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## **Marketing Communication as a Moderate Variable Between Consumer Experience and Trust to Grab Service User Loyalty in Makassar City**

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### **Abstract**

*Marketing Communication as a Moderation Variable between Experience and Consumer Trust Toward loyalty of Grab Service Users in Makassar City. This research aims to analyze and describe the influence of consumer experience on consumer loyalty, the influence of consumer confidence on customer loyalty, the influence of consumer experience on consumer loyalty moderated by marketing communication, and the influence of consumer trust on consumer loyalty moderated by marketing communication. This research was conducted in Makassar City. Data collection is done through documentation and interviewing respondents using a questionnaire. The number of respondents in this research was 134. Data were analyzed by using descriptive statistical analysis with multiple linear regression analysis methods through SPSS version 25. The results of this research indicate that consumer experience has no influence on consumer loyalty, as evidenced in the output showing a significance value of  $0.380 > 0.05$  and T-count of  $0.882 < \text{Table } 1.978$ . in contrast to consumer confidence which has an influence on consumer loyalty, it is evident that the output shows a significance value of  $0.000 < 0.05$  and a T-count of  $6.599 > \text{T-table } 1.978$ . then the consumer experience still has no influence even though moderated by marketing communication, it is proven that the output shows a significance value of  $0.822 > 0.05$  and F-count value of  $0.225 < \text{F-table } 1.978$ . while consumer confidence still has an influence on consumer loyalty with moderated marketing communication, it is proven that the output shows a significance value of  $0.000 < 0.05$  and F-count  $4.429 > \text{F-table } 1.978$ .*

**Keywords:** *Consumer Experience; Consumer Trust; Marketing Communication; Consumer Loyalty; Grab.*

### **INTRODUCTION**

The technology that leads to this modern transportation business uses sophisticated applications that can be used on smartphones. Today's society is very easy with this application, especially for ordering. Wherever and whenever, quickly and in real time, it is easier for people to mobilize anywhere by having this application if they are in an area or city that is already affordable for transportation services online.

One of the companies that pioneered the creative economy business based on information and communication technology in online transportation is the largest in

Indonesia, namely Grab. Grab's history in Indonesia began in 2014 with the establishment of a subsidiary, PT Grab Indonesia. Especially since the Grab application, prospective users can easily use this service to reach work, school, cafe, or other places.

Among the company's efforts or strategies in retaining its customers is marketing communication. Marketing communication plays an important role in product marketing, because marketing communication has the ability to upload the interest of everyone who is the target of being moved to make a purchase. With a well-planned marketing communication strategy that includes the use of appropriate communication techniques and media, the desired information and influence from implementing the marketing communication strategy carried out by the company will be achieved.

The feelings that arise through the experience of the five senses (*sense*), feelings that arise through emotional experiences (*feel*), thoughts that arise based on experience (*think*), changes in behavior patterns and lifestyles (*act*) and relationships that arise based on experience (*relate*) are expected to be able to create memorable experiences for consumers and ultimately be able to create customer loyalty. Schmitt (2008:63)

The three brands are the brand itself, the brand maker, and the consumer. Lau and Lee also define *brand trust* as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results.

The researcher is interested in conducting research on the effect of marketing communication by moderating consumer experience and trust on consumer loyalty because it is used as an analysis of the quality of marketing communications in improving and maintaining consumers to be loyal to the products or services of a company. In this description, the researcher puts it in the title "Marketing Communications as Moderating Variables Between Experience and Consumer Trust in the Loyalty of Grab Service Users in Makassar City."

## RESEARCH METHODS

The method used in this research is a quantitative research method. Quantitative research is a research that basically uses a deductive-inductive approach. This approach departs from a theoretical framework, the ideas of experts, as well as the understanding of researcher based on their experiences, then developed into problems and their proposed solutions to obtain justification (verification) or assessment in the form of empirical data support in the field.

This method is a scientific method because it has met concrete and empirical, objective, measurable, rational and systematic scientific principles. This method is called the

quantitative method because the research data is in the form of numbers and the analysis uses statistics (Sugiyono 2016:8).

According to the description above, it can be concluded that research with quantitative methods is a research method used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses.

## **RESULTS AND DISCUSSION**

### **1. Business Communication**

The success of business communication within a company will be determined by the common understanding between the people involved in communication activities. This common understanding is influenced by the clarity of the message, the way the message is delivered, the communication behavior, and the situation (place and time) of communication. Business communication usually uses a combination of ways of communicating (oral, written and impressions) that allow for easier and clearer absorption of information.

According to Himstreet and Baty in Purwanto (2006:3), communication is a process of exchanging information between individuals through a system that is usual (common), both with symbols, signals and behavior or actions. While business communication is communication used in the business world which includes various kinds of communication, both verbal and nonverbal communication to achieve certain goals, Purwanto (2006:4). Business communication is the exchange of ideas, opinions, information, and instructions that have a specific purpose, which is carried out both personally and impersonally by using symbols or signals, Burhanudin (2015:3)

In communicating in the business world, a communicator must have the ability to communicate good and able to use a variety of media or means of communication to convey information to the public effectively and efficiently. Purwanto (2006) in Burhanudin (2015:3) communication used in the business world to achieve certain goals, which includes verbal and nonverbal communication is called business communication. Business communication both orally and in writing has the following characteristics:

1. The message contained in a business communication is prepared for an audience or recipient who needs information.
2. Business messages are structured to take into account time and cost constraints.
3. Business messages are usually structured for more than one purpose, for example, in rejecting requests from consumers, messages must be structured while maintaining good relations with consumers.

4. Business messages must pay attention to their effect on the audience so that in business communication they must pay attention to the words in the information sent. Herimanto and Indrojiono (2005:30).

In terms of business communication, Grab is included in the business *Unicorn Start-up*. Ries (2011) in Saputra (2015:4) tries to develop his own definition of start-up, namely, *Start-up* is an institution created to create new and innovative products or services under conditions of high uncertainty. Everyone creating a new product or service under conditions of high uncertainty is an entrepreneur, regardless of whether he or she is self-employed, working for a *for-profit company* or an organization *non-profit*.

## **2. Marketing Communications**

Market is a collection of actual and potential buyers of a product, who work with the market to create exchanges to satisfy human needs and activities. Marketing as a process by which individuals and groups obtain what they need and want through creating and exchanging products and value with one another.

Communication can cause the management of various organizations in society to make intelligent decisions about the wants and needs of the public, communication also causes the public to choose the most suitable products, programs, services, ideas, and causes. with their interests.

Marketing communication can be understood by describing the two elements of the product, namely communication and marketing. Communication is the process by which thoughts are conveyed between individuals, or between organizations and individuals. Marketing is a set of activities by which companies and other organizations transfer value (exchanges) between themselves and their customers or marketing a social process and arrangement by which individuals or groups obtain what they need or want, by creating and exchanging products and services value each other. Marketing involves a lot of communication activities if linked, marketing communication represents the combination of all elements in the brand's marketing mix, which facilitates exchange and creates a meaning that is disseminated to its customers or clients.

All forms of marketing communication, using signs to create messages and convey meaning. For marketers, marketing communication plays a very important role.

Tjiptono (2008:219) defines marketing communication as a marketing activity that seeks to disseminate information, influence or persuade, and or remind the target market or company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

The indicators of marketing communication according to Cutlip, Center & Broom (2006:5) they are:

- b. Advertising
- c. Sales Promotion
- d. Personal Selling
- e. Publicity/Public Relations
- f. Direct marketing
- g. Interactive /Internet Marketing
- h. Corporate Design

### **3. Consumer Experience (User Experience)**

According to Schmitt (2008:5) a consumer experience provides more than traditional functional benefits in other words when consumers relate their emotions symbolically, and the experience to the company , companies can achieve more than just targeted profits or high loyalty, in addition, companies can find new customers based on the spirit of old customers who protect, spread and maintain the brand. Consumer experience in using the product consists of several kinds of dimensions that make up the experience.

User experience has become a key aspect of product and service design. The online marketplace can influence the virtual consumer design process by providing a good online experience; web experience; namely the combination of functional, information, feelings, instructions, stimuli and online products or services, in other words running a more complex marketing mix than is done in the traditional marketing mix. The user experience while online, with companies in the virtual world as a result of exposure to a combination of thoughts, feelings, and impulses caused by the design and marketing elements of other presentation online (Constantinides, 2004)

In this context *design* or *user experience* can concluded as a form of interaction between humans and computers which include mobile apps. There are several categories of customer experience, such as Robinnete and Brand (2008:64) which divides experience into several categories, namely:

#### **1. Experience in Product**

Product experience is the experience that consumers feel about a product or service. Experience is one of the strengths of the product. This indicates that if the company provides maximum products or services to consumers, then consumers will get a good experience with the products or services consumed.

## 2. Experience in Environment

Experience in environment is the company's ability to provide an overall experience to consumers. The business environment is an important factor in creating a consumer experience. This is because the environment / place of business is a tool to introduce consumers to the overall experience that will be felt, and is also the most visible exchange and interactive exchange.

## 3. Experience in Loyalty Communication

Pleasing consumers is one of the determining factors in providing experiences to consumers. The best opportunity to please consumers is after consumers have received service. Most companies provide an experience to consumers only up to the point of the company, even though consumers sometimes want something more so that they can make consumers believe in a service and will create high customer loyalty

## 4. Experience in Customer Service and Social Exchanged

Experience is a combination of service provided by the company with consumer expectations. Employees are an important factor in determining consumer experience, because employees are one of the factors driving consumers to be able to trust a brand or that will make consumers accept or reject the company's brand. This can be seen from the ability of employees to provide services to consumers.

## 5. *Experience in Events*

Events held by the company can provide experiences to consumers. With many events held by the company, the company is able to invite consumers to participate in the event. Thus consumers will get clear information about the product or service so that consumers get experience with the product or service.

Salim, Catherine and Andreani (2015:325-326) group the components of customer experience into 5 dimensions that can be used to measure consumer experience which consists of:

1. *Sense*, namely the senses possessed by humans as a tool to feel the products and services offered.
2. *Feel*, which is a feeling that is displayed through ideas, pleasure, and reputation for customer service.
3. *Think*, which is an experience that demands intelligence with the aim of creating cognitive experiences and problem solving by involving consumers creatively.
4. *Act*, which is designed to create consumer experiences that relate to the physical body.
5. *Relate*, namely the existence of relationships with other people, other social groups (such as work, lifestyle) or broader social identity.

The indicators of experience variables according to Suandana (2006) are:

- a) Pleasant experience
- b) Ease of processing transactions

#### **4. Consumer Trust**

Zikmund (2003: 72) states that trust is related to emotional bonding, namely the ability of a person to entrust a company or a brand to perform or carry out a function. Lau and Lee (1999: 52) argue that the trust factor in a brand is a crucial aspect in the formation of loyalty, because it is a consumer's willingness to trust or rely on a product/service in a risky situation because of the expectation that the product/service in question will give positive results. . Tjiptono (2008:102) customer trust is the customer's response to the evaluation of the perceived discrepancy between expectations and the actual performance of the product in the wearer. Customer trust is an after-sales evaluation where the chosen alternative is at least equal to or exceeds customer expectations.

Consumer trust in a product can be created by providing a guarantee of safety for the product, as well as the benefits (efficacy) of the product in question (eg medicine: a producer company provides a guarantee for consumers that he will recover by consuming drugs from the company). Consumer trust can also be created by the honesty of the producer in conveying the composition or ingredients used in a particular product, as well as by conveying the side effects of using the product in question. Continuous product development is a form of concern (attention) on the part of the company to create a product that is safe and beneficial for consumers.

The indicators of consumer trust according to Chen and Chang (2012) are:

- a) Trust in a good reputation
- b) Trust in work reliability.
- c) Feel safe in using the product/service.
- d) Provide more convenience when using the product/service.
- e) Believing in using products/services

#### **5. Consumer Loyalty**

Tjiptono (2008: 110), loyalty is a customer's commitment to a store, brand or supplier based on a positive attitude that is reflected in the form of consistent repeat purchases. Meanwhile, according to Griffin (2009:31), loyalty can be defined based on buyer behavior. Loyal customers are those who make repeated purchases of products or services on a regular basis, buy across product or service lines, refer others and demonstrate immunity to pulls from other companies.

According to Parasurama in the context of marketing only, customer loyalty is defined as a response that is closely tied to a pledge or promise to uphold the commitment that underlies the continuity of the relationship, and is usually reflected in continuous purchases from the same service provider on the basis of dedication and pragmatic constraints. Customer loyalty refers more to the behavioral form of decision-making units to make continuous purchases of goods or services (Sangadji and Sopiah 2013:104)

By improving service quality, it is hoped that consumers will feel satisfied and consumer loyalty will be achieved automatically. .

According to Griffin (2005:31), loyal consumers have the following characteristics;

- a. Make repeat purchases on a regular basis
- b. Buy outside the line or service
- c. Demonstrate immunity from the pull of competition and are not affected by the pull of competition from other similar products
- d. Refuse to be offered other products
- e. Recommend to others

### Validity Test

Sujarweni (2014: 192) If  $F_{count} > F_{table}$  product *moment* , the questionnaire items are declared valid. Meanwhile, if the value of  $F_{count} < F_{table}$  of product moment, the questionnaire items are declared invalid. The following are the results of the validity test of each variable using SPSS:

#### a. Consumer Experience (X1)

Processing the data obtained by researcher based on the answers of 134 respondents on the consumer experience variable can be seen in the following table.

In testing the validity of the corrected value, the total value of item1 or question number one is also referred to as the  $R_{count}$  value. While the  $R_{table}$  value of the product moment is searched for the distribution of the statistical  $R_{table}$  value based on the df (degree of freedom) value in the research, the df formula is  $df = n - 2$ . According to the case in this research,  $df = 134 - 2 = 132$ . Judging from the distribution of the R table value of the moment product for n 132 at 5% significance, the R table value is 0.142. So based on the theory used by the researcher and the results of the data processing carried out, the conclusion of the validity test for the consumer experience variable question (X1) that all questions indicators are declared valid.

#### b. Consumer Confidence (X2)

From the data obtained by researcher based on the answers of 134 respondents on the consumer trust variable, it can be seen in the following table.



Same with the consumer experience variable, then the conclusion of the validity test for the question of the consumer confidence variable (X2) that all the indicators of the question are declared valid.

c. Consumer Loyalty

Meanwhile, the data obtained based on 134 respondents on the consumer loyalty variable (Y) can be seen in the following table.

The conclusion for the validity test for the consumer loyalty variable (Y) is that all questions indicators are declared valid.

d. Marketing Communications

Processing the data obtained based on 134 respondents on the Marketing Communication variable (X3) can be seen in the following table.

The conclusion for the validity test for the marketing communication variable (X3) is that all question indicators are declared valid.

### **Reliability**

Test The reliability test uses the Cronbach Alpha method by comparing the alpha value with Rtable. Nugroho (2005:97) the reliability of a *construct* variable is said to be good if it has Cornbrash's Alpha  $> 0.60$ . The following are the results of data processing carried out by researcher using SPSS for each variable.

a. Consumer Experience

The reliability test table for the consumer experience variable.

The table shows the Alpha value (0.828)  $>$  Rtable value (0.142). Based on the decision to measure whether the research instrument is reliable or not, according to Nugroho, the instrument in the consumer experience variable is declared reliable or consistent.

b. Consumer Trust

The reliability test for the trust variable is also stated to be reliable or consistent, based on the following table.

The table shows the value of Alpha (0.891)  $>$  Rtable value (0.142).

c. Consumer Loyalty

Likewise with the customer loyalty variable, it is stated that it is reliable or consistent based on the table.

In the table, it can be seen that the value of Alpha (0.844)  $>$  the value of Rtable (0.142).

d. Marketing Communications

The reliability test table for the marketing communication variables can be seen in the following table. Based on the table, the research instrument used for the marketing

communication variable is also said to be reliable or consistent because the Alpha value (0.883) > Rtable (0.142).

### **Classical Assumption Test the Classical**

Assumption test is used as a condition for using the regression model so that the regression results obtained are the right results.

#### **a. Normality Test**

Normality Test aims to test whether in the regression model, the dependent variable and the independent variable have a normal or abnormal distribution. The normality test in this research used the *Kolmogorov-Smirnov test of normality* in the SPSS program.

Based on the results of the normality test, it is known that the significance value is  $0.200 > 0.05$ . So it can be concluded that the residential value has a normal distribution.

#### **b. Heteroscedasticity Test**

Heteroscedasticity test aims to test in the regression model there is an inequality of variance from one observation residual to another observation. In this research, to test for heteroscedasticity, Spearman's rank-test was used on the basis of the decision;

1. If the significance value or Sig (2-tailed) > 0.05, it can be concluded that there is no heteroscedasticity problem.
2. On the other hand, if the significance value or Sig (2-tailed) < 0.05, it can be concluded that there is a heteroscedasticity problem.

Based on the results of the heteroscedasticity test, it is known that the significance or Sig (2-tailed) of the residual for the consumer experience variable is 0.237 while the significance or Sig (2-tailed) of the residual for the consumer confidence variable is 0.409. Referring to the basis of decision making, the significance value or Sig (2-tailed) for the consumer experience variable of  $0.237 > 0.05$ , it can be concluded that the data does not have heteroscedasticity problems. Likewise, the significance value or Sig (2-tailed) for the consumer confidence variable is  $0.409 > 0.05$ , so it can be concluded that the data does not have heteroscedasticity problems.

#### **c. Multicollinearity Test**

In this research, to test multicollinearity, the researcher was based on Gurajati's opinion. Where the guideline for a regression model that is free of multicollinearity is to have a tolerance number close to 1. The VIF limit is 10, if the VIF value is below 10, then there is no symptom of multicollinearity.

From the results of the multicollinearity test, it is known that the tolerance value for the consumer experience variable is 0.357 and the VIF value is 2.804. Likewise, the tolerance value for the consumer confidence variable is 0.357 and the VIF value is 2.804. So it can be concluded that the tolerance value of the consumer experience variable and

consumer confidence is  $0.357 > 0.10$  and the VIF value of the consumer variable and consumer confidence is  $2.804 < 10.00$ . This means that there is no multicollinearity.

### Validity

#### a. Test T test (Partial Test)

The t test (t-test) tests the regression coefficients partially, this test is carried out to determine the partial significance of the role of the independent variable on the dependent variable by assuming that other independent variables are considered constant.

From the results of data processing, it is known that the sig value, for the influence of the consumer experience variable (X1) on the consumer loyalty variable (Y) is  $0.380 > 0.05$  and the Tcount is  $0.882 < T_{table} 1.978$ , so it can be concluded that the consumer experience variable (X1) does not partially affect the consumer loyalty variable (Y). Based on the results of this research, it strengthens the theory, Ferrinadewi (2008) in Alifah Ratnawati and Annisa Ayu Lestari (2018: 194), *Brand experience* will be a source for consumers to create *brand trust* and this will affect *brand loyalty*. It is said that consumer experience will have a significant effect on consumer loyalty by being mediated by consumer trust.

Furthermore, from the calculation table, it is known sig, for the value of the consumer trust variable (X2) to the consumer loyalty variable (Y) is  $0.000 < 0.05$  and the tcount is  $6.599 > t_{table} 1.978$ , so it can be concluded that the consumer confidence variable (X2) has an influence partially to the customer loyalty variable (Y).

#### b. F test (simultaneous test)

The F test is also known as the simultaneous test or model test/Anova test, which is a test to see how the effect of all the independent variables together on the dependent variable. Or to test whether our linear regression model is good/significant or not good/non-significant. The f-test in this research was used to test the significant effect of consumer experience and consumer trust on consumer loyalty simultaneously.

Based on data processing, it is known that the significance value for the influence of the experience and consumer trust variables or X1 and X2 simultaneously on the customer loyalty variable is  $0.000 < 0.05$  and the fcount value is  $75.233 > f_{table} 1.978$ , so it can be concluded that there is a simultaneous or joint effect. between the variables of consumer experience (X1) and consumer trust (X2) on consumer loyalty (Y).

#### c. Testing the Effect of Marketing Communication Moderating Consumer Experience on Consumer Loyalty

In accordance with the formulation of the problem in this research, researcher measured whether marketing communication moderated consumer experience on customer

loyalty. Based on the output of data processing, it is known that the significance value for the effect of marketing communication on moderating consumer experience on consumer loyalty is  $0.822 > 0.05$ , and the value of  $F_{count} 0.225 < F_{table} 1.978$ , so it can be concluded that there is no influence between consumer experience on consumer loyalty even though in moderation with marketing communications.

d. Testing the Effect of Marketing Communication Moderating Consumer Trust on Consumer Loyalty

In addition to the effect of marketing communication moderating consumer experience on consumer loyalty, the researcher also measured whether marketing communications moderated consumer trust on customer loyalty. Based on the output of the data processing, it is known that the significance value for the effect of marketing communication on moderating consumer trust on consumer loyalty is  $0.000 < 0.05$  and  $F_{count} 4.429 > F_{table} 1.978$ , so it can be concluded that there is an influence between consumer trust on consumer loyalty and in marketing communication moderation.

## Discussion

### 1. Effect of Consumer Experience on Consumer Loyalty

Based on the results of data processing carried out by researchers, it shows that the consumer experience variable has no significant effect on loyalty, as evidenced in the output in the previous discussion shows that the significance value is  $0.380 > 0.05$  and the  $T_{count}$  is  $0.882 < T_{table} 1.978$ . This is contrary to the theory of Schmitt (2008:63) which states feelings that arise through the experience of the five senses (*sense*), feelings that arise through emotional experiences (*feel*), thoughts that arise based on experience (*think*), changes in behavior patterns and lifestyles (*act*) and relationships that arise based on experience (*relate*) are expected to create a memorable experience for consumers and ultimately be able to create customer loyalty.

This finding also rejects the results of research conducted by Kelvin Kristanto and Michael Adiwijaya., (2018) whose research results show that customer experience has a significant effect on customer loyalty at the Leko Surabaya shop. Likewise, research conducted by Muhammad Rizki Zati, Muhammad Iqbal (2017) whose research results show that experience has a significant effect on consumer loyalty at Alfamart Langsa. This means that the experience of consumers using Grab transportation services in Makassar City does not make consumers loyal to these transportation services, in other words, even though Grab users or consumers have good experiences when using Grab transportation services, it does not give customers a sense of loyalty to use these services at another time.

The results of this research strengthen the theory of Ferrinadewi (2008) in Alifah Ratnawati and Annisa Ayu Lestari (2018: 194), *Brand experience* will be a source for

consumers to create *brand trust* and this will affect *brand loyalty*. It is said that consumer experience will have a significant effect on consumer loyalty by being mediated by consumer trust.

## 2. The Effect of Consumer Trust on Consumer Loyalty

Unlike the case with the consumer trust variable, in this research the researchers based on the results of data processing showed that the consumer trust variable had a significant effect on loyalty. This can be proven from the previous discussion table, it is known that the sig value for consumer confidence is  $0.000 < 0.05$  and the Tcount is  $6.599 > T_{table}$  is 1.978. These findings strengthen the theory expressed by Lau and Lee (1999: 341) which shows that when consumers believe that a particular brand or company is able to provide what they expect, it will lead to loyalty to the brand.

This result is consistent with the previous finding, which was conducted by Asmai Ishak (2011). Which is where the research reveals that consumer trust affects consumer loyalty either directly or indirectly. This means that consumers of Grab transportation services in Makassar City, to maintain their loyalty, one of them is to give them confidence that the company or brand they use will provide security and consistency in accordance with the expectations that consumers want.

## 3. Marketing Communication Moderates the Effect of Consumer Experience on Consumer Loyalty

From the results of the research concluded that prior to the existence of the marketing communication variable moderating the influence between the variables of consumer experience on consumer loyalty, there was no significant effect between the variables of consumer experience on consumer loyalty. And after the data processing by the researchers included the marketing communication variable as a moderating variable between the two, there was still no significant effect between the variables of consumer experience on consumer loyalty. This is evidenced by the table of research results which show the sig value for the consumer experience variable moderated by marketing communication on consumer loyalty of  $0.822 > 0.05$  and the value of Fcount  $0.225 < F_{table}$  1.978. This does not support the theory of Tjiptono (2008:219) Marketing communication is a marketing activity that seeks to disseminate information, influence, or persuade, and then remind the target market of the company and its products, to be willing to accept, buy, and be loyal to the products offered by the company concerned. These results contrast with research conducted by Christian AD Selang (2013), that the marketing mix or marketing communication which includes product, price, promotion and place simultaneously has a significant effect on consumer loyalty.

From these results, it can be interpreted that although the consumer experience variable is moderated by the marketing communication variable, it does not make consumers or Grab users in Makassar City loyal to the brand or company. This is because the consumer experience which then creates a consumer trust which in turn will lead to consumer loyalty. In the sense that new consumer experience affects loyalty when mediated by consumer trust.

#### 4. Marketing Communication Moderates the Effect of Consumer Trust on Consumer Loyalty.

Meanwhile, the results of research to determine whether marketing communication moderates the effect of consumer trust on consumer loyalty shows that the significance value is  $0.000 < 0.05$  and the  $F_{count}$  is  $4.429 > F_{table} 1.978$ . Which means that consumer trust has a significant effect on consumer loyalty moderated by marketing communication variables. The results of this research strengthen the research conducted by Wenny Yuniaris (2011). The results show that the message builder in marketing communication is integrated. Trust, psychological commitment, word of mouth is a builder of customer loyalty and integrated marketing communication has a significant influence on customer loyalty of Halo Postpaid users in Malang. And supports the theory of Tjiptono (2008;219) Marketing communication is a marketing activity that seeks to disseminate information, influence, or persuade, and then remind the target market of the company and its products, to be willing to accept, buy, and be loyal to the products offered by the company concerned.

From these results, it can be interpreted that the existence of marketing communication that moderates the influence between consumer trust and consumer loyalty will increase the influence, in other words marketing communication becomes the cause of consumers to become loyal to the brand or company.

## CONCLUSION AND SUGGESTIONS

### Conclusions

Based on the results of research and discussion, then the conclusions that can be drawn in this research are as follows:

- a. The results of the multiple linear regression equation to find the effect of consumer experience on consumer loyalty, indicate that the significance value is  $0.380 > 0.05$  and the  $t_{count}$  is  $0.882 < t_{table} 1.978$ . Which means that there is no significant effect between consumer experience on the loyalty of Grab service users in Makassar City.
- b. While the multiple linear regression equation to find the effect of consumer trust on consumer loyalty, shows a significance value of  $0.000 < 0.05$  and a  $T_{count}$  value of

$6.599 > T_{table} 1.978$ . This means that there is a significant influence between consumer confidence on the loyalty of Grab service users in Makassar City.

- c. The next multiple regression test, marketing communication moderates the effect of consumer experience on consumer loyalty, showing a significance value of  $0.822 > 0.05$  and a value of  $F_{count} 0.225 < F_{table} 1.978$ . This shows that even though consumer experience is moderated by marketing communications, the result is that there is still no influence between consumer experience on the loyalty of Grab service users in Makassar City.
- d. Then the results of the regression test of the consumer confidence variable on consumer loyalty after moderating marketing communications showed a significance value of  $0.000 < 0.05$  and a value of  $F_{count} 4.429 > F_{table} 1.978$ , which means that marketing communications that moderate consumer trust will make Grab consumers more loyal at Makassar city.

### **Suggestions**

Based on the results of the research and the conclusions above, as for the suggestions that the author can give, namely, Grab, both employees and Grab drivers, namely marketing communication needs to be carried out both directly and intensively through social media and the internet. And further build consumer confidence by always maintaining the quality of service.



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