THE ROLE OF GREEN PRODUCTS AND BRAND EXPERIENCE IN THE DECISION TO USE GRAB SERVICES IN MEDAN CITY

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Abstract

This study aims to analyze the role of Green Product and Brand Experience in the decision of Grab service users in Medan City. This study uses a quantitative approach with a survey method, involving 140 respondents who use Grab services in Medan City. Data was collected through a questionnaire that measured respondents' perception of Green Product, Brand Experience, and their decision to use Grab services. Validity and reliability tests were carried out to ensure the validity of the research instruments, with results showing that all instruments were valid and reliable. The data obtained was analyzed using multiple linear regression to test the influence of independent variables (Green Product and Brand Experience) on dependent variables (User Decisions). The results of the study show that Green Product and Brand Experience have a significant influence on users' decisions to choose Grab services. Simultaneously, these two variables influence user decisions, with Green Products contributing to increased environmental awareness, while Brand Experience affects users' perception and loyalty to the Grab brand. The regression model used in this study meets classical assumptions, such as normality, the absence of multicollinearity, and the absence of heteroscedasticity, so this model can be relied upon for further analysis. Based on these findings, Grab is advised to further optimize the promotion of GrabElectric services as an environmentally friendly product and continue to improve the brand experience to attract more users, especially those who care about environmental sustainability issues. This research contributes to the understanding of how environmental factors and brand experience can influence users' decisions in choosing app-based transportation services.

Keywords: Green Product, Brand Experience, User Decision, Grab Services, Medan City

INTRODUCTION

The rapid development of transportation technology in recent years has had a significant impact on the way people communicate and do their activities. The city of Medan, as the third largest city in Indonesia after Jakarta and Surabaya, is experiencing a very rapid increase in population. Based on data from the Central Statistics Agency (BPS) in 2023, the population of Medan City was recorded at 2,474,166 people (BPS, 2024). This increase in population has an impact on the high demand for transportation services, one of which is ride-hailing services such as Grab, which is a leading technology company in Southeast Asia. Grab provides a variety of services, ranging from transportation, delivery of goods, digital payments, to other services that can be accessed through applications on smartphones (Solihin et al., 2024).

However, along with the high use of transportation, there are also negative impacts on the environment, one of which is air pollution due to carbon emissions from motor vehicles. Motor vehicles, which are still dominated by fossil fuels, are one of the main contributors to air pollution that has the potential to damage environmental quality (Markina et al., 2022). In an effort to reduce these negative impacts, technology in the transportation sector continues to develop, one of which is the presence of environmentally friendly electric vehicles (EVs). Grab, as one of the main players in the ride-hailing industry, contributes to preserving the environment by launching an electric vehicle-based service, namely GrabElectric. The GrabElectric service was first introduced with the aim of reducing carbon emissions and supporting air pollution reduction (Erickson, 2024).

GrabElectric has grown rapidly, with more than 11,000 two-wheeler fleets operating across Indonesia by 2024 (Sidabutar, 2020). In fact, from 2021 to 2022, GrabElectric was recorded to have saved more than 100 million kilometers of trips, which is equivalent to 2,700 trips around the world. However, the use of GrabElectric is still limited, and the adoption of this service has not been as large as expected. One of the main factors that is an obstacle to increasing the use of GrabElectric services is the low public awareness of the importance of using environmentally friendly products (Usha & Kumar, 2024a). The concept of Green Product, which refers to products that can preserve nature and be friendly to the environment, has not been fully understood and accepted by the wider community. People are more likely to choose products or services based on convenience factors and affordable prices, without considering the environmental impact of the products used.

On the other hand, Grab also faces challenges related to the brand experience that users get from the services they use. One of the problems that often arises is the driver's non-compliance with the standard operating procedures (SOPs) set by the company. Violations of SOPs, such as violating traffic rules or exhibiting unprofessional behavior, can damage users' experience and reduce their trust in Grab services. The inconvenience caused by drivers who do not comply with the rules has a direct impact on users' perception of the quality of Grab's services (Yuniar et al., 2020). As a result, while Grab strives to provide convenience through quick and easy services, uncertainties related to service quality may affect users' decisions in choosing Grab as their transportation service provider.

The decline in user loyalty is also reflected in the data on Grab usage in Indonesia, which has experienced a gradual decline since 2019. Based on data from the Top Brand Award (2024), Grab's market share in Indonesia has decreased from 48% in 2018 to 35.3% in 2023. This shows that although Grab has made efforts to introduce eco-friendly service

innovations, such as GrabElectric, the company still faces challenges in maintaining user loyalty and trust. One of the causes is the imbalance between the factors of convenience, price, and concern for the environment that most consumers have (Saragih et al., 2024).

Based on this phenomenon, this study aims to examine the role of green products and brand experience in influencing decisions to use Grab services in Medan City. This research will explore how consumers' perception of eco-friendly products, particularly GrabElectric, as well as the quality of the brand experience they gain from Grab services, influences their decision to choose Grab services as a means of transportation. This research is expected to provide useful insights for Grab in designing more effective marketing strategies to increase the adoption of eco-friendly services and improve the user experience, as well as contribute to the development of corporate policies that support environmental sustainability.

REVIEW OF LITERATURE

Usage Decisions

The decision to use a product or service is influenced by various factors, both rational and emotional. In the context of transportation services such as Grab, users' decisions to choose or use a particular service are often driven by factors such as convenience, price, and convenience. However, in recent years, there has been a significant shift in consumer behavior related to environmental awareness, leading to an increasing interest in environmentally friendly products and services (Fatehi, 2024).

According to (Pitaloka et al., 2022), The decision to use a product is influenced by external and internal factors, including consumers' perception of the benefits provided by the product. In this case, Green Product, which refers to products or services that support environmental sustainability, is becoming increasingly important for consumers who care about the environmental impact of their consumption. Research ("Consumer Perception towards Eco-Friendly Products: A Quantitative Study," 2023) It shows that decisions to use eco-friendly products can be influenced by several factors, including awareness of environmental issues, product prices, and the availability of environmentally friendly alternatives. Consumers who are more aware of the importance of environmental sustainability tend to choose products that are more environmentally friendly, even if the price of the product is higher or the convenience is slightly reduced.

In the context of transportation, the decision to use a service like GrabElectric can be influenced by a variety of factors. A more environmentally conscious society will be more likely to choose electric vehicles because of their smaller impact on air pollution and climate change. However, despite this awareness, many consumers still prioritize convenience and more affordable prices in choosing transportation services (Purwanto & Irawan, 2024). This suggests that despite increasing awareness of the environment, practical factors such as cost and convenience still dominate usage decisions.

Green Product

Green Products are products designed to minimize negative impacts on the environment throughout their life cycle, from production to disposal. These products typically use environmentally friendly materials, reduce waste, and have high energy efficiency (Sharma, 2024). In recent years, the concept of Green Product has become increasingly popular among consumers, as more and more people care about environmental issues and strive to make more ecologically responsible choices.

According to (Bhardwaj et al., 2020), Green Product refers to products that prioritize environmental sustainability and provide positive benefits to nature. This includes the use of recycled materials, the reduction of carbon emissions, and the use of renewable energy in the production process. The Green Product concept focuses not only on the product itself, but also on sustainable services, such as electric vehicle-based transportation. Grab, as one of the companies that provides transportation services, presents GrabElectric as an environmentally friendly solution that aims to reduce carbon emissions generated by conventional vehicle fleets. These electric vehicles are more efficient in energy use and produce much lower emissions compared to fossil fuel vehicles (Shao & Zheng, 2023).

However, despite the growing popularity of Green Products, the adoption of eco-friendly products such as GrabElectric is still limited. Research by (Usha & Kumar, 2024b) shows that while there is great potential for the use of eco-friendly products, low consumer awareness and ignorance about the long-term benefits of Green Products are often obstacles in increasing the adoption of such products. This shows the importance of effective education and promotion from companies to increase public awareness of the benefits of Green Products.

Brand Experience

Brand experience refers to the overall interaction and feelings experienced by consumers when interacting with a brand. This brand experience includes all aspects related to the product or service offered, including product quality, service, and perception of the brand (Brandão et al., 2022). According to (Hadi et al., 2024), Brand experience can influence consumer loyalty and purchasing decisions. A positive experience with a brand can strengthen a consumer's relationship with the brand, while a negative experience can decrease loyalty and damage a brand's reputation.

In the context of transportation services, brand experience is crucial because customers tend to rate services based on their interaction with drivers, vehicle quality, ride comfort, and punctuality. For Grab, the brand experience depends not only on the quality of service, but also on how drivers adhere to the standard operating procedures (SOPs) that the company has set. Drivers' non-compliance with SOPs can create a negative experience for users, which in turn affects their perception of the Grab brand (Restu et al., 2023).

In addition, a good brand experience can also be influenced by the emotional elements contained in interaction with brands. Grab, for example, can improve the brand experience by ensuring that drivers comply with safety standards and provide safe and convenient services. A consistent and positive brand experience can help Grab maintain user loyalty and build trust, especially in highly competitive markets such as online transportation (Ratnawili et al., 2022).

The Relationship Between Green Product, Brand Experience, and Consumption Decisions

Green Product and Brand Experience have an important role in influencing the decision to use transportation services. Research by (Ardiyanti & Nasir, 2024) stating that these two factors interact with each other and can improve consumers' decision to choose a service. A positive brand experience can encourage consumers to choose eco-friendly products, while awareness of environmental sustainability can increase loyalty to brands that offer those products. In this case, Grab can leverage the combination of Green Product and

Brand Experience to increase the adoption of GrabElectric services, by ensuring that users get a satisfying experience that aligns with the sustainability values they care about.

RESEARCH METHOD

Research Location and Time

This research was conducted in the city of Medan, which includes 21 sub-districts in the city. The selection of this location was based on the high use of transportation services such as Grab, as well as issues related to air pollution and environmental awareness that were the focus of this research. The time for this research will be carried out from February 2025 to May 2025. This time range was chosen to provide enough time for data collection, analysis, and preparation of research reports.

Data Types and Sources

The data used in this study is quantitative data. According to (Junior, 2022), Quantitative data is data in the form of numbers or scores obtained through direct measurements in the field. This type of data was chosen because it allows for the collection of large amounts of data and statistical analysis that can show the relationship between the variables of the study.

The data sources in this study are divided into two categories, namely primary data and secondary data. By (Tarigan et al., 2024), Primary data is data obtained directly from the source, in this case Grab users in Medan City, which is used to solve the problem of this research. Secondary, however, is data obtained from other sources, such as company reports or previous research, that are used to strengthen and support the analysis of this research.

Population and Sample

The population in this study is all Grab service users in Medan City. Conform to the opinion (Arias-Gómez et al., 2016), Population is a whole subject that has certain characteristics that are relevant to the problem to be studied. In this case, the population is Grab users who use transportation services in Medan City. The sample used in this study was 140 Grab users in Medan City, who were selected using a non-random sampling technique, precisely purposive sampling. Purposive sampling is a sampling technique based on certain criteria set by the researcher. The number of samples was determined using Hairs' formula with the results of 140 respondents. The selection of this sample is based on the research objectives and criteria that have been set.

Operational Definition of Research Variables

Green Product (X1)

Green products in this study refer to products that are not harmful to humans and the environment, use environmentally friendly raw materials, and do not consume resources excessively. Indicators used to measure Green Product include the product hazard level, packaging used, raw materials, and eco-label certificates. The scale used to measure this variable is the Likert scale.

Brand Experience (X2)

Brand experience is a series of consumer responses to their interactions with various brand elements. These variables are measured through five main indicators: sensory, emotional, cognitive, behavioral, and social experiences (Sasivardhini & Kalaivani, 2024). This experience illustrates how brands can influence consumer perception and loyalty, using the Likert scale as a measuring tool.

User Results (Y)

User decisions in this study refer to the process of selecting Grab services by individuals or groups. These variables are measured through indicators such as needs and wants, information search, alternative evaluation, purchase decisions, and post-purchase evaluations, with the Likert scale as a measuring tool (Putri & Pradhanawati, 2022).

Data Collection Techniques

Questionnaire

The questionnaire was used to obtain written data from respondents related to Green Product, Brand Experience, and Grab Service Use Decisions. The Likert scale is used to measure respondents' perceptions and attitudes towards these variables, with answer options ranging from "Strongly Agree" to "Strongly Disagree".

Interview

Interviews were conducted with respondents to obtain additional information related to the phenomenon of Green Product and Brand Experience. These interviews are not structured, which means there are no strict interview guidelines, but rather questions that open discussions based on the results of questionnaires that have been filled out by respondents (Ratnawili et al., 2022).

Dokumentasi

The documentation is used to collect secondary data relating to the Grab company, such as annual reports, Grab usage data, and other relevant information that may support the analysis.

Validity and Reliability Tests

The validity test was carried out to find out whether the research instrument could measure the variables in question correctly. Validity is tested by comparing the calculated value with the rtable, provided that if the calculation is ≥ rtable, then the instrument is valid (Hamid et al., 2019). Reliability was tested using Cronbach's Alpha technique, which is used to determine the consistency of research instruments. An instrument is said to be reliable if Cronbach's Alpha value ≥ 0, (Usha & Kumar, 2024b).

Data Analysis Techniques

Classic Assumption Test

In regression analysis, a classical assumption test is required to ensure that the regression model used is valid. Normality, multicollinearity, and heteroscedasticity tests were performed to ensure the data were eligible for further analysis.

Normality Test

Normality tests are performed to determine whether the residual distribution of data follows the normal distribution. Graph analysis and Kolmogorov-Smirnov (K-S) tests were used to test the normality of residual data (Tarigan et al., 2024).

Multicollinearity Test

The multicollinearity test aims to ensure that there is no high correlation between independent variables in the regression model. This test was carried out by looking at the value of tolerance and the Variance Inflation Factor (VIF) (Tarigan et al., 2024).

Heteroscedasticity Test

This test is used to check if there is an inequality of variance between the residual observations and each other. Heteroscedasticity testing was performed using graph analysis and the Glejser test (Tarigan et al., 2024).

Partial Significance Test (t-Test)

According to Wardani & Permatasari (2022), the T statistical test is an individual partial regression coefficient test used to determine whether an independent variable affects a bound variable (Wardani & Permatasari, 2022). The null hypothesis (H0) to be tested is whether a parameter (b1) is equal to zero, or:

a. $H0 : b_1 , b_2 = 0$. This means that Green Product and Brand Experience partially do not affect the Decision to use Grab Services in Medan City.
b. $HA : b_1 , b_2 \neq 0$, This means that Green Product and Brand Experience partially affect the Decision to use Grab Services in Medan City (Jasaputra & Santosa, 2014).

Simultaneous Significance Test (F Test)

According to Sahir (2022:53), this F test is used to recognize whether there is a simultaneous influence of free variables on bound variables. The form of the hypothesis is as follows:

a. H0 : $b_1 , b_2 = 0$. This means that Green Product and Brand Experience simultaneously do not affect the Decision to use Grab Services in Medan City.
1. HA : $b_1 , b_2 \neq 0$, This means that Green Product and Brand Experience simultaneously affect the Decision to use Grab Services in Medan City.

Coefficient of Determination Test (R2 Test)

According to Indartini & Mutmainah (2024:45), the coefficient of determination (R2) essentially measures how far the capabilities of the dependent data can be explained by independent data (Indartini & Mutmainah, 2024). The value of the coefficient of determination is between zero and one. A small R2 value means that the ability of independent variables to explain the variation of dependent variables is very limited. A value close to one means that independent variables provide almost all the information needed to predict the variation of dependent variables.

RESULTS AND DISCUSSION

Characteristics of Respondents by Gender

The characteristics of respondents by gender can be seen in Table 1.

Table 1.
Characteristics of Respondents by Gender

No.	Gender	Amount	Presentase
1.	Male	62	44,29%
2.	Female	78	55,71%
Total		**140**	**100%**

Based on Table 1, the majority of respondents were women with 78 people (55.71%), while men consisted of 62 people (44.29%). This shows that Grab service users in Medan City are dominated by women. This factor may reflect the trend of using transportation services in Medan City, where women are more likely to use ride-hailing services for daily mobility. In this context, it is important to consider the characteristics of female users in designing more effective marketing strategies and targeting their preferences.

Characteristics of Respondents by Age

Table 2.
Characteristics of Respondents by Age

No.	Age	Sum	Presentase
1.	Adolescent	28	20,00%
2.	Adult	77	55,00%
3.	Elderly	35	25,00%
Total		**140**	**100%**

Table 2 shows that the majority of respondents were in the adult age group with 77 people (55.00%), followed by the elderly group with 35 people (25.00%) and adolescents with 28 people (20.00%). This indicates that Grab's services are more widely used by adults who may have higher levels of mobility and more frequent transportation needs compared to other age groups. The study provides insight that Grab is more popular among working adults, who may be more concerned about convenience and speed in using transportation services.

Respondent Characteristics Based on Frequency of Use of Grab Services

Table 3.
Respondent Characteristics Based on Frequency of Use of Grab Services

No.	Serin / No (/Sunday)	Sum	Presentase
1.	1-5 times	13	9,29%
2.	6-10 times	24	17,14%
3.	11-15 times	38	27,14%
4.	> 15 times	65	46,43%
Total		**140**	**100%**

Based on Table 3, the majority of respondents (46.43%) use Grab more than 15 times per week, while 9.29% of respondents only use Grab between 1-5 times per week. This shows that most users in Medan City are quite dependent on Grab as their main means of transportation, with a high frequency of use. These high-frequency users may have greater transportation needs or be more comfortable with Grab services compared to other modes of transportation.

Validity Test Results

Table 4.
Results of the Green Product Variable Validity Test

Grain Statement	R count	R table	Criterion	Information
1	0,769	0,361	rcount > rtable	Valid
2	0,643	0,361	rcount > rtable	Valid
3	0,534	0,361	rcount > rtable	Valid
4	0,741	0,361	rcount > rtable	Valid
5	0,693	0,361	rcount > rtable	Valid
6	0,734	0,361	rcount > rtable	Valid
7	0,786	0,361	rcount > rtable	Valid
8	0,717	0,361	rcount > rtable	Valid

Table 5.
Results of the Validity Test of Brand Experience Variables

Grain Statement	R count	R table	Criterion	Information
1	0,676	0,361	rcount > rtable	Valid
2	0,775	0,361	rcount > rtable	Valid
3	0,818	0,361	rcount > rtable	Valid
4	0,692	0,361	rcount > rtable	Valid
5	0,744	0,361	rcount > rtable	Valid
6	0,675	0,361	rcount > rtable	Valid
7	0,578	0,361	rcount > rtable	Valid
8	0,622	0,361	rcount > rtable	Valid
9	0,710	0,361	rcount > rtable	Valid
10	0,487	0,361	rcount > rtable	Valid

Table 6.
Results of the Validity Test of User Decision Variables

Grain Statement	R count	R table	Criterion	Information
1	0,609	0,361	rcount > rtable	Valid
2	0,714	0,361	rcount > rtable	Valid
3	0,833	0,361	rcount > rtable	Valid
4	0,875	0,361	rcount > rtable	Valid
5	0,594	0,361	rcount > rtable	Valid
6	0,739	0,361	rcount > rtable	Valid
7	0,772	0,361	rcount > rtable	Valid
8	0,768	0,361	rcount > rtable	Valid
9	0,677	0,361	rcount > rtable	Valid
10	0,681	0,361	rcount > rtable	Valid

From the results of the validity test shown in Tables 4, 5, and 6, all statement items for the three variables (Green Product, Brand Experience, and User Decision) were proven to be valid because the calculated value was greater than the rtabul. This shows that the instrument used in this study can measure the variables in question well and in accordance with the purpose of the research. This good validity is important to ensure that the data collected is relevant and can be used for further analysis.

Reliability Test Results

Table 7.
Reliability Test Results

Variabel	Cronbach's Alpha	Number of Questionnaires	Information
Green Product	0,842	8	Good Reliability
Brand Experience	0,864	10	Good Reliability
User Results	0,901	10	Good Reliability

The results of the reliability test shown in Table 7 show that all variables have a Cronbach's Alpha value of more than 0.80, which means that all three variables have

excellent reliability. This shows that this research instrument is consistent and reliable in measuring respondents' perceptions of Green Products, Brand Experience, and User Decisions. High reliability improves the accuracy of research results, ensuring that the findings obtained are stable and not random.

Multiple Linear Regression Analysis

Table 8.
Multiple Linear Regression Analysis Results

Variabel	B
(Constant)	3.774
Green Product	0.486
Brand Experience	0.466

The results of multiple linear regression analysis show that Green Product and Brand Experience have a positive effect on User Decisions. Each one increase in Green Product will increase User Decisions by 0.486 units, while every one increase in Brand Experience will increase User Decisions by 0.466 units. This shows that these two variables have a significant contribution to users' decisions in choosing Grab services.

Results of the t-test (Partial test)

Table 9.
Multiple Linear Regression Analysis Results

X to Y relationship	t	Sig.
Green Product	8.019	.000
Brand Experience	10.612	.000

Based on the results of the t-test in Table 9, both Green Product (tcal = 8.019, sig = 0.000) and Brand Experience (tcal = 10.612, sig = 0.000) have a significant effect on User Decision, because the tcal value is greater than ttable and the significant value is less than 0.05. Therefore, the H1 and H2 hypotheses are accepted, which means that these two variables individually have a significant effect on the user's decision.

F Test Results (Simultaneous Test)

The results of the F test showed that the Fcal value of 90.733 was greater than the Ftable of 3.06, and the significant value of 0.000 was smaller than 0.05. This shows that Green Product and Brand Experience simultaneously have a significant effect on User Decisions. Therefore, the H3 hypothesis is accepted, which means that the two independent variables together influence the user's decision.

Determination Coefficient Test Results

Based on the results of the determination coefficient test, the R Square value of 0.570 indicates that 57% of the variation in User Decision can be explained by the Green Product and Brand Experience variables. The rest, 43%, is explained by other variables that were not studied in this study, such as Brand Image and Consumer Attitude.

CONCLUSION

Based on the results of a study conducted in Medan City with 140 respondents who use Grab services, it can be concluded that Green Product and Brand Experience have a significant influence on users' decisions in choosing Grab services. Green Products are proven to influence user decisions, where the more positive the consumer's perception of

environmentally friendly products, the more likely they are to use Grab services. This shows that environmental awareness and preference for more environmentally friendly products are important factors in consumer decisions. In addition, Brand Experience also plays a significant role, with any improvement in a user's experience of the Grab brand, such as convenience, trust, and quality of service, contributing to their decision to choose Grab. A positive brand experience is essential in creating loyalty and influencing user behavior.

Simultaneously, Green Product and Brand Experience support each other in influencing user decisions, which shows that both need to be considered in designing marketing strategies. These two factors work together to strengthen users' decisions in choosing Grab. Based on the classical assumption test, the regression model used in this study was proven to be valid, met the normality assumptions, and did not experience multicollinearity and heteroscedasticity, which ensured that the model was reliable for further analysis.

The results of this study provide recommendations for Grab to further optimize the promotion and introduction of GrabElectric services as an alternative to environmentally friendly products. In addition, Grab needs to continue to improve the brand experience felt by users by improving the quality of service and personal interaction with users. By focusing on these two factors, Grab can increase user loyalty and expand market share, especially among consumers who are increasingly concerned about environmental issues. Overall, Green Product and Brand Experience are two significant factors in influencing users' decision to choose Grab services, so they should be a major part of the company's marketing strategy.

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