

## **The Impact of Social Media Marketing, E-Service Quality, and Review Content on Online Purchase Intention: Analyzing the Role of Trust in Grab**

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### **Abstract**

In the We Are Social 2020-Digital 2020 Indonesia report as of January 2020, it was revealed that more than 21.7 million people in Indonesia had adopted ride-hailing or ride-sharing services, including the use of the Grab application. In this context, this research aims to examine the factors that influence the trust of Grab application users, by analyzing the influence of Social Media Marketing, E-Service Quality, and Content Reviews on Online Purchase Intentions. The purpose of this research is to explain the relationship between Social Marketing (X1), E-service Quality (X2), and Review Content (X3) with Purchase Intention(Y1) in the context of using the Grab application, as well as how Purchase Intention acts as a mediator in this relationship. Additionally, this research will explore how Trust Level (Z1) is influenced by Purchase Intention and other factors in the Grab ecosystem. This research uses quantitative research and a descriptive approach to determine each variable. Empirical results highlight that social media marketing and e-service quality have an influence on purchase intention. However, content reviews do not have a significant influence on purchase intentions, and social media marketing variables, electronic service quality, and content reviews through trust variables do not have an influence on purchase intentions.

**Keywords:** Social Media Marketing; E-Service Quality; Review Content; Online Purchase Intention; Trust.

## **1. Introduction**

In recent years, the role of the internet and digital technology has changed the fundamentals of how we shop and interact with brands and services. The Grab company has become one of the companies providing Ride Hailing Services, food delivery and application-based finance in Southeast Asia. The use of the Grab application has changed consumer behavior in ordering services and their purchasing decisions. Consumer trust is a key factor that influences business success in the digital era. In the context of the Grab application, consumer trust can be greatly influenced by factors such as Social Media Marketing, Electronic Service Quality (E-service Quality), and Review Content. Increasing marketing activities via social media, improving the quality of e-services, and the role of reviews in the purchasing process are key topics in digital marketing research. According to the We Are Social 2020-Digital 2020 Indonesia study, as of January 2020, more than 21.7 million Indonesians had used ride-hailing or ride-sharing services, including the Grab application. This statistic shows how crucial Grab has grown in Indonesia's digital society. Furthermore, the survey reveals that 75% of Indonesian internet users use mobile mapping applications, supporting Grab's position as a platform that not only provides transportation services, but also impacts how customers interact with the environment around them. Looking at the overview of this initial report, it is important to understand more deeply how factors such as Social Media Marketing, E-Service Quality, and Review Content can all influence consumer confidence in using Grab, and whether Purchase Intention can act as a mediator in this relationship.

This study intends to explain the link between Social Media Marketing (X1), E-service Quality (X2), and Review Content (X3) and Purchase Intention (Y1) in the context of utilizing the Grab app, as well as how Purchase Intention serves as a mediator in this relationship. Furthermore, this study will investigate how Purchase Intention and other elements in the Grab ecosystem impact Trust Level (Z1). The data from the report strengthens the relevance and significance of this research in providing in-depth insight into how Grab influences consumer behavior and how certain factors influence Consumer Purchase Intention and Level of Trust in the context of the Grab application in Indonesia. It is hoped that this research will provide valuable guidance for Grab and other stakeholders in developing better marketing and service strategies.

## **2. Literature Review**

### **2.1 Social media marketing**

Social media marketing is a type of marketing that uses social media platforms to promote brand, business, product, person, or organization exposure, recognition, recall, and action. Blogging, microblogging, social networking, social bookmarking, and content sharing are all examples of social media. Social media includes social networking sites.

There are various indications that may be utilized to evaluate the success of social media marketing. To begin, content creation entails developing fresh material. Attracting attention through content distribution is the primary method in social media marketing. Sharing content on social media may help you develop your online network and audience,

which can help your business flourish. Social networking connections allow users to find others who have similar interests.

Social media marketing has become an important aspect of business, allowing companies to interact with customers easily and quickly and gain greater acceptance among customers. In the context of e-commerce, social media marketing has become widely accepted, helping companies build close relationships and facilitate access between employees, customers and businesses. The marketing approach via internet social media involves the promotion of products, services, information, and ideas.

The importance of creating content that is relevant and valuable to customers is evident in forecasting clients' future purchasing behavior. This approach can also increase the popularity of brand posts, attract new consumers, increase awareness, and increase sales, which in turn can increase revenue and customer loyalty.

Technology has enabled people all over the world to connect through social media. Apart from social media, there are also impersonal mass media such as print media, broadcasting or electronic media. Corporate marketing communications aim to provide information to consumers, promote purchase or commitment, create positive opinions about products, and provide symbolic meaning to products. This communication can also show how the product can solve a problem better than other competitive solutions (Schiffman & Kanuk, 2008).

## 2.2 Quality of Electronic Services

Electronic service quality refers to the effectiveness and efficiency of a website in the process of shopping, purchasing, and delivering goods and services (Andrew, 2019). Various indicators can be used to measure the quality of electronic services, such as the front appearance of the website which is very important for the success of the online store and can be seen by customers, the website's ability to deliver orders accurately, the website's ability to deliver orders quickly while protecting customer personal information remaining protected, speed in responding to client questions and ease of website navigation, as well as personal services provided to users, such as personal thanks and a message box for customer questions (Andini, 2016). Customer attitudes are influenced by a personal value system, which includes standards of good and bad as well as an understanding of right and wrong (Sudaryono, 2016).

## 2.3 Content Review

Customers often develop review content, providing rating information about previous goods and services on websites and physical stores (Mo, 2015). Several indicators in reviewing the size of the review content, one of the elements assessed is the product description, which is given a star rating as an explanation of the product, the store's reputation is also assessed with a star rating which takes into account the availability of the product which must be available at all times, other components in assessing the store's reputation are star ratings are focused on user service, there are also types of photo

reviews that use images to show the original quality of a product, such as color, problems with non-compliance with specifications, or quality of goods. (Mo, 2015).

## 2.4 Purchase Intention

Purchase Intention may be defined as a person's desire to repurchase a product from a certain firm, indicating customers' favorable response to high-quality goods (Ramadhan & Santosa, 2017). There are several aspects in buying and selling transactions that influence customers' interest in buying goods, including environmental influences such as the office environment, family, school environment, and other elements that can influence human purchasing decisions, and individual factors such as the personality of potential consumers, also have a significant influence. Indicators such as transactional (tendency to buy goods), reference (tendency to recommend something to others), preference (behavior with a strong preference for a product), and exploration (tendency to continue to explore knowledge about things of interest and seek research to supporting preferred attributes) can be used to measure buyer interest, as explained by Pramono and Ferdinand (2012).

## 2.5 The Connection Between Social Media Marketing and Purchase Intent

Social media marketing allows companies and customers to communicate in more personal and dynamic ways. Personalization may have a beneficial impact on purchase intentions since it makes consumers feel more connected to the brand. Social media marketing may be used to increase customer trust. Consumers that have faith in a brand or platform are more inclined to buy the items or services on offer. According to Hasan and Sohail's (2020) research, social media marketing has a considerable beneficial impact on customer purchase interest. Mhd. Amin et al. (2021) discovered that social media marketing has a favorable and substantial influence on interest in purchasing online items. In the link between social media marketing and purchase intent, consumer trust is critical. The key to generating purchase interest is to build customer trust through social media.

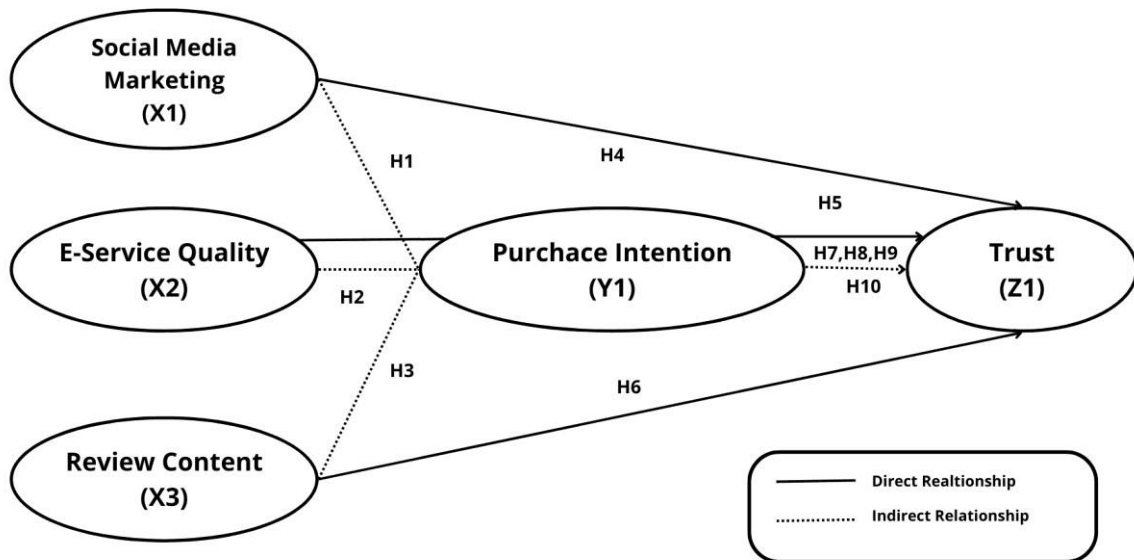
## 2.6 The Relationship Between the Quality of Electronic Services and Purchase Intention

Electronic service quality is regarded as an important factor in consumer evaluation of pure service items. As a result, the quality of e-services influences consumer purchase intentions. Customer happiness and loyalty are also influenced by the quality of electronic services. Customer satisfaction and loyalty can thus become major elements influencing consumer purchase behavior. There is a link between the quality of electronic services and buying intent. Several studies have found that the quality of electronic services has a favorable and significant impact on purchase decisions, consumer happiness, and customer loyalty. Sharma (2015) discovered that the quality of electronic services has a favorable and substantial effect on consumer satisfaction, which might influence purchase intention. The dependability, website design, security, customisation, and responsiveness of electronic services might impact customer purchase interest. As a result, organizations must focus on the quality of their electronic services in order to boost consumer purchase

interest. Several studies have indicated that the quality of electronic services has a considerable beneficial impact on consumer trust. customer purchasing interest can be positively influenced by high customer trust. As a result, businesses must provide high-quality electronic services in order to boost consumer confidence and purchase intention.

### 2.7 Relationship Between Content Reviews and Purchase Intention

Content marketing or content reviews can influence consumer purchasing interest through content that is interesting and provides added value for consumers. Marketing content can be text, video, or audio distributed through electronic channels to attract the attention of potential customers and build connections with them. Several studies have demonstrated that marketing material or content evaluations have a favorable and significant effect on customer purchase interest. customer purchase interest may be influenced by content evaluations through elements such as customer interest in purchasing, well-known companies, and purchasing decisions. According to Nur Aida Choirunnisa's (2023) research, post content and testimonials on Instagram have a favorable and significant influence on customer purchasing interest. Therefore, companies need to pay attention to their content reviews to increase consumer purchasing interest. Interesting and positive content reviews can help companies to build a good brand image and increase consumer purchasing interest.



**Figure 2. Thinking Framework**

Source: Primary Data by Researcher (2023)

The following are the research hypotheses, which are all based on this theoretical framework.

- 1) H1: In Grab, social media marketing has a favorable and large influence on purchase intent.

- 2) H2: The quality of e-services has a favorable and significant effect on purchase intent with Grab.
- 3) H3: In Grab, review content has a favorable and large influence on purchase intent.
- 4) H4: Purchase Intention Mediates the Relationship Between Social Media Marketing, E-service Quality, and Review Content, and Consumer Trust in Grab
- 5) H5: Social media marketing, e-service quality, and review content all have a favorable and significant impact on purchase intent.
- 6) H6: Purchase Intention has a favorable and substantial influence on the Trust Level of Grab users.
- 7) H7: Social Media Marketing has an indirect and significant influence on the Level of Trust via Purchase Intention.
- 8) H8: E-service Quality has a favorable and large indirect influence on Trust Level via Purchase Intention.
- 9) H9: Review Content has an indirect and significant positive and significant influence on the Level of Trust via Purchase Intention.
- 10) H10: On Grab, Customer Satisfaction (Y1) has an indirect and substantial positive and significant influence on Repurchase Intention (Z1).

### 3. Materials and Methods

Table 3.1 Operational Definition of Variables

Variabel	Definition	Indicator	Scale
Social Media Marketing	Social media marketing is a type of marketing that uses social media platforms to enhance brand, business, product, person, or organization awareness, recognition, memory, and action.	1. Online Social Networks 2. Communication 3. Content Distribution 4. Accessibility 5. Credibility	Likert
Electronic Service Quality (X2)	Electronic service quality refers to the effectiveness and efficiency of a website in the process of shopping, purchasing and delivering goods and services	1. The front appearance of the website is very important for the success of an online store	Likert

		<p>2. The website's ability to deliver orders accurately</p> <p>3. The website's ability to deliver orders quickly while keeping customers' personal information protected</p> <p>4. Speed in responding to client inquiries and ease of navigation of the personal service website provided to users</p>	
Review Content (X3)	Provides rating information about previous goods and services on websites and physical stores	<p>1. Reviews in product descriptions in the form of star ratings</p> <p>2. Store reputation</p> <p>3. Reviews of user service usage in the form of photo reviews using images to show the original quality of a product</p>	Likert
Purchase Intention (Y)	Purchase Intention may be defined as a person's desire to repurchase a product from a certain firm, indicating customers' favorable reaction to high-quality items.	<p>1. Transactional</p> <p>2. References</p> <p>3. Preferences</p> <p>4. Exploration</p>	Likert
Trust (Z)	A consumer's belief that someone's statement can be trusted so that they are able to	<p>1. Sincerity</p> <p>2. Expertise</p> <p>3. Reliability</p>	Likert

	fulfill positive expectations and obligations after the transaction process occurs	4. Loyalty 5. Availability	
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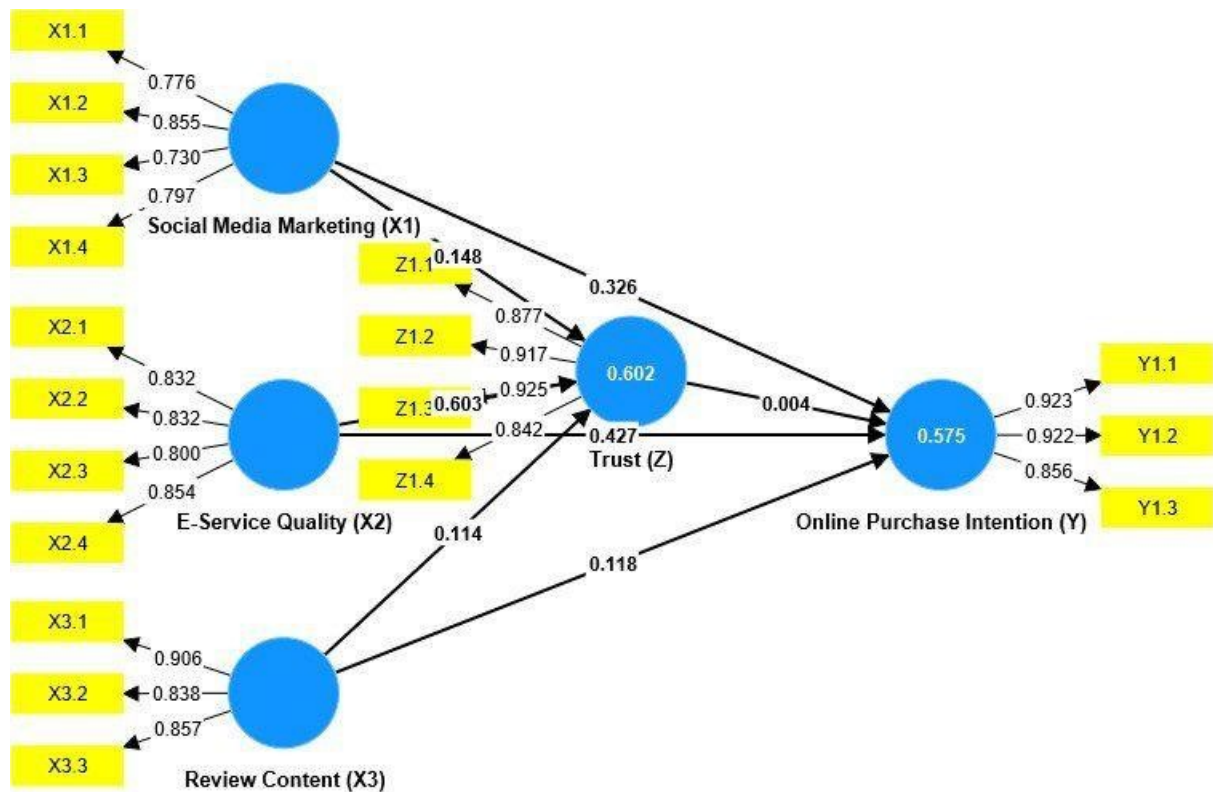
### 3.1 Design Study

This style of study use quantitative research and a descriptive technique to identify each variable, whether one or more independent variables, without establishing links or drawing comparisons with other variables (Sugiyono, 2015). This style of study use quantitative research and a descriptive technique to identify each variable, whether one or more independent variables, without establishing links or drawing comparisons with other variables (Sugiyono, 2015). This study employs a descriptive strategy in conjunction with a quantitative approach. This approach is scientific because it adheres to concrete/empirical, objective, quantifiable, logical, and methodical scientific standards. Quantitative research data is presented as numbers, which are then analyzed using statistics. This study makes use of Smart PLS Software to describe the connection that impacts and is impacted by the variables to be researched. According to Sugiyono (2017), population is a broad category comprised of objects/subjects with certain attributes and characteristics chosen by researchers to be investigated and conclusions reached. This study's demographic consists of all active Grab Indonesia app users that live in Jabodetabek. Non-probability sampling approaches with a purposive sampling strategy were used to collect samples. This approach is utilized because it meets specific characteristics that allow it to be deemed representative of the population, namely: a. Grab app users in Jabodetabek, b. 17-30 years old, assuming the respondent is an adult and can independently provide answers.

### 3.2 Data Analysis

PLS-SEM is used in this study for two tests: the outer model and the inner model. Outer loading and AVE values are used to verify convergent validity. The outer loading value is claimed to be valid if it is more than 0.7, although Imam Ghazali (2015:37) considers an outer loading value between 0.5 and 0.6 to be acceptable to fulfill the convergent validity requirements. The composite reliability component is used to assess the dependability of indicators on a variable. If a variable has a value greater than 0.7, it is considered to fulfill composite reliability. If the value of Cronbach's alpha is greater than 0.7, the construct is considered to be realistic.





**Figure 3. Research Model**

Source: Primer Data by Researcher (2023)

#### 4. Result

Based on the results of collecting online questionnaires from 85 respondents, the following data was found.

##### 1. Respondent Characteristic

Table 4.1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage (%)
Gender	Female	53	60.9%
	Male	34	39.1%
Domicile	Jakarta	23	26.4%
	Bogor	54	62.1%
	Depok	4	4.6%
	Tangerang	1	1.1%

	Bekasi	5	5.7%
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Source: Primary Data by Researcher (2023)

According to the statistics above, Bogor City is the respondents' primary residence, accounting for 62.1% or 54 persons. Women made up 60.9% of the respondents in this survey, or 53 persons.

## 2. Variable Descriptive analysis

Table 4.2 Variable Descriptive Analysis

Variable	Item	Mean	Percentage (%)
Social Media Marketing (X1)	X1.1	3,88	3,88%
	X1.2	3,77	3,77%
	X1.3	3,01	3,01%
	X1.4	3,17	3,17%
		<b>3.46</b>	<b>3.46%</b>
E-Service Quality (X2)	X2.1	4,40	4,40%
	X2.2	3,85	3,85%
	X2.3	3,97	3,97%
	X2.4	4,06	4,06%
		<b>4.07</b>	<b>4.07%</b>
Review Content (X3)	X3.1	3,08	3,08%
	X3.2	2,96	2,96%
	X3.3	3,56	3,56%
		<b>3.20</b>	<b>3.20%</b>
Purchase Intention (Y)	Y1.1	3,82	3,82%
	Y1.2	3,67	3,67%
	Y1.3	3,93	3,93%
		<b>3.80</b>	<b>3.80%</b>
Trust (Z)	Z1.1	3,90	3,90%
	Z1.2	3,97	3,97%
	Z1.3	3,86	3,86%
	Z1.4	4,02	4,02%
		<b>3.93</b>	<b>3.93%</b>

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

Based on the preceding findings, it is possible to conclude:

1. A marketing variable, respondents gave an average score of 3.46, meaning that this marketing media is attractive for people to see Grab products.
2. On the electronic service quality variable, respondents gave an average score of 4.07, meaning that the service provided by Grab is of high quality according to the respondents.
3. In the content review variable, respondents gave an average score of 3.20, meaning that reviews of Grab products and features are a reference for people to buy something.

### Measurement Model

#### 3. Validity and Reliability Evaluate

Outer loading and AVE values are used to verify convergent validity. The outer loading value is claimed to be valid if it is more than 0.7, although Imam Ghazali (2015:37) considers an outer loading value between 0.5 and 0.6 to be acceptable to fulfill the convergent validity requirements. The composite reliability component is used to assess the dependability of indicators on a variable. If a variable has a value greater than 0.7, it is considered to fulfill composite reliability. If the value of Cronbach's alpha is greater than 0.7, the construct is considered to be realistic.

Based on the reliability test employing composite reliability, the total variable value in this study is more than 0.7. As a result, all variables in this study are trustworthy and may be utilized to evaluate hypotheses. The findings of this study revealed that all variables in this study were valid based on the reliability test utilizing Cronbach's alpha. The following is an image of the outcomes of demonstrating the hypothesis derived from the research model, which can be seen in the image below:

Table 4.3 Validity and Reliability

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1 Social Media Marketing	0,800	0,810	0,869	0,625
X2 E-Service Quality	0,849	0,851	0,898	0,688

X3.Review Content	0,838	0,858	0,901	0,753
Y1 Purchase Intention	0,883	0,885	0,928	0,812
Z1 Trust	0,913	0,918	0,939	0,794

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

#### 4. Fornell Larcker

The Fornell-Larcker table is a tool used to evaluate convergent and discriminant validity at the concept level in structural Equation Modeling with Partial Least Squares (SEM-PLS). This table shows the extent to which the constructs in the PLS model may be deemed legitimate and how well they can be distinguished from one another.

Table 4.4. Fornell Larcker.

	X1 Social Media Marketing	X2 EService Quality	X3 Review Content	Y1 Purchase Intention	Z1 Trust
X1 Social Media Marketing	0,791				
X2 E-Service Quality	0,591	0,830			
X3 Review Content	0,617	0,560	0,868		
Y1 Purchase Intention	0,653	0,688	0,560	0,901	
Z1 Trust	0,575	0,755	0,544	0,578	0,891

Source: Primary Data Proceed with SmartPLS by Researcher

### Measurement of Structural Model

#### 5. Direct Hypothesis

Direct hypothesis testing is performed in SEM-PLS to examine the direct link between the variables assessed in the model. The findings of

hypothesis testing might reveal how substantial the link is and if the study hypothesis should be accepted or rejected.

Table 4.5. Direct Hypothesis Testing Results

	<b>T statistics ( O/STDEV )</b>
X1 Social Media Marketing -> Y1 Purchase Intention	2,723
X2 E-Service Quality-> Y1 Purchase Intention	3,230
X3 Review Content-> Y1 Purchase Intention	0,995

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

1. According to the table above, the marketing T-Statistic value (X1) is 2.723 > T-table is 1.96 (T-table significant 5% = 1.96). Based on these findings, it is possible to conclude that marketing has an impact on purchase interest.
2. Based on the table above, the T-statistic value for electronic service quality (X2) is 3.230, which is greater than the T-table value of 1.96 (T-table significant 5% = 1.96). These findings imply that the quality of electronic services influences buying intent.
3. Based on the preceding table findings, the T-Statistic value for content reviews (X3) is 0.995 T table of 1.96 (T-table significant 5% = 1.96). These results can be concluded that content reviews have no influence on purchase intention.

#### 6. Indirect Hypothesis

The indirect hypothesis testing method is used in SEM-PLS to evaluate the indirect influence of an independent variable on a dependent variable via a mediator variable.

Table 4.6 Indirect Hypothesis Testing Results

	<b>T statistics ( O/STDEV )</b>
X3 Review Content -> Z1 Trust -> Y1 Purchase Intention	0,022
X2 E-Service Quality -> Z1 Trust -> Y1 Purchase Intention	0,029
X1 Social Media Marketing -> Z1 Trust -> Y1 Purchase Intention	0,025

Source: Primary Data Proceed with SmartPLS by Researcher (2023)

According to the table above, the T-Statistic value of marketing (X1), electronic service quality (X2), and content reviews (X3) is 1.96 (T-table significant 5% = 1.96). Based on these findings, it is possible to conclude that these three factors have no effect on purchase intention, with the trust variable (Z) acting as an intervening variable.

#### 7. Path Coefficient

In SEM-PLS, the Path Coefficient is used to quantify the strength and direction of the association between latent variables and constructs in the model. The Path Coefficient indicates how much change is predicted in the dependent variable if the independent variable changes by one unit, taking into consideration the effect of the mediator variable.

Table 4.7 Path Coefficient Result

	P values
X1 Social Media Marketing -> Y1 Purchase Intention	0,006
X2 E-Service Quality -> Y1 Purchase Intention	0,001
X3 Review Content -> Y1 Purchase Intention	0,320
Z1 Trust -> Y1 Purchase Intention	0,976
X3 Review Content -> Z1 Trust -> Y1 Purchase Intention	0,983
X2 E-Service Quality -> Z1 Trust -> Y1 Purchase Intention	0,977

X1 Social Media Marketing -> Z1 Trust -> Y1 Purchase Intention	0,980
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Source: Primary Data Proceed with SmartPLS by Researcher (2023)

The results derived from the Path Coefficient table above are as follows.

1. Marketing (X1) has a p-value of 0.006 (less than 0.05) effect on purchase interest (Y).
2. With a p-value of 0.001 (less than 0.05), Service Quality (X2) has a substantial effect on Purchase Intention (Y).
3. With a p-value of 0.320 (less than 0.05), Content Reviews (X3) had no significant affect on purchase interest (Y).
4. Marketing (X1), electronic service quality (X2), and content reviews (X3) had no effect on Purchase Intention (Y) with Trust (Z) as an intervening variable with a p-value greater than 0.005.

The following comments may be taken from the given computation results.

- 1.) The statistical tests above show that social media marketing has an effect on purchase interest. The more creative the marketing content that Grab creates, the more it will influence buying interest. This is because consumers are more interested in buying products on Grab because of several attractive offers, so buying interest can increase due to marketing.
- 2.) Based on the statistical tests above, it can be seen that the quality of electronic services has an influence on purchasing interest. The higher the quality of the features and products offered by Grab, this will certainly influence increased buying interest. This is because consumers feel happy and satisfied with the features and products available at Grab because the service is good, fast and accurate, so that buying interest can increase because of the quality of this service.
- 3.) Based on the statistical tests above, it can be seen that content reviews have no influence on purchasing interest. Whether there are reviews about Grab features and products or not, people still believe that Grab will continue to provide good service and quality products.
- 4.) Based on the statistical tests performed above, it is clear that social media marketing factors, electronic service quality, and content reviews via the trust variable have no effect on purchase interest. Grab's marketing initiatives, whether or not there are reviews about Grab's features and products, people still believe

that Grab will continue to provide good service and quality products.

## **5. Conclusion, Implication, and Recommendation**

The following conclusions may be taken from the total analysis.

- 1.) Marketing (X1) has a p-value of 0.006 (less than 0.05) effect on purchase interest (Y).  
H1 is accepted.
- 2.) Service Quality (X2) has a significant influence on purchasing interest (Y) with a pvalue of 0.001 (below 0.05). H1 is accepted.
- 3.) With a p-value of 0.320 (less than 0.05), content reviews (X3) had no effect on purchase intention (Y). H03 is accepted, and H3 is rejected.
- 4.) Marketing (X1), electronic service quality (X2), and content reviews (X3) show no effect on Purchase Intention (Y) with Trust (Z) as an intervening variable with a p-value greater than 0.005. H04 is accepted and H4 is rejected.

This research has the potential to benefit Grab, marketers, and researchers by offering a better understanding of the Impact of Social Media Marketing, E-Service Quality, and Review Content on Purchase Intention in Grab. Here are some of the consequences:

- 1.) Social media marketing has a substantial impact on buying intent, and creative marketing content can increase purchase intention. Consumers are attracted to Grab's products due to the attractive offers, and marketing plays a crucial role in increasing purchase intention.
- 2.) The quality of electronic services has a big impact on purchase intention, and the features and goods given by Grab can improve buy intention. Consumers are satisfied with the fast, accurate, and good service provided by Grab, and this leads to an increase in purchase intention.
- 3.) The availability of reviews has no effect on purchase intent, and buyers believe that Grab will deliver good service and quality items regardless of the number of reviews.
- 4.) When trust is added as an intervening variable, social media marketing, electronic service quality, and content review have no significant affect on purchase intention. Consumers believe that Grab will deliver good service and quality items, and this belief is important in influencing buy intent.

The following recommendations can be made based on the research findings:

- 1.) Social media marketing has a substantial impact on buying intent. As a result, firms should concentrate on developing original marketing material in order to attract new customers and enhance buy intent.



- 2.) The quality of electronic services has a substantial impact on buying intent. As a result, businesses should emphasize enhancing the quality of their features and goods in order to boost consumer happiness and, as a result, buy intent.
- 3.) Content assessment has no substantial impact on buying intent. As a result, firms should prioritize other elements that have a greater influence on purchase intent rather than providing content evaluations.
- 4.) Social network marketing, electronic service quality, and content review have no substantial affect on purchase intention when trust is introduced as an intervening variable. As a result, firms should work on increasing client trust in order to enhance buy intent.

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## 8. Appendix

### Questionnaire Questions

Please fill in your opinion on the following statements on a scale of 1-5 with the following information:

- 5 = Strongly Agree (SS)
- 4 = Agree (S)
- 3 = Neutral (N)
- 2 = Disagree (TS)
- 1 = Strongly Disagree (STS)

<b>Social Media Marketing</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
On social media, I frequently see Grab postings or information.					

On social media, I frequently see Grab advertising or promos.					
On social media, I frequently connect with Grab posts or articles.					
Grab's social media marketing material has inspired me.					
<b>E-Service Quality</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
The Grab program, in my perspective, is simple to use.					
When I had a problem, the response time from Grab customer support was quick in my perspective.					
On the Grab app, I can simply access the information I require.					

I am satisfied with the quality of service provided by Grab.					
<b>Review Content</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
On social media, I frequently read evaluations or comments regarding Grab.					
On social media, I frequently post evaluations or recommendations regarding my Grab experience.					
On social media, I frequently publish evaluations or testimonies about my Grab encounters.					
My purchase decision are influenced by the content evaluations I read or post.					
<b>Trust</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
I am confident in the security of my personal information on the Grab app.					
I trust the information supplied by Grab in the app or on social media.					
I am confident in the service quality given by Grab.					
My purchase selections are influenced by my faith in Grab.					
<b>Online Purchasing</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
I frequently use the Grab app to obtain services.					
I used Grab as my primary method of obtaining internet services.					
I would suggest the Grab app to friends and family.					