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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 examine the influence of Green Product and Brand Experience on user decisions to use Grab services in Medan. A quantitative method was used, involving 140 respondents who are active users of Grab. Data were collected through a structured questionnaire measuring perceptions of Green Product, Brand Experience, and user decision-making. The analysis employed multiple linear regression to assess the impact of the independent variables. The findings show that both Green Product and Brand Experience have a significant and positive influence on user decisions. Green Product contributes to raising awareness about environmental sustainability, while Brand Experience shapes positive perceptions and strengthens user loyalty toward the Grab brand. The regression model fulfilled classical assumptions such as normality, no multicollinearity, and no heteroscedasticity, indicating its reliability for further analysis. Based on these results, Grab is recommended to enhance its promotion of eco-friendly services like GrabElectric and improve overall brand experiences to attract environmentally conscious consumers.

Keyword*: Green Product, Brand Experience, User Decision, Grab Service*

INTRODUCTION

The rapid development of transportation technology in recent years has had a significant impact on how people communicate and conduct their activities. Medan, Indonesia's third-largest city after Jakarta and Surabaya, is experiencing rapid population growth. According to data from the Central Statistics Agency (BPS) in 2023, Medan's population reached 2,474,166 (BPS, 2024). This population increase has resulted in high demand for transportation services, including ride-hailing services like Grab, a leading technology company in Southeast Asia. Grab provides a variety of services, from transportation and delivery to digital payments, to other services accessible through a smartphone app (Solihin et al., 2024).

However, this high level of transportation usage has also led to negative environmental impacts, one of which is air pollution due to carbon emissions from motor vehicles. Motorized vehicles, which are still predominantly powered by fossil fuels, are a major contributor to air pollution, potentially damaging the environment (Markina et al., 2022). In an effort to mitigate these negative impacts, technology in the transportation sector continues to advance, one example being the introduction of environmentally friendly electric vehicles (EVs). Grab, a major player in the ride-hailing industry, is contributing to environmental sustainability by launching an electric vehicle-based service, 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 a fleet of over 11,000 two-wheeled vehicles operating across Indonesia by 2024 (Sidabutar, 2020). In fact, from 2021 to 2022, GrabElectric was recorded as saving over 100 million kilometers of travel, equivalent to 2,700 trips around the world. However, GrabElectric usage remains limited, and adoption has not been as high as expected. One of the main factors hindering increased use of GrabElectric services is low public awareness of the importance of using environmentally friendly products (Usha & Kumar, 2024a). The concept of a green product, which refers to products that preserve nature and are environmentally friendly, is not yet fully understood and accepted by the wider public. People tend to choose products or services based on convenience and affordability, without considering the environmental impact of the products they use.

On the other hand, Grab also faces challenges related to the brand experience users receive from the service. One frequently encountered issue is drivers' non-compliance with the company's standard operating procedures (SOPs). Violations of SOPs, such as breaking traffic rules or exhibiting unprofessional behavior, can damage the user experience and erode trust in Grab's services. The inconvenience caused by drivers who do not comply with regulations directly impacts users' perceptions of Grab's service quality (Yuniar et al., 2020). As a result, despite Grab's efforts to provide convenience through fast and easy service, uncertainty regarding service quality can influence users' decisions in choosing Grab as their transportation provider.

The decline in user loyalty is also reflected in Grab usage data in Indonesia, which has been gradually declining since 2019. According to data from the Top Brand Award (2024), Grab's market share in Indonesia declined from 48% in 2018 to 35.3% in 2023. This indicates that despite Grab's efforts to introduce innovative, environmentally friendly services, such as GrabElectric, the company still faces challenges in maintaining user loyalty and trust. One reason is the imbalance between convenience, price, and environmental concerns held by most consumers (Saragih et al., 2024).

Based on this phenomenon, this study aims to examine the role of green products and brand experience in influencing the decision to use Grab services in Medan. This study will explore how consumer perceptions of environmentally friendly products, specifically GrabElectric, and the quality of the brand experience they receive from Grab services, influence their decision to choose Grab 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 environmentally friendly services and improve user experience, as well as contribute to the development of company policies that support environmental sustainability.

LITERATURE REVIEW

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 like Grab, users' decisions to choose or use a particular service are often driven by factors such as convenience, price, and comfort. However, in recent years, there has been a significant shift in consumer behavior related to environmental awareness, leading to an increased interest in environmentally friendly products and services (Fatehi, 2024).

According to (Pitaloka et al., 2022), product usage decisions are influenced by both external and internal factors, including consumer perceptions of the product's benefits. In this regard, green products, which refer to products or services that support environmental sustainability, are becoming increasingly important for consumers concerned about the environmental impact of their consumption. Research ("Consumer Perception towards Eco-Friendly Products: A Quantitative Study," 2023) shows that decisions to use eco-friendly products can be influenced by several factors, including awareness of environmental issues, product price, and the availability of environmentally friendly alternatives. Consumers who are more aware of the importance of environmental sustainability tend to choose more environmentally friendly products, even if they are more expensive or offer slightly less convenience. In the context of transportation, the decision to use services like GrabElectric can be influenced by various factors. More environmentally conscious people are more likely to choose electric vehicles due to their lower impact on air pollution and climate change. However, despite this awareness, many consumers still prioritize convenience and affordability when choosing transportation services (Purwanto & Irawan, 2024). This suggests that despite increasing environmental awareness, practical factors such as cost and convenience still dominate usage decisions.

Green Product

A green product is a product designed to minimize its negative impact on the environment throughout its life cycle, from production to disposal. These products typically use environmentally friendly materials, reduce waste, and are highly energy efficient (Sharma, 2024). In recent years, the concept of a green product has gained popularity among consumers, as more people are concerned about environmental issues and strive to make more ecologically responsible choices. According to Bhardwaj et al., 2020, a green product refers to a product that prioritizes environmental sustainability and provides positive benefits to nature. This includes the use of recycled materials, reduced carbon emissions, and the use of renewable energy in the production process. The concept of a green product focuses not only on the product itself but also on sustainable services, such as electric vehicle-based transportation. Grab, a transportation service provider, presents GrabElectric as an environmentally friendly solution aimed at reducing carbon emissions generated by its conventional vehicle fleet. These electric vehicles are more energy efficient and produce significantly lower emissions than fossil-fueled vehicles (Shao & Zheng, 2023).

However, despite the growing popularity of green products, adoption of environmentally friendly products like GrabElectric remains limited. Research by Usha & Kumar (2024b) shows that despite the significant potential for the use of environmentally friendly products, low consumer awareness and lack of awareness about the long-term benefits of green products often hinder their adoption. This highlights the importance of effective corporate education and promotion to raise public awareness of the benefits of green products.

Brand Experience

Brand experience refers to the overall interactions and feelings consumers experience when interacting with a brand. This brand experience encompasses all aspects related to the product or service offered, including product quality, service, and perceptions of the brand (Brandão et al., 2022). According to Hadi et al., 2024, brand experience can influence consumer loyalty and purchasing decisions. Positive experiences with a brand can strengthen a consumer's relationship with that brand, while negative experiences can decrease loyalty and damage the brand's reputation.

In the context of transportation services, brand experience is crucial because customers tend to judge services based on their interactions with the driver, vehicle quality, ride comfort, and punctuality. For Grab, brand experience depends not only on service quality but also on how drivers adhere to the company's established standard operating procedures (SOPs). Drivers' failure to adhere to SOPs can create a negative experience for users, which then impacts their perception of the Grab brand (Restu et al., 2023). Furthermore, a positive brand experience can also be influenced by the emotional elements inherent in interactions with the brand. Grab, for example, can enhance brand experience by ensuring that drivers adhere to safety standards and provide a safe and comfortable service. A consistent and positive brand experience can help Grab maintain user loyalty and build trust, especially in a highly competitive market like online transportation (Ratnawili et al., 2022).

The Relationship Between Green Products, Brand Experience, and Usage Decisions

Green products and brand experience play a crucial role in influencing transportation service usage decisions. Research by (Ardiyanti & Nasir, 2024) suggests that these two factors interact and can enhance consumers' decisions 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 the brand offering those products. In this regard, Grab can leverage the combination of Green Product and Brand Experience to increase adoption of GrabElectric services, ensuring that users receive a satisfying experience that aligns with their shared sustainability values.

METHODS

Research Location and Timeline

This research was conducted in Medan City, covering 21 sub-districts within the city. This location was selected based on the high use of transportation services such as Grab, as well as issues related to air pollution and environmental awareness, which were the focus of this research. The research period was from February 2025 to May 2025. This timeframe was chosen to provide sufficient time for data collection, analysis, and preparation of the research report.

Data Type and Source

The data used in this research is quantitative. 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 large-scale data collection and statistical analysis that can demonstrate the relationships between research variables. Data sources in this research are divided into two categories: primary data and secondary data. According to (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 address this research problem. Secondary data, on the other hand, is data obtained from other sources, such as company reports or previous research, which is used to strengthen and support the analysis of this study.

Population and Sample

The population in this study was all Grab service users in Medan City. According to Arias-Gómez et al. (2016), a population is the entire subject with certain characteristics relevant to the problem being studied. In this case, the population was Grab users using transportation services in Medan City. The sample used in this study was 140 Grab users in Medan City, selected using a non-random sampling technique, specifically purposive sampling. Purposive sampling is a sampling technique based on specific criteria set by the researcher. The sample size was determined using the Hairs formula, resulting in 140

respondents. This sample selection was based on the research objectives and established criteria.

Operational Definition of Research Variables

Green Product (X1)

Green products in this study refer to products that are harmless to humans and the environment, use environmentally friendly raw materials, and do not consume excessive resources. Indicators used to measure Green Products include the product's hazard level, packaging, raw materials, and eco-label certification. This variable is measured using a Likert scale.

Brand Experience (X2)

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

User Decision (Y)

User decision in this study refers to the process of selecting Grab services by individuals or groups. This variable is measured through indicators such as needs and wants, information search, alternative evaluation, purchase decision, and post-purchase evaluation, using a Likert scale as a measurement tool (Putri & Pradhanawati, 2022).

Data Collection Techniques

Questionnaire

A questionnaire was used to obtain written data from respondents related to Green Products, Brand Experience, and the Decision to Use Grab Services. A Likert scale was used to measure respondents' perceptions and attitudes toward these variables, with response options ranging from "Strongly Agree" to "Strongly Disagree."

Interviews

Interviews were conducted with respondents to obtain additional information regarding the Green Product and Brand Experience phenomenon. These interviews were unstructured, meaning there were no strict interview guidelines, but rather questions that opened discussions based on the questionnaires completed by respondents (Ratnawili et al., 2022).

Documentation

Documentation was used to collect secondary data related to Grab, such as annual reports, Grab usage data, and other relevant information that could support the analysis.

Validity and Reliability Testing

Validity testing was conducted to determine whether the research instrument accurately measured the intended variables. Validity was tested by comparing the calculated r value with the r table value. If r value ≥ r table value, the instrument is valid (Hamid et al., 2019). Reliability was tested using the Cronbach's Alpha technique, which is used to determine the consistency of the research instrument. An instrument is considered reliable if the Cronbach's Alpha value is ≥ 0 (Usha & Kumar, 2024).

Data Analysis Techniques

Classical Assumption Test

In regression analysis, a classical assumption test is required to ensure the validity of the regression model. Normality, multicollinearity, and heteroscedasticity tests are performed to ensure the data meets the requirements for further analysis.

Normality Test

A normality test is performed to determine whether the residual data distribution follows a normal distribution. Graphical analysis and the Kolmogorov-Smirnov (K-S) test are used to test the normality of the residual data (Tarigan et al., 2024).

Multicollinearity Test

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

Heteroscedasticity Test

This test is used to examine whether there is inequality in variance between the residual observations. Heteroscedasticity testing was conducted using graphical analysis and the Glejser test (Tarigan et al., 2024).

Partial Significance Test (t-Test)

According to Wardani & Permatasari (2022), the t-statistical test is a test of individual partial regression coefficients used to determine whether the independent variable influences the dependent variable (Wardani & Permatasari, 2022). The null hypothesis (H0) to be tested is whether a parameter (b1) is equal to zero or:

H0: b_1, b_2 = 0, meaning that Green Product and Brand Experience have no partial effect on the decision to use Grab services in Medan.

Ha: b_1, b_2 ≠ 0, meaning that Green Product and Brand Experience have a partial effect on the decision to use Grab services in Medan (Jasaputra & Santosa, 2014).

Simultaneous Significance Test (F Test)

According to Sahir (2022:53), the F test is used to determine whether there is a simultaneous influence of independent variables on the dependent variable. The hypothesis is as follows:

H0: b_1, b_2 = 0, meaning that Green Product and Brand Experience simultaneously have no effect on the decision to use Grab services in Medan.

Ha: b_1, b_2 ≠ 0, meaning that Green Product and Brand Experience simultaneously influence the decision to use Grab services in Medan.

Coefficient of Determination Test (R2 Test)

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

RESULTS

Respondent Characteristics Based on Gender

Respondent characteristics based on gender can be seen in Table 1.

Table 1. Respondent Characteristics Based on Gender

No.	Gender	Total	Precentage
1.	Man	62	44,29%
2.	Woman	78	55,71%
Total		**140**	**100%**

Source: Data Processed, 2025

Based on Table 1, the majority of respondents were female, with 78 respondents (55.71%), while 62 respondents (44.29%) were male. This indicates that Grab users in Medan are predominantly female. This factor may reflect the trend in transportation usage in Medan, 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.

Respondent Characteristics Based on Age

Table 2. Respondent Characteristics Based on Age

No.	Age	Total	Precentage
1.	Teenagers	28	20,00%
2.	Adults	77	55,00%
3.	Seniors	35	25,00%
Total		**140**	**100%**

Source: Data Processed, 2025

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 teenagers with 28 people (20.00%). This indicates that Grab services are more widely used by adults who may have higher levels of mobility and more frequent transportation needs compared to other age groups. This study provides insight that Grab is more popular among working adults, who may be more concerned with convenience and speed in using transportation services.

Respondent Characteristics Based on Frequency of Grab Service Use

Table 3. Respondent Characteristics Based on Frequency of Grab Users

No.	Often / Not (/Week)	Total	Precentage
1.	1-5 kali	13	9,29%
2.	6-10 kali	24	17,14%
3.	11-15 kali	38	27,14%
4.	> 15 kali	65	46,43%
Total		**140**	**100%**

Source: Data Processed, 2025

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 indicates that most users in Medan City are quite dependent on Grab as their primary means of transportation, with high frequency of use. These high-frequency users may have greater transportation needs or find Grab services more convenient than other modes.

Validity Test Result

Table 4. Results of the Green Product Validity Test

Statement	rcount	rtable	Criteria	Result
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

Source: Data Processed, 2025

Table 5. Results of the Validity Test of Brand Experience

Statement	rcount	rtable	Criteria	Result
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

Source: Data Processed, 2025

Table 6. Results of the Validity Test of User Decision

Statement	rcount	rtable	Criteria	Result
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

Source: Data Processed, 2025

From the validity test results shown in Tables 4, 5, and c6, all statement items for the three variables (Green Product, Brand Experience, and User Decision) were proven valid because the calculated r value was greater than the r table. This indicates that the instrument used in this study can measure the intended variables well and is in accordance with the research objectives. This good validity is important to ensure that the collected data is relevant and can be used for further analysis.

Reliability Test Result

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Total Questioner	Result
Green Product	0,842	8	Reliable
Brand Experience	0,864	10	Reliable
Purchase Desicion	0,901	10	Reliable

Source: Data Processed, 2025

The reliability test results shown in Table 7 indicate that all variables have a Cronbach's Alpha value of more than 0.80, indicating excellent reliability. This indicates that this research instrument is consistent and reliable in measuring respondents' perceptions of Green Products, Brand Experience, and User Decisions. High reliability

increases the accuracy of research results, ensuring that the findings obtained are stable and non-random.

Multiple Linear Regression Analysis

Table 8. Results of Multiple Linear Regression Analysis

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

Source: Data Processed, 2025

The results of multiple linear regression analysis indicate that Green Product and Brand Experience have a positive effect on user decisions. Each one-unit increase in Green Product will increase user decisions by 0.486 units, while each one-unit increase in Brand Experience will increase user decisions by 0.466 units. This indicates that these two variables have a significant contribution to user decisions in choosing Grab services.

t-Test Results (Partial Test)

Table 9. Results of Multiple Linear Regression Analysis

Relationship between X and Y	t	Sig.
Green Product	8.019	.000
Brand Experience	10.612	.000

Source: Data Processed, 2025

Based on the t-test results in Table 9, both Green Product (t-count = 8.019, sig. = 0.000) and Brand Experience (t-count = 10.612, sig. = 0.000) significantly influence user decisions, as the t-count value is greater than the t-table value and the significance value is less than 0.05. Therefore, hypotheses H1 and H2 are accepted, meaning these two variables individually significantly influence user decisions.

F-Test Results (Simultaneous Test)

The F-test results show that the calculated F-value of 90.733 is greater than the F-table value of 3.06, and the significance value of 0.000 is less than 0.05. This indicates that Green Product and Brand Experience simultaneously have a significant influence on user decisions. Therefore, hypothesis H3 is accepted, meaning these two independent variables jointly influence user decisions.

Coefficient of Determination Test Results

Based on the coefficient of determination test results, the R-square value of 0.570 indicates that 57% of the variation in user decisions can be explained by the Green Product and Brand Experience variables. The remaining 43% is explained by other variables not examined in this study, such as Brand Image and Consumer Attitude.

DISCUSSION

The results of this study show that both Green Product and Brand Experience have a significant positive influence on the decision to use Grab services in Medan. The t-test and F-test results support the hypothesis that these two variables, individually and collectively, shape consumer decision-making. The influence of Green Product confirms that consumers in Medan are becoming increasingly aware of environmental issues, especially when offered clear, tangible benefits such as GrabElectric. This suggests that marketing strategies emphasizing sustainability and eco-friendliness can directly impact consumer behavior. However, despite this awareness, widespread adoption of electric transportation options remains a challenge due to convenience and cost perceptions. Brand Experience also plays a vital role. Positive interactions with the brand—ranging from driver professionalism to app functionality—significantly affect user trust and loyalty. This aligns with past studies emphasizing that experiential marketing fosters stronger customer retention. These findings validate the growing relevance of environmental and experiential factors in digital service consumption, particularly in urban transportation.

CONCLUSION

Based on the results of a study conducted in Medan City with 140 Grab users, it can be concluded that Green Product and Brand Experience significantly influence users' decisions in choosing Grab services. Green Product has been shown to influence user decisions, where the more positive consumers' perceptions of environmentally friendly products, the more likely they are to use Grab services. This indicates that environmental awareness and a preference for more environmentally friendly products are important factors in consumer decisions. Furthermore, Brand Experience also plays a significant role, where every improvement in the user's experience with the Grab brand, such as convenience, trust, and service quality, contributes to their decision to choose Grab. A positive brand experience is crucial in fostering loyalty and influencing user behavior.

Simultaneously, Green Product and Brand Experience support each other in influencing user decisions, indicating that both need to be considered in designing marketing strategies. These two factors work together to strengthen users' decisions in choosing Grab. Based on classical assumption tests, the regression model used in this study was proven valid, meeting the assumptions of normality, and free from multicollinearity and heteroscedasticity, ensuring the model's reliability for further analysis.

The results of this study provide recommendations for Grab to further optimize the promotion and introduction of its GrabElectric service as an alternative environmentally

friendly product. Furthermore, Grab needs to continuously improve the brand experience perceived by users by enhancing service quality and personal interactions 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' decisions to choose Grab services, so both should be a key part of the company's marketing strategy.

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