

ABSTRACT

Grab is a provider of online transportation services and daily necessities provided in Indonesia. Based on data from the Similar Web, Grab has declined number of downloads every month starting from July to November 2019. Grab rating on TopBrands also decreased from 2018 to 2019. This shows the behavioral intention of Grab User has changed negatively. Researchers found what factors are driving the intention to use the Grab application.

This study uses quantitative methods with descriptive analysis data analysis methods and CFA using SPSS 25. Respondents questionnaire examined 103 respondents. Sampling was done by a non-probability method of the type of purposive sampling of people who have used Grab.

Based on the descriptive analysis results, the level of behavioral intention to use Grab is 79% which in Good category. This means that the respondents intend to use the Grab application now and in the future in their daily lives.

Based on the factor analysis results, five factors are formed influencing behavioral intention to use services provided by Grab. Factors that drive Behavioral Intention Grab include Perceived Ease of Use, Lifestyle, Performance Expectancy, Hedonic Motivation, and Perceived Usefulness. These factors simultaneously pushed the intention to use the Grab application by 66.4%.

Among the five factors, perceived ease of use is the most dominant factor driving the intention to use the Grab application and contributes 42%. This means that most people use the Grab application because they have idea of how convenience using Grab.

Keywords: Factor Analysis, CFA, Behavior Intentions, Perceived Ease of Use, Lifestyle, Performance Expectations, Hedonic Motivation, and Perceived Usefulness