. Thus, this research is expected to make a significant contribution in understanding the dynamics of the relationship between customer experience, customer value, customer satisfaction, and customer loyalty.

RESEARCH METHODS

This research uses quantitative methods with the object of research in the form of customer loyalty of University of South Jakarta students who use Grab online transportation, influenced by customer experience, customer value, and customer satisfaction. The subjects of the study were students of the National University of South Jakarta who used Grab's online transportation service.

The research data was sourced from quantitative data obtained through questionnaires filled out by respondents. The type of data used is primary data, obtained directly from the research subject through a questionnaire with a Likert scale. The population of this study was students of the National University of South Jakarta. Sampling using purposive sampling technique with the criteria of students who have used Grab's online transportation service at least 2 times. The sample size was 96 respondents, taken using a sampling formula. Data collection techniques are carried out through surveys by distributing questionnaires to respondents. The questionnaire used consists of two parts, namely respondent data and statements based on indicators of each research variable. Likert scale measurements were used in filling out questionnaires.

In data analysis, this study uses descriptive analysis methods to see descriptive statistics of data, and inferential analysis methods using instrument tests, classical assumption tests, multiple linear regression analysis, model feasibility tests, and hypothesis testing. The instrument test involves testing the validity and reliability of the questionnaire. Classical assumption tests include normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests. Multiple linear regression analysis is used to see the relationship between independent variables (customer experience, customer value, and customer satisfaction) and dependent variables (customer loyalty). Hypothesis testing uses a t-test to see the effect of the independent variable partially on the dependent variable. The coefficient of determination (R^2) and the F test are used to measure how well the regression model explains the dependent variable.

RESULTS AND DISCUSSION

Research Results

1. Classical Assumption Test

a. Normality Test

The normality test or *One Sample Kolmogrov-Smirnov Test* serves as a tool to measure the normal or absence of the distribution of each variable and has the aim of testing whether the regression model of the dependent variable and the independent variable have been distributed normally. The output results of the normality test can be said to be normal if they get a significance of $> \alpha = 0.05$, but on the contrary, if the significance obtained is $< \alpha = 0.05$, then the results of the normality test in this study can be said to be abnormal. Furthermore, there is a *P-P Plot* graph shown to find out whether the regression model of variables Y and X has been distributed normally with information that if the points spread around the line following the diagonal line, it can be stated that the regression model of variables Y and X has been distributed normally. The following is the output of the normality test in this study:

Table 2. Normality Test Output

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,67022384
Most Extreme Differences	Absolute	,059
	Positive	,034
	Negative	-,059
Test Statistic		,059
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance		

Source: SPSS output

25.

Processed 2021

It can be seen in table 2 to get the result of an asymp Sig. (2-tailed) value of 0.200. Which means that the regression model in this study both on dependent and independent variables has a normal sample distribution based on significance $> \alpha = 0.05$.

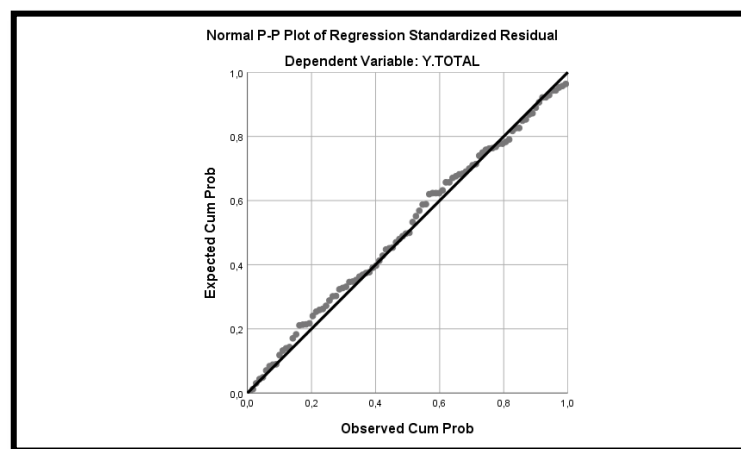


Figure 2. P-P Plot Output

Source: SPSS output 25. Processed 2021

It can be seen in figure 2 that the dots spread around the line following the diagonal line. Which means that the regression model in this study both on dependent and independent variables has a normal sample distribution.

b. Multicollinearity Test

The multicollinearity test has a function as a tool to determine whether or not there is multicollinearity of the regression model in this study by measuring the influence relationship between independent variables by looking at *the Variance Inflation Factor (VIF)* and *Tolerance*, if the tolerance results > 0.1 $VIF < 10$, it can be concluded that there is no multicollinearity in the model studied. Here are the output results of the multicollinearity test:

Table 3. Multicollinearity Test Output

Coefficients ^a			
Collinearity Statistics			
Model	Tolerance	BRIGHT	
1	X1. TOTAL	,919	1,089
	X2. TOTAL	,988	1,012
	X3. TOTAL	,929	1,077
a. Dependent Variable: Y.TOTAL			

Source: SPSS output 25. Processed 2021

Based on table 3, it can be seen that the values of *Tolerance* and *Variance Inflation Factor* (VIF) get the following results:

1. The *tolerance* value in the *Customer Experience* variable (X1) gets a result of $0.919 > 0.10$ and a VIF value of $1.089 < 10$.
2. The *tolerance* value in the *Customer Value* (X2) variable gets a result of $0.988 > 0.10$ and a VIF value of $1.012 < 10$.
3. The *tolerance* value in the *Customer Satisfaction* (X3) variable gets a result of $0.929 > 0.10$ and a VIF value of $1.077 < 10$.

It can be concluded that there is no multicollinearity in the regression equation model in this study.

c. Heteroscedasticity Test

Heteroscedasticity is a test performed using residual variants that are different from other regression models. A good regression model is one in which there is no heteroscedasticity in the model. This study uses the *Glacier* test with information that if the $\text{sig} < \alpha 0.05$ then heteroscedasticity has occurred, and vice versa if the $\text{sig} > \alpha 0.05$ then heteroscedasticity does not occur, then by considering the results of the *scatterplot output* with information if the point spreads around the number 0 and does not form a pattern, it can be concluded that there is no heteroscedasticity in the regression model of this study. The following are the results of the heteroscedasticity test output:

Table 4. Heteroscedasticity Test Output

Coefficients ^a						
Unstandardized Coefficients			Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	1,547	1,163		1,330	,187
	X1. TOTAL	-,043	,054	-,084	-,783	,436
	X2. TOTAL	,055	,046	,122	1,185	,239
	X3. TOTAL	-,035	,038	-,096	-,901	,370

a. Dependent Variable: ABS_RES

Source: SPSS output 25. Processed 2021

Table 4 shows that the results of the three variables X namely *Customer Experience* (X1), *Customer Value* (X2) and *Customer Satisfaction* (X3) obtained a sig result of $> \alpha 0.05$ which means there is no heterokedasticity in this study.

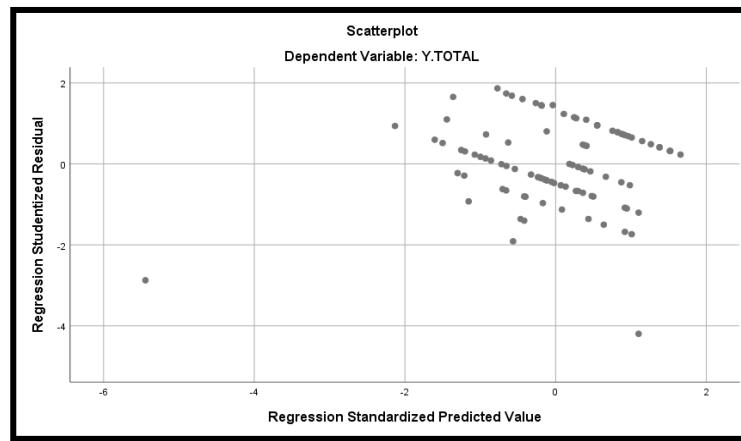


Figure 3. Output Scatterplot
Source: SPSS output 25. Processed 2021

Figure 4 shows that the dots on the *scatterplot* graph do not form a clear pattern, the dots spread above and below the number 0 which means there is no heteroscedasticity in this study.

d. Autocorrelation Test

The autocorrelation test has a function to determine whether or not there are deviations from the classical assumption of autocorrelation, namely correlations that occur between residuals in one observation with other observations in the regression model. The prerequisite that must be met is that there is no autocorrelation in a regression model. The test method used in this study is the Durbin-Watson test (DW Test) provided that if $dU < DW < 4 - dU$, then no autocorrelation occurs. If $DW < dL$ or $DW > 4 - dL$, autocorrelation occurs. Here are the output results of the autocorrelation test:

Table 5. Autocorrelation Test Output Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,549a	,301	,278	1,697	2,020

a. Predictors: (Constant), X3. TOTAL, X2. TOTAL, X1. TOTAL

b. Dependent Variable: Y.TOTAL

Source: SPSS output 25. Processed 2021

Based on table 5 it can be seen that the Durbin-Watson value is 2.020. With the value of K or the number of independent variables as much as 3 and N = 96, the value of dL = 1.6039 is obtained, the value of dU = 1.7326 and the value of 4-dU = 2.2674. If included in the criteria, results are obtained in the form of $dU < DW < 4 - dU$ ($1.7326 < 2.020 < 2.2674$) which means that there is no autocorrelation in this research regression model.

2. Double Linear Regression Analysis

Multiple linear regression analysis is an analytical method that serves to analyze the relationship between the influence of independent variables, namely *Customer Experience (X1)*, *Customer Value (X2)* and *Customer Satisfaction (X3)* with the dependent variable *Customer Loyalty (Y)*. Here are the results of the multiple linear regression analysis test:

Table 6. Multiple Linear Regression Analysis Output Coefficients^a

The Effect of *Customer Experience*, *Customer Value* and *Customer Satisfaction* on Grab Online Transportation Customer Loyalty on South Jakarta National University Students

Unstandardized Coefficients		Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	2,371	1,908		
	X1. TOTAL	,251	,089	,257	2,823
	X2. TOTAL	,152	,076	,177	2,013
	X3. TOTAL	,279	,063	,400	4,420

a. Dependent Variable: Y.TOTAL

Source: SPSS output 25. Processed 2021

It can be seen in table 4.20 It is known that the multiple linear regression equation in the Standardized Coefficient column is as follows:

$$Y = 0,257X1 + 0,177X2 + 0,400X3$$

with the following information:

Y = Customer Loyalty

X1 = Customer Experience

X2 = Customer Value

X3 = Customer Satisfaction

With the following explanation:

1. The Customer Experience regression coefficient (*X1*) gets a result of 0.257, the result shows that if the higher the customer's perception of Customer Experience (*X1*), the Customer Loyalty (*Y*) will increase.
2. The Regression Coefficient of Customer Value (*X2*) gets a result of 0.177, the result shows that if the higher the customer's perception of Customer Value (*X2*), the Customer Loyalty (*Y*) will increase.
3. The Regression Coefficient of Customer Satisfaction (*X3*) gets a result of 0.400, the result shows that if the higher the Customer Satisfaction (*X3*), the Customer Loyalty (*Y*) will increase.

3. Test Model Eligibility

a. Coefficient of Determination (R^2)

The coefficient of determination is a tool to measure how capable a model is of explaining the dependent variable. If the coefficient of determination R^2 gets a result of 0%, it can be said that the independent variable is not able to explain the dependent variable, but if the coefficient of determination is close to 100%, it can be stated if the independent variable is able to explain the dependent variable. Here is the output result of the coefficient of determination (R^2):

**Table 7. Output Coefficient of Determination (R^2)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,549a	,301	,278	1,697

- a. Predictors: (Constant), X3. TOTAL, X2. TOTAL, X1. TOTAL
 - b. Dependent Variable: Y.TOTAL
- Source: SPSS output 25. Processed 2021

Table 7. shows the result of the coefficient of determination (R²) in the Adjusted R Square column of 0.278. This explains that the variables Customer Experience (X1), Customer Value (X2) and Customer Satisfaction (X3) have an influence of 27.8% on the variable Customer Loyalty (Y) and 72.2% are represented by other factors outside the regression model studied in this study.

b. Test F

Test F is a test to show whether all independent variables *Customer Experience (X1)*, *Customer Value (X2)* and *Customer Satisfaction (X3)* entered into the regression model have an influence together on the dependent variable *Customer Loyalty (Y)* with information if $F_{calculate}$ is at a $sig < 0.05$ then H_0 rejected and the regression model can be said to be valid, and vice versa, if $F_{calculate}$ is at a $sig > 0.05$ then H_0 is accepted and the regression model is invalid. Here is a table of F test output results:

Table 8. F Test Output
ANOVA

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	114,223	3	38,074	13,217	,000b
	Residual	265,017	92	2,881		
	Total	379,240	95			

- a. Dependent Variable: Y.TOTAL
 - b. Predictors: (Constant), X3. TOTAL, X2. TOTAL, X1. TOTAL
- Source: SPSS output 25. Processed 2021

It can be seen in table 8 F results are received as 13.217 with a sig of 0.000 < 0.05 which means that based on the results of the GIS received the regression model in this study can be said to be significant and each independent variable is able to explain any changes in the value of the dependent variable.

4. Hypothesis Test (Test t)

This test has a function to determine the magnitude of the influence of the independent variable (X) which in this study consists of *Customer Experience*, *Customer Value*, and *Customer Satisfaction* partially on the dependent variable (Y) *Customer Loyalty* using testing with a significant level of 0.05. By using a sample of N = 96, following the formula $t_{table} df = n - k - 1$ ($df = 96 - 3 - 1 = 92$) with a significance level of 0.05, then the number t_{table} in the table column t is 1.984. Here's the description:

- 1) If $t_{calculate} > t_{table}$ and $sig < 0.05$, then H_0 is rejected and H_a is accepted which means *customer experience, customer value and customer satisfaction have a positive and significant effect on customer loyalty.*
- 2) If $t_{count} < t_{table}$ and $sig > 0.05$, then H_0 is accepted and H_a is rejected which means that the proposed hypothesis is rejected.

Here are the t-test output results:

Table 9. Test t output Coefficientsa

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1	(Constant)	2,371	1,908	1,243	,217
	X1. TOTAL	,251	,089	2,823	,006
	X2. TOTAL	,152	,076	2,013	,047
	X3. TOTAL	,279	,063	4,420	,000

a. Dependent Variable: Y.TOTAL

Source: SPSS output 25. Processed 2021

Based on table 9 it can be concluded that the results of the hypothesis test in this study are:

- 1) The Effect of *Customer Experience* on *Customer Loyalty*
Customer Experience has a positive and significant influence on Customer Loyalty, this can be seen from the calculation results of 2.823 (2.823 > 1.984) and the significance of 0.006 (0.006 < α 0.05) it can be concluded that H0 is rejected and Ha is accepted which means Customer Experience has a positive and significant effect on Customer Loyalty.
- 2) The Effect of *Customer Value* on *Customer Loyalty*
Customer Value has a positive and significant influence on Customer Loyalty, this can be seen from the calculated results of 2.013 (2.013 > 1.984) and significance 0.047 (0.047 < α 0.05) it can be concluded that H0 is rejected and Ha is accepted which means Customer Value has a positive and significant effect on Customer Loyalty.
- 3) The Effect of *Customer Satisfaction* on *Customer Loyalty*
Customer Satisfaction has a positive and significant influence on Customer Loyalty, this can be seen from the calculation results of 4,420 (4,420 > 1,984) and the significance of 0,000 (0.00 < α 0.05), it can be concluded that H0 is rejected and Ha is accepted which means Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Discussion

The Effect of *Customer Experience* on *Customer Loyalty*

Based on the results of the study, it was found that *customer experience* variables consisting of act, feel and think indicators had a *positive and significant effect on customer loyalty*. This is explained by t-test results of 2.823 (2.823 > 1.984) and significance of 0.006 (0.006 < α 0.05). It can be concluded that H0 is rejected and Ha is accepted which means that *customer experience* is able to have a positive and significant influence on *customer loyalty*. This means that if the higher the *customer experience*, *customer loyalty* will also increase. This can especially be seen from the indicator with the largest mean, namely think with the statement "Grab Online Transportation is able to provide a good experience according to my needs." With a mean of 4.44. The following is support data that can help strengthen the statement on the think indicator quoted from the article (*Experience Using Grab Passenger, Fast and Smooth Ride!*, n.d.) Based on experiences shared by unnamed consumers in 2019, he shared his first-ever experience using GrabCar. He considered that the service provided by Grab was fast and the drivers who delivered it were also able to give a good impression.

Customer experience is a customer experience that comes from a pair of relationships between customers and companies, products or parts of the organization, which cause an action

and make customers engage both rationally, emotionally, sensory, physically, and spiritually. *Customer experience* is one of the factors that can affect *customer loyalty*. If the experience that customers get is positive, it can be expected that consumers will be happy to make repeat purchases on a brand. By creating experiences that can be controlled by the company, such as service or atmosphere will affect customer buying interest in a brand.

This is in accordance with research conducted by (Pasaribu, 2018) on the Influence of *Brand Equity and Customer Experience* on *Customer Loyalty* at *Waroeng Steak and Shake* Melati Pekanbaru. Get the result that *customer experience* has a positive and significant result on *customer loyalty*.

The Effect of Customer Value on Customer Loyalty

Based on the results of the study, it was obtained that customer value variables *consisting of emotional value indicators, social value, performance of value and value of money have a positive and significant effect on customer loyalty*. This is explained by a t-test result of 2.013 ($2.013 > 1.984$) and a significance of 0.047 ($0.047 < \alpha 0.05$). It can be concluded that H_0 is rejected and H_a is accepted which means that *customer value* has a positive and significant influence on *customer loyalty*. This means that if the higher the *customer value*, *customer loyalty* will also increase. This can especially be seen from the indicator with the largest *mean*, namely *value of money* with the statement "The price offered by Grab *Online* Transportation is affordable and can provide many benefits for me." With a *mean* of 4.31. The following is support data that can help strengthen the statement on the *value of money* indicator quoted from the article (*Calculate the Benefits, Don't Be Tempted by Ojol Tariff Offers*, n.d.) Based on the experience shared by Sandra Agustina (26) in 2019, Sandra stated that the Grab Bike coupon subscription program offered by Grab could provide her with benefits and help her save on transportation expenses.

Customer value is the customer's view of the value of quality offered by a brand higher than other brands. *Customer value* is related to *customer loyalty* because the higher the view of value perceived by customers, the greater the possibility of buying and selling relationships and repeat purchases that lead to the creation of customer loyalty.

This is in accordance with research conducted by (Purwitasari & Budiarti, 2019) on the Effect of Perceived Convenience, Customer Value and Sales Promotion on Customer Loyalty (Case Study of OVO Application Users on Students of the Faculty of Economics and Business at the University of August 17, 1945 Surabaya). Get results that *customer value* has positive and significant results on *customer loyalty*.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of the study, it was found that *customer satisfaction* variables consisting of fulfillment, *pleasure, ambivalence, and relief* indicators had a positive and significant effect on *customer loyalty*. This is explained by t-test results of 4.420 ($4.420 > 1.984$) and significance of 0.000 ($0.00 < \alpha 0.05$). It can be concluded that H_0 is rejected and H_a is accepted which means that *customer satisfaction* has a positive and significant influence on *customer loyalty*. This means that if the higher the *customer satisfaction*, the *customer loyalty* will also increase. This can especially be seen from the indicator with the *largest mean, namely relief with the statement "I am satisfied with Grab's improved Online Transportation service."* with a *mean* of 4.11. The following is support data that can help strengthen the statement on the *relief* indicator quoted from the article (Muslim, 2020) based on research conducted by Blackbox Research and consumer intelligence platform Toluna from Singapore that Grab consumers in Indonesia are customers who have a higher level of satisfaction than 5 other ASEAN countries from a total sample of 4,780 respondents. The following is support data that can help strengthen the statement on the *relief* indicator quoted from the article (Muslim, 2020), based on research conducted by *Blackbox Research* and consumer intelligence platform Toluna from Singapore in June 2020 that Grab consumers in Indonesia are customers who have a higher level of satisfaction than 5 other ASEAN

countries from a total of 4,780 sampel repondent.

Customer satisfaction is determined based on the quality of service provided by the company to customers in the field. If the service is not the same or not in accordance with what is expected by the customer, then in the eyes of the customer, the service provided is considered bad or unsatisfactory. *Customer satisfaction* is one of the factors that can affect *customer loyalty* because the higher the level of satisfaction felt by customers based on the services provided by the company can make customers bound and become loyal to a brand.

This is in accordance with research conducted by (Dewita Hia, 2016) on the Effect of Customer Value, Facilities, and Customer Satisfaction on Customer Loyalty in D'LADIES Padang. Get results that customer *satisfaction* has positive and significant results on *customer loyalty*.

CONCLUSION

Based on the results of research and discussion on the Effect of *Customer Experience*, *Customer Value* and *Customer Satisfaction* on Grab Online Transportation Customer Loyalty on South Jakarta National University Students, it can be concluded that, Customer Experience has a positive and significant effect on Online Transportation Customer Loyalty Grab to South Jakarta National University Students. This means that the better the experience felt by customers, the more customer loyalty will increase on Grab *online* transportation.

Customer Value also has a positive and significant influence on Grab *Online* Transportation Customer Loyalty for South Jakarta National University Students. This means that the better the customer value, the more customer loyalty will increase on Grab *online* transportation. And *Customer Satisfaction* has a positive and significant effect on Grab *Online* Transportation Customer Loyalty for South Jakarta National University Students. This means that the higher the level of satisfaction felt by customers, the more customer loyalty will increase on Grab *online* transportation.

BIBLIOGRAPHY

- Adi, F. R., & Mugiono. (2017). Analisis Pengaruh Pengalaman Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi pada Coffee Toffee Malang). Ahmad, N. (2015). Pengaruh Customer Experience terhadap Brand Image pada Handphone Smartfren Andromax C3. Sekolah Tinggi Ekonomi (STIE) Ekuitas.
- Anderson, D., Sweeney, D., & William, T. (2017). Statistics for Business & Economics. Cengage Learning.
- Anoraga, P. (2011). Pengantar Bisnis: Pengelolaan Bisnis Dalam Era Globalisasi. Rineka Cipta.
- Antara, H., Siswanto, S., & Damarsiwi, E. P. M. (2020). the Effect of Customer Experience and Brand Trust on Customer Loyalty on Allbaik Chicken. BIMA Journal (Business, Management, & Accounting Journal), 1(2), 115–125. <https://doi.org/10.37638/bima.1.2.115-125>.
- Arikunto, S. (2006). Prosedur Penelitian Suatu Pendekatan Praktik. PT Rineka Cipta.
- Dewita Hia, Y. (2016). Pengaruh Nilai Pelanggan, Fasilitas Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di D'Ladies Padang. *Economica*, 5(1), 54–56. <https://doi.org/10.22202/economica.2016.v5.i1.1202>.
- Dharmmesta, B. S., & Handoko, T. H. (2016). anajemen Pemasaran : Analisis Perilaku Konsumen. Fakultas Ekonomika & Bisnis UGM.
- Gaffar, V. (2007). Customer Relationship Management, and Marketing Public Relation. Alfabet.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (8th ed.). Badan Penerbit Universitas Diponegoro.
- Grab. Satu aplikasi semua bisa. (n.d.). Retrieved October 25, 2021, from <https://www.grab.com/id/>
- Grab Superapp - Aplikasi di Google Play. (n.d.). Retrieved October 25, 2021, from

- <https://play.google.com/store/apps/details?id=com.grabtaxi.passenger>
- Griffin, J. (2015). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan*. Erlangga.
- Hitung manfaatnya, jangan keburu tergiur tawaran tarif ojol. (n.d.). Retrieved February 3, 2022, from <https://amp.kontan.co.id/news/hitung-manfaatnya-jangan-keburu-tergiur-tawaran-tarif-ojol>
- Huda, M. (2020). the Effect of Customer Intimacy, Customers Experience, Customer Satisfaction and Customer Bonding on Customer Loyalty At Bank Bri Syariah Kcp Panda'an Pasuruan. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 4(02), 244. <https://doi.org/10.30868/ad.v4i02.903>
- JASA TRANSPORTASI ONLINE FASE 2 2020 | Top Brand Award. (n.d.). Retrieved October 25, 2021, from <https://www.topbrand-award.com/en/2020/06/jasa-transportasi-online-fase-2-2020/>
- Kelvin Kristanto dan Michael Adiwijaya. (2018). Pengaruh Kualitas, Harga, Dan Pengalaman Pelanggan Terhadap Loyalitas Pelanggan Pada Rumah Makan Leko. *Agora*, 6(1), 1–10.
- Kertajaya, H. (2006). *Hermawan Kertajaya On Service*. Mizan.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Erlangga.
- Kraugusteeliana, M. F. (2019). Analisis Behavioral Intention Pada Penggunaan Digital Payment Dengan Menggunakan Metode Technology Acceptance Model 3 (Studi Kasus Pada Aplikasi Linkaja). 24–25.
- Kurniawan, M. A., Jalan, M. T., Transportasi, P., Bali, D., Samsam, D., Keselamatan, M., Jalan, T., Keselamatan, P., & Jalan, T. (2020). Tingkat ketertarikan masyarakat terhadap transportasi online, angkutan pribadi dan angkutan umum berdasarkan persepsi. 1(2), 51–58.
- Lupioyadi, R. (2014). *Manajemen pemasaran jasa (3rd ed.)*. Salemba Empat.
- Mantala, R., & Firdaus, M. R. (2016). Pengaruh customer experience terhadap customer satisfaction pada pengguna smartphone android (studi pada mahasiswa politeknik negeri banjarmasin). *Jurnal Wawasan Manajemen*, 4(2), 153–164.
- Martono, N. (2010). *Statistik Sosial*. Gaya Media.
- Morissan. (2012). *Metode Penelitian Survei (1st ed.)*. Kencana.
- Muslim, A. (2020). Konsumen Indonesia Puas dengan Layanan Grab. <https://investor.id/it-and-telecommunication/223246/konsumen-indonesia-puas-dengan-layanan-grab>
- P. Ginting, B. S. D. G. (2014). Pengaruh Bauran Pemasaran Jasa dan Kualitas Pelayanan Terhadap Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Sumatera Utara. *Manajemen Dan Bisnis*, 14(01), 21–33.
- Pasaribu, Y. M. A. (2018). Pengaruh Brand Equity dan Customer Experience terhadap Customer Loyalty di Waroeng Steak and Shake Melati Pekanbaru. *Jom Fisip*, 5(1), 1–15.
- Pengalaman Menggunakan Grab Penumpang, Perjalanan Cepat Dan Lancar! (n.d.). Retrieved February 3, 2022, from <https://tipkerja.com/pengalaman-menggunakan-grab-penumpang/>
- Priyastama, R. (2017). *Buku Sakti Kuasai SPSS Pengelolaan data dan Analisis data*. Start Up.
- Purwitasari, R., & Budiarti, E. (2019). PENGARUH PERSEPSI KEMUDAHAN, NILAI PELANGGAN, DAN PROMOSI PENJUALAN TERHADAP LOYALITAS PELANGGAN (Studi Kasus Pengguna Aplikasi OVO Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Di Universitas 17 Agustus 1945 Surabaya). *Ekonomi Manajemen*, 52(1), 1–5.
- Putri, S. R., Ep, D. A., Si, M., Nurseto, S., & Sos, S. (2015). Pengaruh Kualitas Produk dan Nilai Pelanggan terhadap Loyalitas Pelanggan Simcard GSM Simpati PT Telkomsel (Studi Kasus pada Mahasiswa S1 Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro Semarang). *Ilmu Administrasi Bisnis*, 024.
- Safitri, S. A., & Sugiono. (2015). Analisis Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan dan Nilai Pelanggan Dalam Meningkatkan Loyalitas Pelanggan Asri Motor. *Diponegoro Journal of Management*, 4(1), 1–15.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

The Effect of *Customer Experience*, *Customer Value* and *Customer Satisfaction* on Grab Online
Transportation Customer Loyalty on South Jakarta National University Students

- Tandjung, J. W. (2004). *Marketing Management Pendekatan Pada Nilai Pelanggan* (2nd ed.). Bayumedia.
- Tjiptono, F. (1997). *Strategy Pemasaran* (2nd ed.). Andi Offset.
- Tjiptono, F. (2014). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Andi Offset.
- Tjiptono, F. (2016). *Service, Quality & Satisfaction*. Andi Offset.
- Umar, H. (2013). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Rajawali.
- Vivie, S., Hatane, S., & Diah, D. (2013). Pengaruh Customer Experience Quality Terhadap Customer Satisfaction & Customer Loyalty Di Kafe ExcelsoTunjungan Plaza Surabaya; Perspektif B2C. *Jurnal*
-

Copyright holder:

Jihan Fahima¹, Resti Hardini², Kumba Digdowiseiso^{3*} (2023)

First publication right:

[Jurnal Syntax Admiration](#)

This article is licensed under:

