

ATTACHMENTS

i. Tabulation

No.	The Influence of Social Media Marketing Exposure (X1)							Total
1.	4	3	4	3	2	2	2	20
2.	3	3	1	1	1	1	2	12
3.	4	1	1	0	1	1	0	8
4.	3	1	1	1	1	1	0	8
5.	3	1	3	1	2	1	0	11
6.	4	2	1	2	1	0	2	12
7.	3	2	2	2	1	1	2	13
8.	4	2	1	1	1	2	0	11
9.	4	1	1	0	1	1	1	9
10.	4	1	1	1	1	1	1	10
11.	4	1	2	2	1	1	1	12
12.	3	0	1	2	0	2	1	9
13.	4	1	4	1	0	1	0	11
14.	2	1	2	2	0	1	1	9
15.	3	1	2	1	7	2	1	17
16.	4	3	2	1	2	1	1	14
17.	4	1	1	1	3	1	1	12
18.	3	2	4	2	5	1	2	19
19.	4	1	2	1	1	2	1	12
20.	4	1	2	2	3	0	1	13
21.	3	4	1	2	0	1	1	12
22.	2	1	2	1	1	1	1	9
23.	4	1	4	0	1	1	0	11
24.	4	1	4	1	1	0	0	11
25.	4	3	1	1	4	2	1	16
26.	3	2	2	0	3	2	1	13
27.	3	2	2	1	2	2	1	13
28.	4	1	2	2	2	1	1	13
29.	4	2	4	1	1	0	2	14
30.	3	1	1	0	0	1	1	7

31	2	3	1	2	0	0	1	9
32	3	1	2	1	2	0	1	10
33	3	1	1	0	1	1	0	7
34	4	1	3	0	2	1	1	12
35	3	1	2	0	0	1	0	7
36	4	1	1	1	0	1	0	8
37	3	1	1	2	0	1	1	9
38	4	1	2	1	1	1	0	10
39	3	1	2	1	3	1	1	12
40	4	1	4	0	2	2	0	13
41	4	1	1	0	2	1	0	9
42	3	0	2	0	1	0	2	8
43	3	3	0	0	0	0	0	6
44	3	1	2	1	2	1	1	11
45	4	1	2	0	3	1	1	12
46	4	1	2	0	2	2	0	11
47	4	1	1	0	2	1	1	10
48	4	1	1	1	1	1	0	9
49	4	3	2	2	3	1	1	16
50	3	1	2	0	0	2	1	9
51	4	2	1	1	2	1	1	12
52	4	1	1	1	1	1	1	10
53	4	2	2	2	1	1	2	14
54	4	2	2	2	1	1	1	13
55	4	2	2	2	1	1	1	13
56	3	1	1	1	2	2	0	10
57	4	1	1	1	1	1	0	9
58	4	2	3	2	3	1	2	17
59	4	2	1	0	2	1	1	11
60	4	1	3	0	1	1	1	11
61	3	2	1	0	1	1	0	8
62	3	3	2	0	1	1	0	10
63	3	3	1	2	3	1	0	13
64	4	1	1	2	1	1	1	11
65	4	1	1	0	2	1	1	10
66	3	4	3	0	1	2	0	13

67	4	1	1	1	1	1	1	10
68	4	0	4	2	0	2	1	13
69	4	0	1	1	0	1	0	7
70	4	1	1	0	0	1	0	7
71	4	3	4	0	0	1	0	12
72	4	2	4	1	1	1	0	13
73	4	2	4	0	1	1	1	13
74	4	2	1	1	2	1	0	11
75	4	3	1	1	1	1	1	12
76	4	2	3	0	1	2	1	13
77	4	3	1	1	1	1	1	12
78	4	1	2	2	0	2	0	11
79	4	2	1	1	0	1	0	9
80	4	1	3	2	3	2	1	16
81	4	1	2	1	2	1	0	11
82	4	1	1	1	1	0	0	8
83	4	1	1	0	1	1	0	8
84	4	3	1	2	3	1	0	14
85	3	1	1	1	0	1	1	8
86	3	1	3	1	1	0	0	9
87	3	1	2	0	1	1	0	8
88	3	1	3	0	3	1	1	12
89	4	0	1	1	3	1	0	10
90	3	1	1	0	2	0	1	8
91	4	2	3	1	3	1	0	14
92	3	2	2	2	1	1	0	11
93	3	1	1	1	2	1	0	9
94	4	2	2	1	2	1	1	13
95	4	1	1	2	3	2	0	13
96	3	2	1	0	0	1	0	7
97	4	1	1	2	0	1	1	10
98	4	1	1	0	1	1	0	8
99	4	1	2	0	1	1	0	9
100	4	2	2	2	3	2	1	16
101	4	2	3	2	1	2	1	15
102	4	1	2	1	1	1	0	10

103	4	1	1	1	3	1	0	11
104	4	1	1	1	1	0	0	8
105	4	1	1	0	3	1	1	11
106	3	1	2	0	2	1	2	11
107	3	2	2	0	2	1	1	11
108	4	1	4	0	1	1	2	13
109	4	2	2	2	2	1	1	14
110	3	3	1	0	1	1	0	9
111	3	2	2	0	3	1	0	11
112	3	1	4	0	1	1	0	10
113	3	2	2	2	3	1	0	13
114	4	1	2	1	1	1	0	10
115	3	1	2	2	0	2	1	11
116	3	1	4	2	1	2	0	13
117	3	3	1	0	2	1	0	10
118	3	2	4	0	0	1	1	11
119	3	3	1	2	1	1	1	12
120	3	0	2	0	2	0	0	7
121	3	1	3	1	1	2	1	12
122	3	1	1	2	6	1	0	14
123	3	1	1	0	1	0	0	6
124	4	0	1	1	0	1	1	8
125	4	2	2	0	2	1	1	12
126	3	1	2	1	3	1	0	11
127	3	1	1	0	0	0	0	5
128	4	1	3	1	3	1	0	13
129	4	2	1	2	3	1	1	14
130	3	1	1	0	0	1	0	6
131	3	2	1	0	0	0	1	7
132	4	1	2	0	3	1	0	11
133	4	2	1	1	1	0	1	10
134	4	3	2	1	1	2	0	13
135	4	1	2	0	1	1	1	10
136	2	3	1	0	1	2	0	9
137	3	2	1	1	0	1	0	8
138	3	1	2	1	1	1	0	9

139	4	3	1	2	0	1	0	11
140	4	3	2	1	3	1	1	15
141	3	2	4	2	2	1	1	15
142	3	1	4	0	0	1	1	10
143	4	2	2	0	2	1	1	12
144	4	2	2	2	0	1	0	11
145	4	2	3	1	1	2	0	13
146	4	2	1	1	1	2	1	12
147	3	2	3	2	7	1	0	18
148	3	1	1	0	0	1	0	6
149	3	4	1	1	1	2	1	13
150	3	1	1	1	2	1	0	9
151	4	1	2	1	1	1	1	11
152	4	2	3	1	0	2	0	12
153	4	3	1	1	3	1	1	14
154	4	2	1	1	2	1	1	12
155	4	1	1	2	0	1	0	9
156	4	1	0	0	1	0	0	6
157	3	1	1	2	1	1	0	9
158	3	1	2	1	3	1	0	11
159	4	2	2	2	1	1	1	13
160	4	2	4	1	1	2	1	15
161	4	1	2	1	6	1	1	16
162	3	1	1	0	0	1	0	6
163	4	1	3	1	3	1	0	13
164	3	1	1	1	3	1	0	10
165	3	2	1	2	1	1	1	11
166	4	2	1	0	0	1	1	9

No.	The Influence of Email Blast Exposure (X2)	Total
1.	2	4
2.	2	4
3.	1	3
4.	1	3
5.	1	5

6.	2	1	5
7.	1	2	8
8.	3	3	8
9.	1	2	5
10.	3	1	5
11.	2	2	5
12.	2	2	5
13.	3	2	7
14.	1	2	5
15.	3	1	5
16.	2	3	6
17.	1	1	3
18.	0	2	5
19.	1	2	4
20.	4	3	8
21.	3	2	7
22.	3	3	8
23.	0	1	2
24.	2	2	6
25.	2	3	7
26.	2	3	7
27.	2	3	8
28.	1	1	3
29.	1	3	6
30.	0	0	1
31.	4	0	5
32.	1	3	6
33.	2	2	6
34.	3	2	6
35.	3	4	9
36.	2	1	5
37.	2	2	6
38.	1	3	8
39.	3	1	6
40.	2	2	8
41.	2	1	4

42	6	2	13
43	3	3	11
44	4	2	7
45	6	2	12
46	3	2	10
47	1	4	6
48	2	2	6
49	1	2	5
50	1	2	4
51	4	1	6
52	2	1	4
53	2	4	8
54	3	2	7
55	2	1	4
56	2	2	6
57	6	1	8
58	2	3	7
59	2	2	7
60	1	1	5
61	2	2	6
62	3	2	8
63	4	3	8
64	0	4	9
65	1	1	3
66	2	2	7
67	2	5	10
68	1	3	6
69	0	2	4
70	3	3	8
71	2	1	6
72	0	1	2
73	2	2	8
74	2	3	6
75	3	1	5
76	2	5	12
77	1	1	5

78	2	1	5
79	1	2	4
80	1	1	3
81	1	3	6
82	1	1	3
83	0	1	2
84	1	2	4
85	0	3	5
86	1	2	5
87	1	2	4
88	0	1	3
89	1	1	3
90	2	5	10
91	1	3	7
92	1	0	4
93	3	1	5
94	4	4	10
95	3	3	9
96	1	1	3
97	0	1	2
98	1	1	3
99	1	2	4
100	2	3	7
101	0	2	7
102	1	1	3
103	0	0	0
104	1	1	3
105	0	1	2
106	3	2	6
107	4	3	8
108	1	1	3
109	4	3	9
110	3	2	7
111	0	2	6
112	3	2	7
113	3	2	7

114	3	1	7
115	1	1	6
116	2	1	4
117	0	1	3
118	0	2	3
119	2	2	6
120	1	5	7
121	1	2	5
122	0	1	1
123	1	1	3
124	2	1	4
125	3	3	8
126	1	2	8
127	0	1	2
128	1	1	4
129	0	1	4
130	0	0	0
131	3	2	8
132	1	5	9
133	3	2	8
134	1	2	4
135	3	2	6
136	0	3	8
137	1	2	5
138	1	1	5
139	2	2	6
140	4	3	10
141	1	1	5
142	1	3	6
143	1	2	5
144	1	1	3
145	1	3	6
146	4	3	10
147	1	1	3
148	3	1	5
149	3	1	5

150	3	1	6
151	1	1	3
152	3	1	5
153	1	1	3
154	1	2	4
155	3	1	5
156	3	2	6
157	2	1	4
158	2	5	10
159	1	3	5
160	0	5	10
161	3	3	10
162	2	3	10
163	1	1	3
164	2	1	5
165	2	1	5
166	2	2	4

No.	Brand Loyalty on Grab Application (Y)					Total
1.	4	3	4	3	2	48
2.	3	3	1	1	1	33
3.	4	1	1	0	1	21
4.	3	1	1	1	1	44
5.	3	1	3	1	2	27
6.	4	2	1	2	1	44
7.	3	2	2	2	1	19
8.	4	2	1	1	1	40
9.	4	1	1	0	1	45
10.	4	1	1	1	1	33
11.	4	1	2	2	1	46
12.	3	0	1	2	0	38
13.	4	1	4	1	0	43
14.	2	1	2	2	0	35
15.	3	1	2	1	7	43
16.	4	3	2	1	2	50

17.	4	1	1	1	3	29
18.	3	2	4	2	5	32
19.	4	1	2	1	1	48
20.	4	1	2	2	3	41
21.	3	4	1	2	0	34
22.	2	1	2	1	1	37
23.	4	1	4	0	1	25
24.	4	1	4	1	1	47
25.	4	3	1	1	4	42
26.	3	2	2	0	3	44
27.	3	2	2	1	2	44
28.	4	1	2	2	2	38
29.	4	2	4	1	1	42
30.	3	1	1	0	0	45
31.	2	3	1	2	0	22
32.	3	1	2	1	2	43
33.	3	1	1	0	1	31
34.	4	1	3	0	2	48
35.	3	1	2	0	0	30
36.	4	1	1	1	0	29
37.	3	1	1	2	0	30
38.	4	1	2	1	1	42
39.	3	1	2	1	3	35
40.	4	1	4	0	2	30
41.	4	1	1	0	2	40
42.	3	0	2	0	1	24
43.	3	3	0	0	0	48
44.	3	1	2	1	2	35
45.	4	1	2	0	3	43
46.	4	1	2	0	2	41
47.	4	1	1	0	2	33
48.	4	1	1	1	1	50
49.	4	3	2	2	3	45
50.	3	1	2	0	0	45
51.	4	2	1	1	2	41
52.	4	1	1	1	1	36

53	4	2	2	2	1	47
54	4	2	2	2	1	40
55	4	2	2	2	1	37
56	3	1	1	1	2	33
57	4	1	1	1	1	34
58	4	2	3	2	3	30
59	4	2	1	0	2	38
60	4	1	3	0	1	34
61	3	2	1	0	1	15
62	3	3	2	0	1	44
63	3	3	1	2	3	32
64	4	1	1	2	1	40
65	4	1	1	0	2	47
66	3	4	3	0	1	45
67	4	1	1	1	1	40
68	4	0	4	2	0	28
69	4	0	1	1	0	29
70	4	1	1	0	0	50
71	4	3	4	0	0	19
72	4	2	4	1	1	25
73	4	2	4	0	1	39
74	4	2	1	1	2	44
75	4	3	1	1	1	42
76	4	2	3	0	1	31
77	4	3	1	1	1	42
78	4	1	2	2	0	10
79	4	2	1	1	0	24
80	4	1	3	2	3	37
81	4	1	2	1	2	37
82	4	1	1	1	1	35
83	4	1	1	0	1	25
84	4	3	1	2	3	30
85	3	1	1	1	0	40
86	3	1	3	1	1	28
87	3	1	2	0	1	42
88	3	1	3	0	3	17

89	4	0	1	1	3	20
90	3	1	1	0	2	47
91	4	2	3	1	3	40
92	3	2	2	2	1	41
93	3	1	1	1	2	31
94	4	2	2	1	2	36
95	4	1	1	2	3	35
96	3	2	1	0	0	31
97	4	1	1	2	0	38
98	4	1	1	0	1	42
99	4	1	2	0	1	38
100	4	2	2	2	3	26
101	4	2	3	2	1	43
102	4	1	2	1	1	32
103	4	1	1	1	3	45
104	4	1	1	1	1	45
105	4	1	1	0	3	44
106	3	1	2	0	2	23
107	3	2	2	0	2	34
108	4	1	4	0	1	34
109	4	2	2	2	2	32
110	3	3	1	0	1	29
111	3	2	2	0	3	40
112	3	1	4	0	1	38
113	3	2	2	2	3	42
114	4	1	2	1	1	46
115	3	1	2	2	0	29
116	3	1	4	2	1	43
117	3	3	1	0	2	35
118	3	2	4	0	0	43
119	3	3	1	2	1	17
120	3	0	2	0	2	35
121	3	1	3	1	1	32
122	3	1	1	2	6	31
123	3	1	1	0	1	31
124	4	0	1	1	0	46

125	4	2	2	0	2	34
126	3	1	2	1	3	45
127	3	1	1	0	0	36
128	4	1	3	1	3	25
129	4	2	1	2	3	45
130	3	1	1	0	0	10
131	3	2	1	0	0	30
132	4	1	2	0	3	46
133	4	2	1	1	1	44
134	4	3	2	1	1	24
135	4	1	2	0	1	45
136	2	3	1	0	1	38
137	3	2	1	1	0	43
138	3	1	2	1	1	35
139	4	3	1	2	0	46
140	4	3	2	1	3	37
141	3	2	4	2	2	27
142	3	1	4	0	0	17
143	4	2	2	0	2	49
144	4	2	2	2	0	40
145	4	2	3	1	1	44
146	4	2	1	1	1	33
147	3	2	3	2	7	20
148	3	1	1	0	0	35
149	3	4	1	1	1	43
150	3	1	1	1	2	40
151	4	1	2	1	1	32
152	4	2	3	1	0	38
153	4	3	1	1	3	36
154	4	2	1	1	2	43
155	4	1	1	2	0	42
156	4	1	0	0	1	46
157	3	1	1	2	1	29
158	3	1	2	1	3	35
159	4	2	2	2	1	50
160	4	2	4	1	1	50

161	4	1	2	1	6	38
162	3	1	1	0	0	33
163	4	1	3	1	3	37
164	3	1	1	1	3	24
165	3	2	1	2	1	26
166	4	2	1	0	0	33

ii. Validity Test (X1, X2 and Y)

XI		Correlations							TOTAL X1
		Top Of Mind	Jumlah Pengetahuan Respondents dalam me-mention Social Media Medium yang digunakan Grab	Jumlah Pengetahuan Respondents dalam me-mention Campaign yang digunakan Grab	Jumlah Pengetahuan Respondents dalam me-mention Grab Brand Ambassadors	Jumlah Pengetahuan Respondents dalam me-mention Celebrity Endorsement yang digunakan Grab	Jumlah Pengetahuan Respondents dalam me-mention Tagline yang digunakan Grab	Jumlah Pengetahuan Respondents dalam me-mention Promo dan Discount yg digunakan Grab	
Top Of Mind	Pearson Correlation	1	-.053	.072	.075	.048	.068	.056	.284**
	Sig. (2-tailed)		.497	.354	.338	.543	.382	.472	.000
	N	166	166	166	166	166	166	166	166
Jumlah Pengetahuan Respondents dalam me-mention Social Media Medium yang digunakan Grab	Pearson Correlation	-.053	1	-.027	.149	.025	.128	.133	.400**
	Sig. (2-tailed)	.497		.730	.056	.746	.101	.087	.000
	N	166	166	166	166	166	166	166	166
Jumlah Pengetahuan Respondents dalam me-mention Campaign yang digunakan Grab	Pearson Correlation	.072	-.027	1	.038	.090	.212**	.150	.512**
	Sig. (2-tailed)	.354	.730		.628	.249	.006	.053	.000
	N	166	166	166	166	166	166	166	166
Jumlah Pengetahuan Respondents dalam me-mention Grab Brand Ambassadors	Pearson Correlation	.075	.149	.038	1	.137	.143	.209**	.510**
	Sig. (2-tailed)	.338	.056	.628		.079	.065	.007	.000
	N	166	166	166	166	166	166	166	166
Jumlah Pengetahuan Respondents dalam me-mention Celebrity Endorsement yang digunakan Grab	Pearson Correlation	.048	.025	.090	.137	1	.079	.076	.612**
	Sig. (2-tailed)	.543	.746	.249	.079		.313	.328	.000
	N	166	166	166	166	166	166	166	166
Jumlah Pengetahuan Respondents dalam me-mention Tagline yang digunakan Grab	Pearson Correlation	.068	.128	.212**	.143	.079	1	-.002	.411**
	Sig. (2-tailed)	.382	.101	.006	.065	.313		.984	.000
	N	166	166	166	166	166	166	166	166
Jumlah Pengetahuan Respondents dalam me-mention Promo dan Discount yg digunakan Grab	Pearson Correlation	.056	.133	.150	.209**	.076	-.002	1	.434**
	Sig. (2-tailed)	.472	.087	.053	.007	.328	.984		.000
	N	166	166	166	166	166	166	166	166
TOTAL X1	Pearson Correlation	.284**	.400**	.512**	.510**	.612**	.411**	.434**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166	166	166

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations					
X2		Jumlah Pengetahuan Respondents dalam me-mention Grab Product Services	Jumlah Pengetahuan dalam me-mention Newsletter yang dikirimkan Grab ke Email Pribadi Respondents	Jumlah informasi terkait detail e-receipt yang di mention respondents (5)	TOTAL X2
Jumlah Pengetahuan Respondents dalam me-mention Grab Product Services	Pearson Correlation	1	.137	.066	.612**
	Sig. (2-tailed)		.078	.397	.000
	N	166	166	166	166
Jumlah Pengetahuan dalam me-mention Newsletter yang dikirimkan Grab ke Email Pribadi Respondents	Pearson Correlation	.137	1	.410**	.726**
	Sig. (2-tailed)	.078		.000	.000
	N	166	166	166	166
Jumlah informasi terkait detail e-receipt yang di mention respondents (5)	Pearson Correlation	.066	.410**	1	.712**
	Sig. (2-tailed)	.397	.000		.000
	N	166	166	166	166
TOTAL X2	Pearson Correlation	.612**	.726**	.712**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	166	166	166	166

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations							
Y		Belief in Using Grab	Satisfaction in Using Grab	To use Grab over other app	To use Grab over other app	Attitude to use Grab over other app	TOTAL Y
Belief in Using Grab	Pearson Correlation	1	.646**	.510**	.589**	.597**	.793**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	166	166	166	166	166	166
Satisfaction in Using Grab	Pearson Correlation	.646**	1	.483**	.591**	.651**	.812**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	166	166	166	166	166	166
To use Grab over other app	Pearson Correlation	.510**	.483**	1	.483**	.487**	.732**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	166	166	166	166	166	166
To use Grab over other app	Pearson Correlation	.589**	.591**	.483**	1	.771**	.843**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	166	166	166	166	166	166
Attitude to use Grab over other app	Pearson Correlation	.597**	.651**	.487**	.771**	1	.865**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	166	166	166	166	166	166
TOTAL Y	Pearson Correlation	.793**	.812**	.732**	.843**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	166	166	166	166	166	166

** . Correlation is significant at the 0.01 level (2-tailed).

iii. Reliability Test (X1, X2, and Y)

<p>Case Processing Summary</p> <table border="1"> <thead> <tr> <th colspan="2"></th> <th>N</th> <th>%</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Cases</td> <td>Valid</td> <td>166</td> <td>100.0</td> </tr> <tr> <td>Excluded^a</td> <td>0</td> <td>.0</td> </tr> <tr> <td>Total</td> <td>166</td> <td>100.0</td> </tr> </tbody> </table> <p>a. Listwise deletion based on all variables in the procedure.</p>			N	%	Cases	Valid	166	100.0	Excluded ^a	0	.0	Total	166	100.0	→	<p>Reliability Statistics</p> <table border="1"> <thead> <tr> <th>Cronbach's Alpha</th> <th>N of Items</th> </tr> </thead> <tbody> <tr> <td>.660</td> <td>8</td> </tr> </tbody> </table>	Cronbach's Alpha	N of Items	.660	8	XI
		N	%																		
Cases	Valid	166	100.0																		
	Excluded ^a	0	.0																		
	Total	166	100.0																		
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		N	%																		
Cases	Valid	166	100.0																		
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	Excluded ^a	0	.0																		
	Total	166	100.0																		
Cronbach's Alpha	N of Items																				
.809	6																				

iv. Research Matrix

No	VARIABLES	INDICATORS	MEASUREMENT
1.	Social Media Marketing Exposure	Having the knowledge to mention the social media medium that Grab used to advertise their product services	Respondents were able to mention <u>Facebook, Instagram, Twitter, Tik Tok, and Youtube Ads</u> as social media platforms that Grab used
		Having the knowledge to mention the types of campaigns that Grab had	Respondents are able to mention at least one or more of Grab campaigns, such as: <u>1. #KeepKalem (Grab Transport)</u> <u>2. #SIKAATSquad (Grab.id)</u> <u>3. #PercayaSemuaBisaDiAtur (Campaign akhir tahun Grab)</u>

			<p>4. <u>#PercayaPangkalBisa (Grab.id)</u></p> <p>5. <u>#AntiNgaret (Grab.id)</u></p>
		Having the knowledge to mention Grab brand ambassadors	<p>Respondents able to mention the current Grab brand ambassadors are <u>Refal Hadi, Rina Nose, Ikhsan Lemon, Haruka Nakagawa, and Devina Hermawan.</u></p> <p>Respondents who mentioned <u>Raffi Ahmad and Nagita Slavina</u> are still counting. Because they tend to appear in the few Grab Transports advertisements.</p>
		Having the knowledge to mention the celebrity endorsement that Grab used	<p>Respondents are able to mention at least one or more celebrity endorsements that Grab used, such as</p> <ol style="list-style-type: none"> 1. <u>Nicholas Saputra</u> 2. <u>Doripu</u> 3. <u>Marlo Ernesto</u> 4. <u>Inul Daratista</u> 5. <u>Gamcul</u> 6. <u>Ikhsan lemon</u> 7. <u>Rina Nose</u> 8 <u>Haruka Nakagawa</u> 9. <u>Devina</u> 10. <u>etc</u>
		Having the knowledge to mention the tagline that Grabs used through Grab's social media	<p>Respondents are able to mention the tagline that Grab had, the tagline itself is:</p> <ol style="list-style-type: none"> 1. <u>#KeepKalem (Grab Transport)</u> 2. <u>#PercayaPangkalBisa (Grab.id)</u>
		Having the knowledge to mention the promotion and discounts that Grab had	<p>Respondents are able to mention the promotion and discounts that Grab had, such as:</p>

			<p><u>1. Grab Unlimited</u> (For all product services) – Promotions</p> <p><u>2. Grab Hemat & YukGrab</u> (Grab Transport, Grab Food, and Grab Mart) - Discounts and Promotion</p> <p><u>3. Promo Gajian</u> (Grab Food) - Discounts and Promotion</p> <p><u>4. Diskon Kilat</u></p> <p><u>5. Discount 15/20/30% for all Grab Services</u></p>
2.	Email Blast Exposure	Having the knowledge to mention the message or information that has been frequently sent through respondents' emails	<p>Respondents are able to mention the message or information that has been frequently sent through their email, such as</p> <p>1. <u>The information about the services that Grab Mart had</u></p> <p>2. <u>The message about the promotion that Grab Food had</u></p> <p>3. <u>The promotion of Grab Transport and Grab Unlimited</u></p>
		Having the knowledge to mention Grab product services that have been advertised through respondents' email	<p>Respondents are able to mention the product services that Grab has advertised through emails, such as:</p> <p>1. <u>Grab Food</u></p> <p>2. <u>Grab Transport (Grab Bike and Grab Car)</u></p> <p>3. <u>Grab Mart</u></p> <p>4. <u>Grab Express</u></p> <p>5. <u>The promotion of using Grab Unlimited</u></p>
		Having the knowledge about the explicit information through consumer Electric Receipt (e-receipt) that is sent by Email every time they purchase something using Grab application	<p>Respondents are able to mention all elements that have been stated through e-receipt, such as</p> <p>1. <u>The following promotional information can be accessed on Twitter, Facebook, LinkedIn, and Instagram elements on the right below of the e-recipes</u></p>

			2. <u>The five-star calculation</u> is the purpose to know how satisfied customers are about the services that they receive
3.	Brand Loyalty	1. Grab as the Top-of-mind service for online ride-hailing (Switcher)	Respondents are able to directly mention <u>Grab</u> as one of the online ride-hailing that comes first to their mind
		2. Respondents' belief in using Grab application over other online ride-hailing applications.	Respondents are <u>habitually using Grab</u> application and <u>stick with Grab</u> over other online ride-hailing applications
		3. Respondents' satisfaction with using Grab application over other online ride-hailing applications	Respondents are <u>already satisfied</u> with the services that Grab has so <u>they tend to use Grab</u> over other online ride-hailing applications
		4. Respondents to use Grab application over other online ride-hailing applications	Respondents already like the brand because they found <u>an emotional connection</u> while using Grab, it could be: <ul style="list-style-type: none"> 1. Help them to find the nearest food place 2. Get affordable prices 3. Get the easiest way to deliver the package 4. Get the easiest way to find the healthiest vegetables and other groceries things by using Grab Mart
		5. Respondents' attitude to using Grab application over other online ride-hailing applications	Respondents who actively used Grab for their daily use over other online ride-hailing applications

v. **Research Questionnaire**

Dengan hormat, Dalam rangka melaksanakan penelitian untuk memenuhi tugas akhir, bersama ini saya, Safira Nurin Aghnia mahasiswi S1 Ilmu Komunikasi Universitas Diponegoro, telah menyiapkan kuesioner yang akan digunakan sebagai sumber data dalam penelitian. Saya mengharapkan kesediaan Saudara/i untuk membantu penelitian ini dengan cara mengisi kuesioner yang terlampir. Hasil dari kuesioner ini hanya akan digunakan sebagaimana mestinya. Seluruh informasi Saudara/i akan terjamin kerahasiaannya. Atas partisipasi dan kerjasama Saudara/i, saya mengucapkan terima kasih.

Peneliti,

Safira Nurin Aghnia

Nama :
Usia : tahun
No. Handphone :

INSTRUKSI : Mohon jawab pertanyaan di bawah ini dengan memberikan centang (☑) pada kotak/ checkbox yang telah disediakan.

SOCIAL MEDIA MARKETING EXPOSURE (X1)

1. Sebutkan aplikasi ojek online yang kamu ketahui! *(Having the knowledge to mention the social media medium that Grab used to advertise their product services)*

-
-
-
-

2. Jika Grab adalah salah satunya, sebutkan *platform media sosial* yang digunakan oleh Grab untuk meng-iklankan produk service mereka! *(Having the knowledge to mention the social media medium that Grab used to advertise their product services)*

-
-
-
-

3. Dari beberapa pilihan berikut ini, apa saja *campaign* yang dilakukan Grab melalui media sosialnya dalam kurun waktu 3 bulan terakhir? **(dapat memilih lebih dari satu)** *(Having the knowledge to mention the types of campaigns that Grab had)*

- #KeepKalem
- #SIKAATSquad
- #PercayaPangkalBisa
- #AntiNgaret
- Lainnya:.....

4. Siapa Brand Ambassador dari Grab Indonesia yang kamu ketahui dalam kurun waktu 3 bulan terakhir? *(Having the knowledge to mention Grab brand ambassadors)*

.....

5. Dari beberapa pilihan berikut, siapa saja artis endoresement dari Grab Indonesia yang kamu ketahui selama kurun waktu 3 bulan terakhir? (**dapat memilih lebih dari satu**) *(Having the knowledge to mention the celebrity endorsement that Grab used)*

- Refal Hadi
- Doripu
- BTS
- Gamcul
- Marlo Ernesto
- Inul Daratista
- NCT
- Rina Nose
- Haruka Nakagawa
- SEVENTEEN
- Lainnya:.....

6. Manakah tagline yang digunakan Grab Indonesia dalam setiap postingannya di media sosial selama kurun waktu 3 bulan terakhir? (**dapat memilih lebih dari satu**) *(Having the knowledge to mention the tagline that Grabs used through Grab's social media)*

- #KeepKelez
- #KeepKalem
- #PercayaPangkalBisa
- #PercayaPunBablas
-

7. Sebutkan promo dan diskon yang ditawarkan oleh Grab? *(Having the knowledge to mention the promotion and discounts that Grab had)*

.....

INSTRUKSI : Mohon jawab pertanyaan di bawah ini dengan memberikan centang (☑) pada kotak/ checkbox yang telah disediakan.

EMAIL BLAST EXPOSURE (X2)

8. Services Grab apa saja yang pernah kamu peroleh melalui Email - blast? (**Seperti Grab food, Grab Bike, Grab Car, ...**) *(Having the knowledge to mention Grab product services that have been advertised through respondents' email)*

-

-
-
-

9. Dari beberapa pilihan berikut ini, apa saja pesan yang biasanya muncul saat kamu membuka email dari Grab Indonesia? (**dapat memilih lebih dari satu**) (*Having the knowledge to mention the message or information that has been frequently sent through respondents' email*)

- Informasi mengenai tawaran menggunakan layanan Grab Unlimited
- Informasi mengenai layanan Grab Mart untuk kebutuhan belanja sayuran dan keperluan sehari - hari mu
- Informasi mengenai layan Grab Food terkait promo dan potongan harga di setiap harinya
- Informasi mengenai tawaran Grab Business untuk business mu yang sedang dirintis
- Informasi mengenai layanan Grab Transport (Grab Car dan Grab Bike) terkait promo dan potongan harga di setiap waktunya
- Lainnya:

10. Dari beberapa pilihan berikut ini, apa saja pesan yang tertera dalam *E-Receipt* yang kamu dapatkan setelah melakukan transaksi di aplikasi Grab? (**dapat memilih lebih dari satu**) (*Having the knowledge about the explicit information through consumer e-receipt every time they purchase something through Grab application*)

- Penilaian terhadap kepuasan pelanggan terhadap driver Grab (biasanya dalam bentuk 5 nominal bintang)
- Informasi tentang beberapa promosi yang dapat diakses melalui Facebook, Twitter, Instagram dan Linkedlin yang tertera di pojok bawah kanan *E-Receipt* pelanggan
- Informasi mengenai detail transaksi yang pelanggan lakukan
- Informasi mengenai detail driver Grab
- Informasi mengenai detail pelanggan
- Lainnya:.....

INSTRUKSI : Berikan penilaianmu terhadap pernyataan - pernyataan berikut

BRAND LOYALTY (Y1)

11. Saya terbiasa menggunakan aplikasi Grab dalam mencukupi kebutuhan primer saya dibandingkan aplikasi ojek online lainnya! (*Respondents' belief in using Grab application over other online ride-hailing applications*)

1 2 3 4 5 6 7 8 9 10

Tidak Setuju

Setuju

12. Saya merasa puas dengan **produk service yang Grab berikan seperti Grab Food, Grab Mart, Grab Transport dan Grab Express** sehingga hal tersebut yang membuat saya lebih memilih menggunakan aplikasi Grab dibandingkan aplikasi ojek online lainnya! *(Respondents' satisfaction with using Grab application over other online ride-hailing applications)*

1 2 3 4 5 6 7 8 9 10

Tidak Setuju

Setuju

13. Alasan utama saya menggunakan aplikasi Grab adalah karena **memberikan banyak promo** dibandingkan aplikasi ojek online lainnya! *(Respondents to use Grab application over other online ride-hailing applications)*

1 2 3 4 5 6 7 8 9 10

Tidak Setuju

Setuju

14. Alasan yang mendukung saya menggunakan aplikasi Grab adalah karena **fitur aplikasi yang mudah dipahami** dibandingkan aplikasi ojek online lainnya! *(Respondents to use Grab application over other online ride-hailing applications)*

1 2 3 4 5 6 7 8 9 10

Tidak Setuju

Setuju

15. Saya akan tetap menggunakan aplikasi Grab untuk kebutuhan sehari - hari saya dibandingkan aplikasi ojek online lainnya! (*Respondents' attitude to using Grab application over other online ride-hailing applications*)

1 2 3 4 5 6 7 8 9 10

Tidak Setuju

Setuju