

# The Effect of Electronic Word of Mouth for Online Transportation Grab

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## Abstract

*The role of promotion is the key to success for companies in the business world. The development of technology was open to opportunities for businesses. Grab is the one of transportation business that use mobile application and promote through various networks such as electronic word of mouth. The purpose of the empirical research is to know the influence of eWOM toward purchase intention at Grab online transportation. This research uses descriptive and qualitative method with a sample of 120 respondents. The results of this research prove that eWOM have good criteria based on the scale range and significant influence. The analysis states that there is a strong relationship between eWOM and purchase intention. The findings show that the review form Grab application with positive eWOM, a good services quality have influence the consumer and will be recommend to their friend, family and other.*

**Keywords:** eWOM, purchase intention, online transportation

## 1. Introduction

The era of the internet gives a changes in consumer behavior to dig up the information about wants and needs. This has an impact on increasing the penetration and internet use and develop digital business in the world [1]. Enhancement the technology has given changes to development services of application based for transportation in demand has increase since 2016 [2]. This is inseparable from the consumers' behavior in Indonesian who depend on internet usage with 49% internet user penetration [3]. Purchase intention is the part of consumer behavior that needs to be investigated where consumers are the main focus in a marketing [4] and provide stimulus to consumers to make decision purchase.

This model can be used to providing stimulus responses trough consumer behavior by understanding how the consumer respond to marketer stimulus and adjust it the characteristics of buyer as the process of purchase intention [5]. Purchase intention refers to possibility of the consumer to make a purchase. The higher for purchase intention shows the higher the likelihood of the purchase being made. Purchase intention is also often used as a benchmark to predict purchase behavior or purchase decisions [6]. The indicators of purchase intention are consisting of awareness, liking, knowledge, preferences, conviction and purchase as a tool to measure consumer behavior in incurring purchase intention [4].

The change of lifestyle and dependence on internet of use becomes opportunities for introduce the marketing products and social media to be the most appropriate platform at the moment [7]. Online reviews that are part of eWOM that contribute to consumers to explore extensive information about the experiences of products or services [8]-[14] where eWOM has power and influence in purchases for consumers and social media as eWOM platforms provide new experiences about products that are more trusted and reliable.

eWOM has an influence on the product success of internet-based both for the virtual consumer community or the process of influencing consumer behavior online through the environment and computers as intermediaries on social media and social networking sites that affect sales increases [15]-[17]. eWOM also has the power as an eWOM platform in providing new experiences about products or services that are more trusted and reliable [15], [13]. When eWOM gives a positive response from consumers, it affects the level of purchase intention [6].

The component of eWOM can be developed by enhancing customer experience through maximum service to create satisfaction that will be impact for eWOM intentions that can be found through social networks as channels for exchanging information [18]-[19]. This research will be explained about the effect of eWOM toward purchase intention for online transportation Grab [20].

## 2. Methodology

This research employed descriptive and qualitative methods, in which documentation method was used to collect the data. The population for this research is consumers who have used Grab and get 120 respondents for sample. The analysis method was started by distributing questionnaires. Then, the answers were recapitulated and a cumulative score was obtained to reveal the criteria.

## 3. Results and Discussion

Based on the questionnaire result, eWOM dimension, represented by the statements, “I often get information about Grab in internet and Grab application “and “the review about Grab in internet and Grab application was help me” obtained 466 and 545 from the ideal score of 760. The finding indicates that 71,7% of respondents agreed with the statement of eWOM information.

Purchase Intention dimension, represented by the statements, “I will consider using the one of service quality at Grab” and “I will recommend my family to use Grab, obtained 790 and 635 from the ideal score of 760. It means that 93% of respondents strongly agreed with the statement of purchase intention.

## 4. Conclusion

This research was developed the influence of Electronic word of mouth toward purchase intention in online transportation Grab. This model claims that eWOM has a positive significant effect on purchase intention [7]-[8], [11], [22]-[24]. Based on the research result obtained, eWOM is very important factor for online transportation it wants to increase buying interest in consumers. Intensity, valence of opinion and content were found to be significant toward purchase intention and make extend the past research about eWOM and effect behavioral intention. This study makes several practical contributions for online transportation and knowledge about the power of eWOM in online transportation.

eWOM is an important aspect of marketing programs developing consumer expressions. Positive review from website or blog will lead to high purchase intention. This research supported by [19] that there is significant influence between eWOM toward purchase intention.

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