

ABSTRAK

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ANALISIS PENGARUH *VISIBILITY*, *SELECTIVITY*, *PERSISTENCY*, *INTERACTIVITY*, *BRAND EXPERIENCE*, *SMART SHOPPER FEELING*, DAN PADA AKHIRNYA *BRAND LOYALTY* PENGGUNA APLIKASI GRAB DI SURABAYA

(xiii + 188 halaman: 17 gambar, 39 tabel, 6 lampiran)

Pengguna Grab selama pandemi mengalami peningkatan. Hal ini disebabkan oleh adanya pembatasan sosial oleh pemerintah sehingga membatasi pergerakan fisik masyarakat. Tren ini ditunjukkan dengan adanya peningkatan pengeluaran pengguna GrabFood. Grab termasuk dalam aplikasi terbesar dengan banyak pengguna di bidang transportasi online. Aplikasi Grab mendapatkan kehormatan karena telah berhasil menjadi aplikasi no 1 pilihan konsumen dalam hal transportasi online dan pengantaran makanan terungkap dalam Euro Monitor Internasional. Peningkatan tersebut mencapai 30% pada tahun 2022 dibandingkan 2021.

Tujuan penelitian ini adalah mengetahui pengaruh faktor-faktor yang mempengaruhi Brand Experience dan Smart Shopper Feeling serta hasil dari kedua variabel tersebut terhadap Brand Loyalty pengguna Grab di Surabaya.

Penelitian ini menggunakan metode kuantitatif yang datanya dikumpulkan menggunakan teknik *non-probability sampling*. Jenis teknik yang digunakan untuk mendapatkan data adalah *snowball sampling* dan data diolah menggunakan *software* Amos versi 22. Kuesioner disebarikan kepada 165 responden dengan karakteristik responden adalah berjenis kelamin pria maupun wanita, berusia 18-60 tahun, berdomisili di Surabaya, pernah bertransaksi di Grab 2 kali dalam 6 bulan terakhir. Hasil penelitian ini menunjukkan pengguna Grab Di Surabaya, yakni terdapat enam hipotesis yang ditolak yaitu *Visibility* berpengaruh signifikan terhadap Brand Experience, *Visibility* berpengaruh signifikan terhadap Smart Shopper Feeling, *Selectivity* berpengaruh signifikan terhadap Smart Shopper Feeling, *Persistency* berpengaruh signifikan terhadap Brand Experience, *Persistency* berpengaruh signifikan terhadap Smart Shopper Feeling, *Interactivity* berpengaruh signifikan terhadap Smart Shopper Feeling. Selain hipotesis tersebut, hipotesis yang diterima, yaitu *Selectivity* berpengaruh signifikan terhadap Brand Experience, *Interactivity* berpengaruh signifikan terhadap Brand Experience, Brand Experience berpengaruh signifikan terhadap Brand Loyalty, dan Smart Shopper Feeling berpengaruh signifikan terhadap Brand Loyalty.

Kata kunci: *Visibility*, *Selectivity*, *Persistency*, *Interactivity*, *Smart Shopper Feeling*, *Brand Experience*, *Brand Loyalty*, *Grab Surabaya*

ABSTRACT

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ANALYSIS OF THE EFFECT OF VISIBILITY, SELECTIVITY, PERSISTENCY, INTERACTIVITY, BRAND EXPERIENCE, SMART SHOPPER FEELING, ON BRAND LOYALTY APPLICATION USER GRAB IN SURABAYA

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Grab users during the pandemic have increased. This is due to the existence of social restrictions by the government thereby limiting the physical movement of the community. This trend is demonstrated by an increase in spending by GrabFood users. Grab is one of the largest applications with many users in the online transportation sector. The Grab application is honored because it has succeeded in becoming the number 1 application of choice for consumers in terms of online transportation and food delivery as revealed in the International Euro Monitor. The increase will reach 30% in 2022 compared to 2021.

The purpose of this study was to determine the influence of the factors that influence Brand Experience and Smart Shopper Feeling and the results of these two variables on Brand Loyalty of Grab users in Surabaya.

This study used a quantitative method in which the data was collected using a non-probability sampling technique. The type of technique used to obtain data was snowball sampling and the data was processed using Amos software version 22. Questionnaires were distributed to 165 respondents with the characteristics of the respondents being male and female, aged 18-60 years, domiciled in Surabaya, had transacted at Grab 2 times in the last 6 months.

In this study, the results obtained were that the variables that had a positive and significant effect on loyalty were satisfaction then, those that did not have a significant effect were service quality, store atmosphere and price fairness variables.

Kata kunci: *Visibility, Selectivity, Persistency, Interactivity, Smart Shopper Feeling, Brand Experience, Brand Loyalty, Grab Surabaya*