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The Influence of Brand Awareness and Electronic Word of Mouth (E WOM), on Customer Trust in Decisions to Use Online Motorbike Taxi Services in Lamongan Regency

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Abstract

Application-based online motorcycle taxi services are now increasingly popular with the general public. To be able to compete fiercely, companies are required to continue to innovate to satisfy existing customers and attract new customers. The aim of this research is to assess the level of Brand Awareness, Electronic Word of Mouth, and customer trust in the decision-making process for using Grab online services in Lamongan Regency. This research applies quantitative research using PLS SEM with a total of 255 Grab customers who live in the Lamongan City area. The findings of data analysis and hypothesis testing are : *Brand Awareness* has a significant influence on customer trust in users of the Grab online motorcycle taxi service in Lamongan district. *Brand awareness* has a significant influence on usage decisions. The findings of the hypothesis test analysis show There is a significant influence of the brand awareness variable on usage decisions among users of the Grab online motorcycle taxi service in Lamongan district. *Electronic Word of Mouth* has a significant influence on usage decisions. Hypothesis test analysis shows that there is a significant influence of the Electronic word of mouth variable on the decision to use the Grab online motorcycle taxi service in Lamongan Regency, Customer Trust has a Significant Influence on the Decision to Use Hypothesis test analysis 4 shows that there is a significant influence of the customer trust variable on the decision to use the Grab online motorcycle taxi service in the Regency Lamongan.

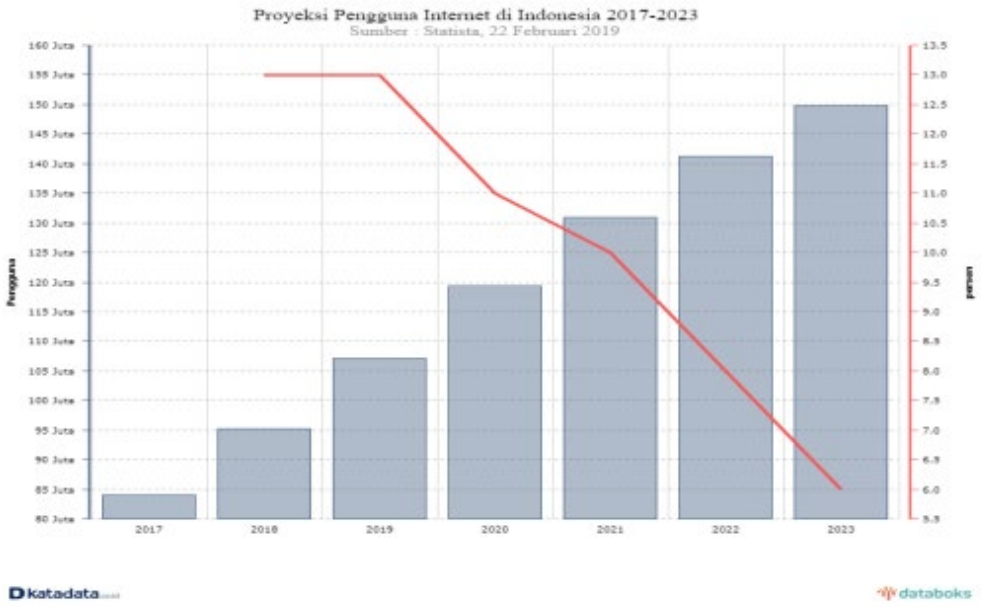
Keywords: *Brand Awareness, Electronic Word Of Mouth, Customer Trust, Usage Decisions.*

INTRODUCTION

In the current digital era, the internet is experiencing extraordinary growth, which has had a significant impact on society by changing daily transaction activities from direct methods to indirect methods, which are called online. Currently, it is likely that most Indonesians have smartphones and are connected to the internet. The presence of the internet has facilitated and accelerated people's activities, thereby increasing their tendency to utilize online service applications easy and practical.

The use of internet technology in Indonesia has increased quite rapidly from year to year. Looking at the projected increase in the number of internet users in the future, progress in internet technology in Indonesia is predicted to continue to develop and advance compared to previous years. Based on an article quoted from kominfo.go.id , "According to the survey results of the Indonesian Internet Service Providers Association (APJII) until the second quarter of 2020, the number of Indonesian internet users was 196.7 million people or 73.7 percent of Indonesia's total population of 266," 9 million based on data from the Central Statistics Agency (BPS)". The use of internet technology experienced growth of 8.9% or an increase of 25.5 million internet users compared to the same period in 2019.

Table 1.1. Projections of Internet Users in Indonesia 2017-2023



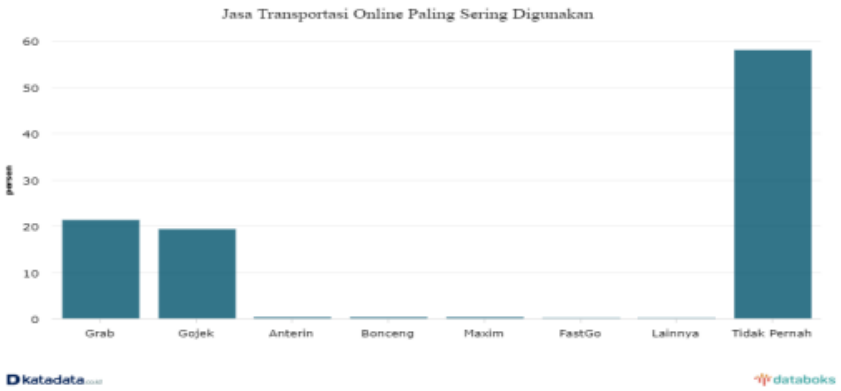
Sumber: https://databoks.katadata.co.id/datapublish/2019/09/09/berapa-pengguna-internet-di-indonesia

Based on the data in table 1.1, the number of internet users in Indonesia in 2018 was 95.2 million users or grew 13.3% compared to the previous year which was only 84 million users. Internet usage in Indonesia is projected to grow consistently by 10.2% between 2018 and 2023. The growth rate of internet users in Indonesia in 2019 is estimated at 12.6% compared to the previous year, bringing the total number of users to 107.2 million. In 2023, the number of internet users in

Indonesia is estimated to reach 150 million. Currently, technology and information are experiencing very rapid development, especially in the digital realm. This has an impact on the emergence of various online service applications. This really affects society because it makes online purchases easier through smartphone telecommunications. Smartphones make it easier for people to use internet service provider applications. One example of this phenomenon is the proliferation of various innovative sectors which are increasingly in demand and attract attention among business people. Over the last few years, there has been a significant growth in the number of digital companies, especially in Indonesia. Based on the Startup Ranking site as of March 21 2019, there are a total of 2,074 startups or technology-based companies in Indonesia. Indonesia is ranked fifth globally in terms of countries with the most startups in the world. As a result, few online service providers' apps are available to the public, leading to stiff competition among online companies to lure clients to their own apps. With the advancement of internet technology, service providers in the business industry no longer have challenges in accessing information to improve their service operations. Nowadays, information can be easily accessed from various sources due to advances in information technology. The information provided is filtered to extract the right data and is suitable for online service providers.

Grab is an online service application that is often used in Indonesia. Grab is a Malaysian company headquartered in Singapore. Grab is involved in many online service offerings, including transportation services for passengers known as Grab Bike or Grab Car, food delivery services called Grabfood, health consultation services called Grab Health, and transaction operations. The availability of many Grab application services aims to help clients streamline their daily routines. Based on an article quoted from cnbcindonesia "Grab wants to ensure that everyone can enjoy the benefits of the digital economy and providing a safe, comfortable platform and continuing to innovate to suit their needs is the most important thing . " The current service application companies are Grab and Gojek. Based on statistics from Momentum Works, " Grab leads by controlling 53% of the total Gross Merchandise Value (GMV) or accumulated purchase value from food delivery service users in Indonesia, which amounted to US$ 3.7 billion in 2020. Gojek controls the rest. " . (Ridhoi, 2021)

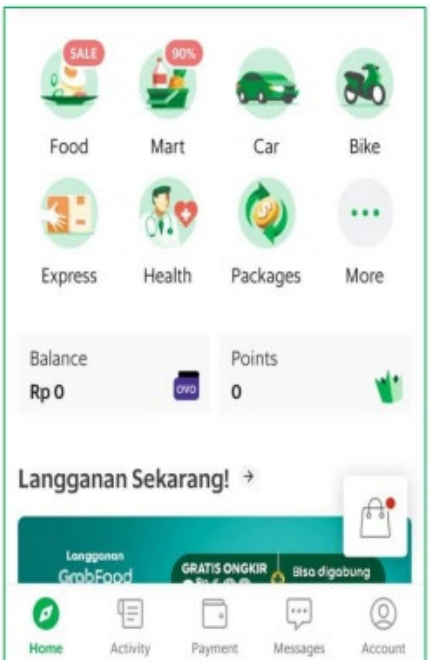
Table 1 Most Frequently Used Online Transportation Services in Indonesia



Sumber:*https://databoks.katadata.co.id/datapublish/2020/11/11/grab-dan-gojek-layanan-transportasi-online-paling-sering-digunakan-masyarakat*

Table 1 presents the survey findings of the Indonesian Internet Service Providers Association (APJII) during the 2019-Q2/2020 period which revealed " Grab and Gojek are the online transportation applications most frequently used by the general public " . As many as 21.3% of respondents admitted that they often use the Grab application for transportation (Bayu, 2020). This data reveals that in Indonesia, the Grab application is the " market leader " and Gojek becomes a “ market challenger ” .

Table 2 Display of Grab application service



Source: Grab application

Table 2 shows the appearance of the Grab application and its various services. Using the Grab program can be described as easy, thanks to its user-friendly interface. GrabBike and GrabCar services are easily accessible to users. To use this service, users simply log in to their account, select GrabBike or GrabCar, then set a destination and pick-up point. Within a few minutes, the application will search for a driver who will take the user to the selected location. Payment options include cash as well as digital payments. The GrabFood service makes the fast food ordering process easier for Grab application users. Users can easily access this service by entering the Grab application and selecting the GrabFood service. They can then determine the delivery location, restaurant, and desired menu. The payment process is similar to GrabCar or GrabBike, and users can choose the payment method they want. After a short wait, the application will assign a driver to deliver food to the user. The GrabMart service allows users to buy various goods online easily. Its use is similar to GrabFood, with the only exception being that GrabMart is specifically designed to buy non-ready-to-eat foodstuffs such as groceries, fruit and other household necessities. The GrabExpress service is designed to assist users in sending personal items or similar items. This service operates similarly to other delivery services. Users can choose the desired pick-up and delivery location, determine the type of goods sent, and make payments using the same method as other services. GrabHealth services are designed to meet the health needs of its users, offering health consultations and the option to purchase medicines. To access this service, users only need to enter the application, select GrabHealth or health services, then choose whether they need a consultation or want to buy medicine. Once the choice is made, the customer needs to wait for the doctor or driver to provide a consultation or deliver medicine. Jastip services are designed to make it easier for consumers to make purchases from non-food shops. Usage is similar to GrabMart, where users simply select their purchase location as well as the type of item they want to buy. Grab's credit/token service allows Grab users to get prepaid card credit or electricity easily. To take advantage of this service, consumers just have to choose where they want to buy credit or something else. Furthermore, Grab Asuransi is a practical solution that allows application users to make online or digital payments for their insurance easily. Grab Home Services is a service that serves customers' home repair and renovation needs. To take advantage of it, customers simply select the specific repairs or renovations they want. The Grab application will then find skilled service personnel to carry out the necessary tasks at the customer's home. In the future, Grab can expand the range of its services to further increase comfort and efficiency for users in their daily activities.

One of the key factors contributing to Grab's emergence as the leading online transportation service in Indonesia is its comprehensive range of services to meet daily needs. These services include grabmotor, grab car, grabfood, rent a vehicle, You can even pay for various household needs to the community. Grab

makes it easier for people to carry out their daily activities by using various services at Grab. Grab offers a chat window function that facilitates communication between drivers and consumers for transactions. Grab makes it easier for its users by providing the option to make payments via e-wallet such as OVO so that customers can easily make payment transactions. Grab seeks to increase brand recognition among consumers by advertising it on various electronic media platforms, including television as well as various social media channels. The frequency with which customers are exposed to a brand directly influences the level of recall and brand awareness for Grab. A distinctive logo, color scheme or theme music associated with Grab can evoke memories or enable immediate recognition when encountering the brand's visual elements.

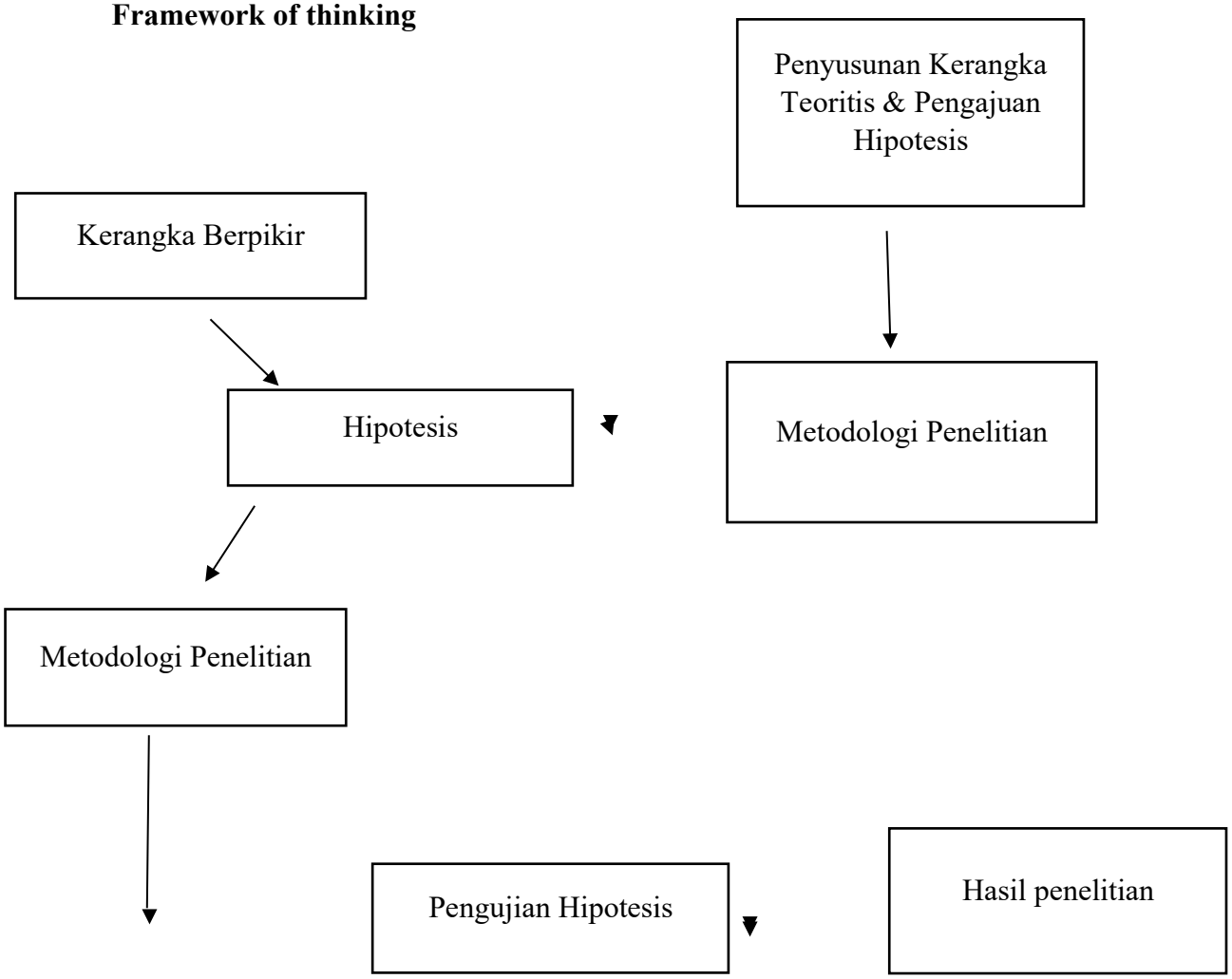
Brand awareness is aspects that influence purchasing decisions. Mardalena, et al. (2018) claim that brand awareness refers to customers' cognitive and emotional reactions to a brand. The level of brand awareness depends on consumers' capacity to remember and identify brands in a particular category. When identifying a product, it is important to consider brand awareness in consumer memory. This is done to differentiate one product from other products on the market or from competing goods. Aaker (2018:90) claims that brand awareness is the capacity of potential consumers to recognize or remember that a brand is in a certain product category. Based on the previous explanation , the " brand recognition scheme " (recognize) as well “ brand recall ” can be identified as an element that contributes to the formation of brand awareness .

In addition to building *brand awareness* , organizations must have a competitive advantage in order to effectively attract customer purchasing decisions. Consumer purchasing decisions can be influenced by positive or negative information in electronic media, which is often known as *electronic word of mouth* .

According to Zulfaldi, et al. (2019), the rapid advancement of technology, especially in the context of internet networks, has expanded the possibility of communication developing beyond individual communication to include *electronic word of mouth* (EWOM) through online media. Social media "platforms", including Blogs, Kaskus, Facebook, Video, and other electronic forums can be used to enable EWOM communication. As for Grab, EWOM communications can be found in Google PlayStore reviews. In the "offline world", communication from "word of mouth" *is* less effective than in the virtual world, because of the greater accessibility and wider reach of internet media, which consumers use to share their personal experiences with a particular product or brand. , as well as the services they personally experience. Customers' decisions to use Grab services can be directly influenced by *brand awareness* and *electronic word of mouth* . When consumers or customers know about the brand and its electronic promotions are positive through word of mouth, then they will perceive the transportation service.

Overall consumer awareness and the conclusions they draw regarding benefits, attributes and objects are referred to as customer trust (Mowen, 2011:312). In general, the basic element that influences the success of a relationship is trust. In a competitive marketing environment, customer trust is an important factor in driving company performance and also contributes to relationship loyalty (Alamsyah, 2016). This shows that in an effort to achieve competitive advantage in market competition, customer trust is very important (Huo, Ye, & Zhao, 2015). The individual's capacity to place trust in a brand, product, or company, to carry out a function is a component of trust that is influenced by emotional bonding (Soegoto, 2013). Building consumer trust in the products and services offered by the company is very crucial, because usually, customers evaluate product quality based on their perception, understanding or sensation. This will result in a higher level of trust in the company from customers and ultimately an increase in satisfaction (Darwin & Kunto, 2014).

Framework of thinking



METHOD

Lamongan Regency was the location the author chose to carry out research. The people of Lamongan Regency who have used transportation services from the Grab application are the population for this research. Quantitative study is a research method that is based on the philosophy of positivism and is generally applied to investigate certain samples or populations, according to Sugiyono (2016: 13). Research instruments are used to collect data, while sampling techniques are usually carried out randomly. The purpose of data analysis is to evaluate the hypotheses that have been established in this research according to quantitative/statistical principles.

This research applies quantitative methodology. A total of 255 respondents were in this investigation. Respondents have a profile consisting of gender, age, domicile and account ownership. The division of respondent profiles in terms of gender consisted of 125 men and 130 women. Meanwhile, in the context of respondents' age, 122 people were aged between 18-22 years. There were 38 people

aged 23-27 years, while 30 people were aged between 28 and 32 years. Then 35 people were aged between 33-37 years, and 30 people were aged between 28 and 32 years. The number of respondents aged 38 years and over was 30 people. Regarding domicile, the domicile of all respondents is in Lamongan district.

This research applies the software "smartPLS SEM (Partial Least Square - Structural Equation Modeling)" for data processing. PLS has the capacity to explain correlations between variables and carry out analysis in one test. PLS aims to provide researchers with assistance in confirming theories and explaining the existence of relationships between latent variables. The PLS method has the capability to describe "latent variables" (which cannot be explicitly measured) and is measured using indicators, as stated by Imam Ghozali (2016: 417). Based on the indicators, this study is a latent variable that can be measured, allowing the author to analyze it with clear and comprehensive calculations. Therefore, the author uses "Partial Least Square". The data for this research is presented in the form of tables and figures to facilitate a more systematic understanding.

RESULTS AND DISCUSSION

In this data analysis and discussion chapter, the SEM-PLS analysis method is implemented to ensure the structural correlation between usage decisions and the variables *brand awareness* , *electronic word to mouth* , and consumer trust.

1) Outer Loading Test Results

SmartPLS software was applied to run the tests. The following image shows the outer model for this study:

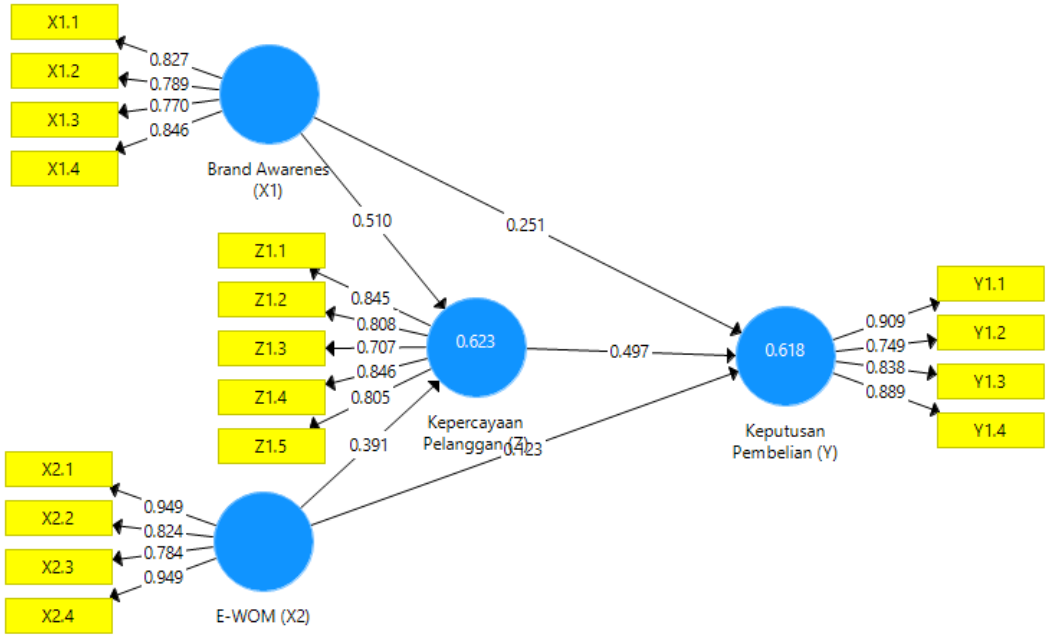


Figure 1 Outer Model Test Results using SmartPLS 3

Table 1 Outer Loading Test Results

	Brand Awareness (X1)	E-WOM (X2)	Customer Trust (Z)	Purchase Decision (Y)
X1.1	0.827			
X1.2	0.789			
X1.3	0.770			
X1.4	0.846			
X2.1		0.949		
X2.2		0.824		
X2.3		0.784		
X2.4		0.949		
Y1.1				0.909
Y1.2				0.749
Y1.3				0.838

Y1.4				0.889
Z1.1			0.845	
Z1.2			0.808	
Z1.3			0.707	
Z1.4			0.846	
Z1.5			0.805	

Source: Primary Data, Processed Using Smart PLS – 3

The relationship between the indicators of each variable and the study variables, as well as the relationship between the brand awareness variable and the use of the Grab application transportation service in Lamongan Regency is presented in Figure 1. There are factors that need to be taken into account when assessing the exterior model (measurement model), including:

a. If each indicator's loading value is greater than 0.7, then the loading factor of the convergent validity test will be fulfilled. The results of the convergent validity test for all indicators in the research carried out as depicted in the figure above show that all indicators are valid because their loading factor values are high, namely exceeding 0.7. As a result, the convergent validity criteria have been met by all indicators used for this study. b) The composite reliability of each variable and the Cronbach alpha value are checked during the reliability test. It takes more than 0.7 for the Cronbach alpha value, and more than 0.7 for the Composite Reliability value so that each variable can be declared reliable.
b. Composite Reliability. The composite reliability of each variable and the Cronbach alpha value were checked during reliability testing. It takes more than 0.7 for the Cronbach alpha value, and more than 0.7 for the Composite Reliability value so that each variable can be declared reliable.
c. Average Variance Extracted (AVE). The statement "valid" of an indicator appears if the AVE value exceeds 0.5. A form of testing known as AVE (Average Variance Extracted) is used to support the implementation of discriminant validity tests.

Table 2 Construct Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness (X1)	**0.824**	**0.832**	**0.883**	**0.654**
E-WOM (X2)	**0.900**	**0.913**	**0.931**	**0.774**

Customer Trust (Z)	**0.861**	**0.863**	**0.901**	**0.646**
Usage Decision (Y)	**0.869**	**0.880**	**0.911**	**0.720**

Source: Primary Data, Processed Using Smart PLS – 3

Table 2 indicates that the variables in this study meet the composite reliability criteria, validated by obtaining a value of more than 0.70 for the Cronbach alpha value for *"brand awareness"* , *"electronic word of mouth"* , "consumer trust", and "usage decision". ” as a whole, and all variables can be reliable.

The variables used for this research were declared reliable, proven by a Composite Reliability value > 0.7 for each of the following variables: *"brand awareness"* , *"electronic word of mouth"* , "consumer trust", and overall "use decision" (Table 2).

For each variable in this study, brand awareness, electronic word of mouth, customer trust, and usage decisions, the overall AVE value is greater than 0.5 as shown in Table 2. Thus, these variables are declared valid and meet Validity discriminant criteria.

Table 3 *Cross Loading Test Results*

	Brand Awareness (X1)	**E-WOM (X2)**	**Customer Trust (Z)**	**Purchase Decision (Y)**
X1.1	0.827	0.507	0.632	0.640
X1.2	0.789	0.410	0.584	0.552
X1.3	0.770	0.359	0.508	0.417
X1.4	0.846	0.411	0.578	0.535
X2.1	0.522	0.949	0.628	0.593
X2.2	0.392	0.824	0.553	0.434
X2.3	0.444	0.784	0.524	0.457
X2.4	0.488	0.949	0.611	0.554
Y1.1	0.681	0.551	0.671	0.909
Y1.2	0.388	0.398	0.602	0.749

Y1.3	0.514	0.489	0.655	0.838
Y1.4	0.663	0.530	0.647	0.889
Z1.1	0.611	0.563	0.845	0.622
Z1.2	0.545	0.505	0.808	0.596
Z1.3	0.558	0.501	0.707	0.604
Z1.4	0.604	0.562	0.846	0.625
Z1.5	0.553	0.514	0.805	0.596

Source: Primary Data, Processed Using Smart PLS – 3

Cross-loading value of each item is significantly higher when combined with *the cross-loading* to other constructs, as presented in Table 3. This provides evidence that each indicator is suitable for explaining the construct of each variable and shows the discriminant validity of all items. .

The results of the Structural Model Test (inner model) are determined through the "inner model test". The inner model test is carried out in order to provide certainty in the research model applied, there is a correlation between constructs, significance values, and R^2.

2) Structural Model Test Results (inner Model)

Table 4 R-Square Test (R^2)

	R Square	**R Square Adjusted**
Customer Trust (Z)	0.623	0.620
Usage Decision (Y)	0.618	0.613

Source: Primary Data, Processed Using Smart PLS – 3

It can be concluded that the variables "brand awareness, customer trust, and electronic word of mouth" account for 80.5% of the variance in the usage decision variable, as shown by the R square table above. The rest is caused by variables outside this research. Meanwhile, the variables "brand awareness and electronic word of mouth" contributed 0.628% to the variation in the customer trust variable, while the remaining variance was caused by variables that were not included for this study.

3) Hypothesis testing

The significance value between constructs, t-statistics, and P value are very important to pay attention to in determining whether to accept or reject a hypothesis. The significance value used in the bootstrapping method in this study is 1.96 (two-tailed) with a significance level of 5%, provided that the t-statistic value exceeds 1.96.

Table 5 Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness (X1) -> Customer Trust (Z)	0.510	0.512	0.052	9,777	**0,000**
Brand Awareness (X1) -> Usage Decision (Y)	0.251	0.255	0.058	4,308	**0,000**
E-WOM (X2) -> Customer Trust (Z)	0.391	0.389	0.056	6,991	**0,000**
E-WOM (X2) -> Usage Decision (Y)	0.123	0.127	0.059	2,101	**0.036**
Customer Trust (Z) -> Usage Decision (Y)	0.497	0.490	0.068	7,355	**0,000**

Source: Primary Data, Processed Using Smart PLS – 3

Bootstrapping hypothesis testing using SmartPLS 3 produces data processing that can be described as follows, as shown in Table 6:

a. The influence of brand awareness on customer trust is 9,777 > 1.96 for the t statistic value and 0.000 < 0.05 for the P value. Therefore the research hypothesis **is " accepted"** .
b. The influence of brand awareness on usage decisions is 4,308 > 1.96 for the t statistic value and 0.000 < 0.05 for the P value. Therefore the research hypothesis is **" accepted"** .
c. The influence of *electronic word of mouth* on customer trust is 6,991 > 1.96 for the t statistic value and 0.000 < 0.05 for the P value. Therefore the research hypothesis is **" accepted"** .
d. The influence of *electronic word of mouth* on usage decisions is 2,101 > 1.96 for the t statistic value and 0.036 < 0.05 for the P value. Therefore the research hypothesis is **" accepted"** .

e. The influence of customer trust on usage decisions is 7.355 > 1.96 for the t statistic value and 0.000 < 0.05 for the P value. Therefore the research hypothesis is **" accepted"** .

Data analysis along with hypothesis testing mentioned above, the results will then be discussed and aligned with theory or previous research findings.

1. *Brand Awareness* Has a Significant Influence on Customer Trust in Users of the Grab online motorcycle taxi service in Lamongan Regency
   The results of the analysis of Hypothesis Test 1 show that there is a significant influence of the brand awareness variable on Grab customer trust. This is in line with the results of research conducted by (Apriastuti, 2016)which shows that there is a very significant relationship between *brand awareness* and customer trust. Customer Trust Customer trust is an important coordination to support company performance in competition in the marketing environment and can contribute to relationship loyalty (Alamsyah, 2016). This indicates the importance of customer trust in marketing strategies in order to gain competitive advantage from market competition (Huo, Ye, & Zhao, 2015). Trust is related to emotional bonding, namely a person's ability to entrust a company or brand and product to carry out a function (Soegoto, 2013) .
2. *Brand Awareness* Has a Significant Influence on Usage Decisions. The results of the hypothesis test analysis show that there is a significant influence of the brand awareness variable on usage decisions for users of the Grab online motorcycle taxi service in Lamongan district. This is in line with research conducted by (Anggraini, 2016), which shows that brand awareness has a positive and significant effect on usage decisions. Brand awareness is consumer awareness regarding the brand of goods, services or services offered. This means that consumers can recognize or remember the brand even in different situations spontaneously just from being provoked by just a few stimuli.
3. *Electronic Word of Mouth* Has a Significant Influence on Usage Decisions. Hypothesis test analysis shows that there is a significant influence of the Electronic word of mouth variable on the decision to use the Grab online motorcycle taxi service in Lamongan Regency. This is in line with research conducted by (Yulindasari, 2022). *Electronic word of mouth* is good or bad testimony generated by potential consumers or consumers who have previously experienced services or consumers who have purchased a product where the information is shared via the internet or social media so that many people will see or access it. According to research by Goyete, et al. (in Mustikasari & Widaningsih, 2016).
4. Customer Trust Has a Significant Influence on the Decision to Use Analysis Hypothesis test 4 shows that there is a significant influence of the customer trust variable on the decision to use the Grab online motorcycle taxi service in Lamongan Regency. This is in line with research conducted by Customer trust

relationships reflect all the knowledge possessed by (Susilo, Haryono, & W, 2018) customers and all conclusions made by customers about the object, and its benefits, trust in the object, and benefits show the consumer's perception of a retailer and therefore generally a consumer's trust is certainly different from other consumers towards a retailer, where the higher the trust that arises, the higher the customer satisfaction which will later lead to a decision to use the product. Research conducted by (Susilo, Haryono, & W, 2018) shows that Trust has a positive and significant effect on Satisfaction. Consumer satisfaction is influenced by trust; when consumers have confidence in a service or product, their satisfaction will increase, and they will continue to use it and recommend it to others . Conversely, consumers will experience dissatisfaction with a service or product if they lose confidence in the service or product as a result of their experience of the service or product. According to research findings conducted (Deng, Lu, Kee, & Zhang, 2010), consumer satisfaction and product use are influenced by trust.

CONCLUSION

The findings of this research conclude that *" brand awareness"* significantly influences customer trust in users of the Grab online motorcycle taxi service in Lamongan Regency. Furthermore, also significantly *" Electronic Word of mouth"* influences customer trust in users of the Grab online motorcycle taxi service in Lamongan Regency. Then, both *Brand awareness* and *Electronic Word of Mouth* significantly influence the decision to use the Grab online motorcycle taxi service in Lamongan Regency. Suggestions that can be given by researchers in connection with the findings from the research that has been carried out are, to improve services more optimally and optimally in every menu available on the Grab online motorcycle taxi application, especially in the transportation menu, both Grab bike and Grab car. Then, to increase the security of Grab services, each driver should use a special ID that can be scanned by QR by customers and it can be detected that the driver is still active and still registered as a Grab employee.

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