The Influence of Social Media Marketing Exposure and Email Blast Exposure on Brand Loyalty of Grab Application

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ABSTRACT

This study aims to explain the influence of social media marketing exposure and email blast exposure on brand loyalty of Grab application. This research is quantitative studies, with the theory that it used are Honeycomb Model and Theory of Flow that combines a non-probability sampling method with accidental sampling.

The total of the respondents around 166, who lived in Indonesia's big cities and use email and social media to receive, see, and experience updated campaign information from Grab application. The results of the hypothesis tests using simple linear regression technique shows that there is no influence of social media marketing exposure on brand loyalty, meanwhile the second hypothesis shows that there is an influence of email blast exposure on brand loyalty with the significance value of (0,050).

The result suggest that Grab Indonesia can implements this marketing communication ways specifically in using email blast exposure in strengthening their brand loyalty.

Keywords: Social Media Marketing, Email Blast, Brand Loyalty, Grab, internet

INTRODUCTION

Background

The digital economic transformation, which is a driver of economic growth in Indonesia, needs to be optimized, according to Deputy Minister of Finance (Wamenkeu) Suahasil Nazara. From 2021 to 2025, the digital economy in Indonesia is expected to grow by 20%, reaching USD 146 billion. The deputy of finance came to the conclusion that a wide range of sectors, including the financial sector, government, education, health, trade, and industry, were included in Indonesia's goal of expanding the digital economy.

Social media platforms have provided businesses a way to grow and specifically target their consumers. According to We Are Social and Hootsuite's The Digital 2022 Global Overview Report, Indonesia saw a total gain of 21 million social media users (+12.6 percent) between 2021 and 2022. In

their daily lives, Indonesians mostly utilize social media, particularly the internet, to find new information (80,1%), fresh ideas and knowledge (72,9%), and to still stay in touch with friends (68,2%) (Figure 1).

Figure 1. Essentials Digital Headlines
(Source: WeAreSocial.com, 2019)

Supporting viewpoints, there is an intense drive these days, particularly for business, to utilize marketing communication as a technique to boost customer loyalty, brand loyalty, and engagement. According to financeonline.com, business-to-business organizations frequently use digital marketing to effectively launch and promote their brands. Around 40% of firms are utilized email to disseminate their newsletter to their whole customer base.

Grab is the market leader in the rapidly increasing "digital ecosystem," which merges transportation, the digital ecosystem, e-commerce, and information and communication technologies into one ecosystem of smartphone-based applications (Silalahi, Handayani, & Munajat, 2017).

The first social media marketing (SMM) that integrates marketing 4.0 and 5.0. According to Santoso (2017), SMM is a type of advertising that employs social media technologies such as social networking, microblogging, and blogging to enhance awareness, recognition, recall, or even action for a brand, product, business, person, or organization. Marketers have utilized a range of ways to retain consumers loyal to their brands, including brand characteristics, traditional marketing mix variables, and new marketing approaches such as events, sponsorships, one-on-one marketing activities, and Internet marketing. marketing, and social media marketing (Keller, 2008; Kotler and Keller, 2007).

According to William and Cottrell (2000), SMM is a creative form of business promotion that is applied as a part of an online network. Marketing professionals are quick to see social media marketing's benefit as a branding opportunity given that it is a business-to-customer (B2C) channel. Through networking, communication, and community building, social media is a tool that assist organizations in building customer loyalty (McKee, 2010).

According to another study finding by Faribozi E, and Zehedifard, M. (2012), email marketing is a sort of direct marketing that uses email to send promotional or fundraising materials to targeted targets. Email marketing encompasses any email sent to a consumer, whether they are current or future customers. Grab also employs email marketing and email blasting strategies.

During their ongoing campaigns, Grab naturally followed the trends of utilizing social media marketing and email blasts to sell their brand or services. Grab Indonesia appears to have been active on all social media networks, including Twitter and Instagram, for the previous ten years. They also leverage two-way communication to make users and customers feel visible and included.

An active or inactive user utilizes email as the medium and sends out a flood of messages to several new clients to tell them of updates to ongoing campaigns or promotions. At first, it worked, and based on AI data and people's enthusiasm, the message safely reaches every consumer's or user's email. However, the used of email blast could be a little unsafe and unpleasant for users or clients. When assessing the effectiveness of email marketing, it is critical to include customer satisfaction with brands, brand

perception, and perceived utility of emails as important elements in brand loyalty.

There is also proof from Grab drivers who, by coincidence, received a notification about receiving a Rp 12,000 payment despite not activating their Grab application (the right photo), or it appears that an error program was accidentally communicated through a Grab driver. These actions may have an impact on the brand loyalty that Grab has already established. The views are also supported by the fact that Grab Indonesia's market shares are declining in the first quarter (Q1) of 2022. Grab Indonesia continued to dominate the market in 2021, claiming 57% of it. However, as of July 2022, Gojek had taken over the top place, accounting for about 52% of the market share for mobility spending. The online ride-hailing business is currently led by Uber, with Grab coming in second.

Given Grab Indonesia's shrinking market share and AI error issues, this may have an impact on user or consumer loyalty of Grab Indonesia.

Research Problem

As one of Asia's top online ride-hailing services, Grab employs numerous strategies as a creative marketing strategy to connect with its users. Grabs' approach involved combining email marketing and social media marketing on each platform to reach customers effectively.

At first, it works. People are extremely excited to watch commercial promotions through adverts on each social media platform. Meanwhile, according to the background data, social media marketing exposure may have a favorable effect on the Grab application, such as boosting their product services so it can be more accessible to every user. In fact, Grab are still in the second place while Gojek are leading the market share by sales in 2022 (based on measureable.ai).

On the other hand, the marketing strategy also incorporated email blast exposure. It believes that using email blast exposure is one of the very proactive ways to get in touch personally with their users because of the enormous improvement in Information Technology (IT) and the method of disseminating information via email marketing or email blast that is currently at its peak. Due to the results of the email blast exposure, such as an undelivered message or spamming content, this method could have a negative effect on Grab application itself.

Based on the problem described above, the research problem of this study is, "Do social media marketing exposure and email-blast exposure have an influence on brand loyalty of Grab application?"

Research Objective

Ascertain the influence of brand loyalty and price perception on NCT photocard purchase intention within NCT sell-buy-trade community.

Research Significance

Academically, this research is intended to give evidentiary in using the Honeycomb Model by Kietzmann, The Theory of Flow by Hoffman and Novak, and Five levels of Brand Loyalty by Aaker to verifying the study of marketing communication on this study. Practically, this current data can be used as a reference source for Grab Indonesia and other online ride-hailing businesses in strengthening their brand loyalty with using developing creative marketing communication ways. Socially, this research is anticipated to be helpful to society such as consultant communication or businesses who used digital media approaches in terms of providing some general understanding of the influence of social media marketing exposure and Email blast exposure.

Theoretical Framework

To measure brand loyalty on Grab application, the theory that been used are the five pyramid of brand loyalty by Aaker (1991). According to David A, brand loyalty can be assessed by the number of brands purchased, the proportion of purchases, and future purchase intentions. Customers who are loyal to a brand will continue to purchase it even when it changes its offerings, for as by raising prices or altering some product attributes (Aaker, 1991). Switchers, who aren't dedicated to the brand, are among those with the lowest level of loyalty. Habitual consumers who frequently stick with a brand rather than looking elsewhere exhibit the second level of brand loyalty. Consumers who paid the switching charge (satisfied consumers) and are happy with their purchase are on the third level. Consumers who like brand because they have an emotional connection to it make up the fourth group of customers. Committed customers are the ones who remain loyal for the longest time.

The influence of social media marketing exposure on brand loyalty can be explained by using a Honeycomb Model. This model is to understand the features of social media activities and aspects of users' experiences with the seven social media elements blocks (Kietzmann, 2011). Each block represents a single social media capability or feature that allows that feature to be configured with the social media user's experience, and the number of those features influences the experience.

This model provides compelling viewpoints to study the engagement requirements of media consumers and how they may evolve over time, offers adequate explanations for each component. These are not only the existing blocks, other blocks such as "trust" and "image" may be added in addition to reputation (Kietzmann, Silvestre, McCarthy, & Pitt, 2012, p. 117). By using this model, the used of social media can develop the intention of user to use that brand which on the businesses point of view, can comprehending and leverage social media usage and features to develop strong brand loyalty.

The seven elements blocks of Honeycomb Model are: Identity, according to Kietzmann (2002), is the extent to which individuals or groups utilize social media to publicly disclose personal information about themselves, such as their name, age, gender, occupation, and location; A conversation is the volume of user-to-user contact which most social media platforms are primarily used it to foster contact among individuals and interest groups (Kietzmann, 2011); Sharing refers to the volume of exchange, distribution, and receiving the occurs (Babac, 2011); The connection between the physical and digital worlds is the presence dimension (Kietzmann, 2011); Relationships are the degree to which each person is connected to others on social media (Kietzmann, 2011) Users of social media have the chance to interact with known or unknowing customers; According to Keller (2001), making connection is concentrated on the potential effects of social media groups and relationship elements on consumers' brand loyalty.

The second variables which are the email blast exposure on brand loyalty can be explained by using Theory of Flow. Hoffman and Novak (1996) were the first to use the notion of flow experience to describe online consumer behavior. They established the structural equation model of flow experience, finding that flow experience positively affects online consumers' purchase intention. The conceptualization of flow experience employed these perceived pleasure, perceived control, and concentration appear most frequently in empirical research on flow experience (Koufaris, 2002; Huang, 2003; Li & Browne, 2006; Guo & Poole, 2009). It has become a common practice and Koufaris

(2002) finds that the three factors of flow experience all have positive correlation with online consumers' intended repurchase behavior. Hoffman and Novak (1996) extended flow theory to digital situations for the first time. It suggested that providing consumers with an "ideal experience" may boost online marketers' success by extending the general application of flow to computer-mediated environments and promoting repeat purchases from certain other organizations.

The flow experience is a desired outcome of the internet connections between customers and organizations due of its marketing implications. When applied to the concept of online marketing, the use of email, e-advertising, and social media can all satisfy users depending on how they operate. To put it another way, email, e-advertising, and social media can all satisfy users depending on how they operate.

In offline and online situations, the authors found that the dimensions of flow, the direction of influence, and the phases at which each dimension is positioned change noticeable and, in some cases, even contradictorily. Different construct names might relate to the same ideas in different contexts. The majority of flow models, according to the research, recommend utilizing a framework with three stages for the flow experience, flow, and flow repercussions.

Theoretical Framework
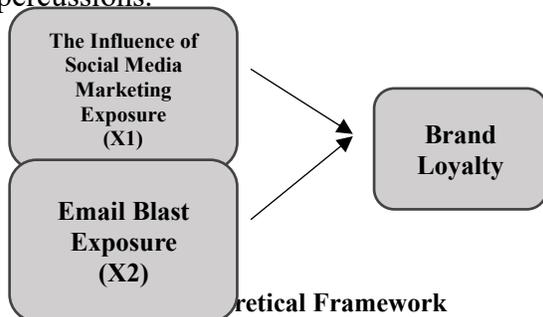
Hypothesis

H1: There is a positive influence of social media marketing exposure (X1) on brand loyalty of Grab application (Y).

H2: There is an influence of Email Blast exposure (X2) on brand loyalty of Grab application (Y).

RESEARCH METHODOLOGY
Research Type

The type of research is explanatory which aims to determine the influence of social media marketing exposure (X1) and email blast exposure (X2) on brand loyalty of Grab application (Y)

Population

The population in this study include men or women between the ages of 18 and 24 who lived in a big city in Indonesia, frequently use Grab applications, are active on social media, frequently use Email or Gmail to receive messages, and have made purchases through the Grab application in the past three months.

Sampling Technique

The sampling technique that is used in is non-probability sampling method with accidental sampling technique. This sample size of this study is 100 people (or above).

Data Analysis

The analysis technique used in this research is simple linear regression. Simple linear regression is based on causal or functional correlations between one independent variable and one dependent variable (Sugiyono, 2014: 261).

THE INFLUENCE OF SOCIAL MEDIA MARKETING EXPOSURE AND EMAIL BLAST EXPOSURE ON BRAND LOYALTY OF GRAB APPLICATION
Social Media Marketing Exposure

Social Media Marketing Exposure can be shortly defines as the impact of Grab's social media marketing on brand loyalty. In this study, seven indicators were used to assess the exposure of social media

marketing on brand loyalty. The indicators include knowledge about social media medium that Grabs used, knowledge about Grab campaigns, Grab Brand Ambassador, Grab taglines, knowledge about Grab promotion and discounts. Respondents were given six questions to answer as a means of verification of their exposure of social media marketing that Grab used on brand loyalty.

Respondents were given a statement regarding knowledge to mention social media medium that Grab used to advertise their product "Please mention any social media platform that Grab used to promote their current campaign!". The question itself is an open box question with the most of the respondents only able to mention one social medium over seven social media that grab utilized.

The second indicator of Grab's social media marketing exposure are the knowledge of respondents regarding to the campaign that they see and be aware of. In this indication, respondents are given a statement regarding the exposure that stated "Mentioned one or more Grab current campaign that you know!". The majority, are only able to mentioned one over four campaigns.

The third indicator of Grab's social media marketing exposure are the knowledge of Grab Brand Ambassadors. In this indication, respondents are given a statement regarding the exposure that stated "Whose the Grab Brand Ambassadors that you know over the past three months? ". The majority of respondents only know one of the seven Grab brand ambassadors, Rafi Ahmad, Nagita Slavina, Rina Nose, Haruka Nakagawa, Ikhsan Lemon, Devina Hermawan, and Refal Hadi are the seven brand ambassadors who frequently appear on each Grab product service.
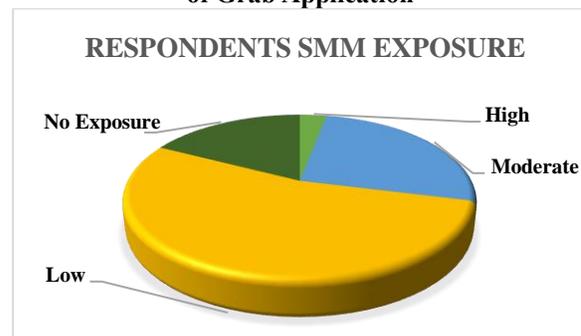
The fourth indicator of Grab's social media marketing exposure are the knowledge of celebrity endorsement that Grab used. In this indication, respondents are given a

statement regarding the exposure that stated "Based on the list of celebrity endorsement that Grab used, can you mention whose the Grab celebrity endorsement?". Only one celebrity endorsement can be mentioned by responders, and for the others, they mentioned celebrity not in the list of Grab endorsement.

The fifth indicator of Grab's social media marketing exposure are the knowledge of taglines that Grab used. In this indication, respondents are given a statement regarding the exposure that stated "Based on the list of taglines that Grab used, can you mention which taglines that grab used currently?". From the 166 respondents, the majority of them only knew one of the Grab taglines, indicating that the taglines' exposure was not widely spread.

The sixth indicator of Grab's social media marketing exposure are the knowledge of respondents regarding to the promotion and discounts that Grab has over the last three month. In this indication, respondents are given a statement regarding the exposure that stated "Mentioned one or more the offering that Grab had over the last three months!". There is a slightly different number for one who able to mention more than five promos and discount & others are not.

Figure 3. The Social Media Marketing Exposure of Grab Application

The preceding sixth indicators then compiled all together to measure respondents' knowledge about social media marketing exposure on grab Application. Result shows that majority of the respondents have a low

exposure of Grab Social Media Marketing (SMM).

Email Blast Exposure

Email blast exposure can be defined the amount of tendency of how information received by consumers, consumers' knowledge about the information of an ongoing campaign that Grab had and sent via email, the details of the contents that have been explicitly stated in the Grab newsletter, and the experience in getting Grab information via email. Two indicators were used to assess email blast exposure. The indicators includes the amount of tendency of how information received by consumers, consumers' knowledge about the information of an ongoing campaign that Grab had and sent via email, the details of the contents that have been explicitly stated in the Grab newsletter, and the experience in getting Grab information via email. Respondents were given two questions to answer as a means their knowledge about Grab email blast exposure using open box question.

The first indicator of the respondent's knowledge of email blast, particularly the exposure about the information that respondents got based on the Grab product services. In this indication, respondents are given a statement regarding exposure that stated, "Please mention what Grab services have you received via Email-blast?" With total of 166 voices were gathered, the majority are only got one over all Grab product services that been sent continuously through respondent's email.

The second indicator of the respondent's knowledge of email blast, particularly the exposure about the respondent's knowledge of the product services that grab been advertised. In this indication, respondents are given a statement regarding their exposure that stated, "From the following options, what messages usually appear when you open an email from Grab Indonesia." The majority

of the respondents also answered just one over many, which is the promotion about Grab Unlimited.

Figure 4. The Email Blast Exposure of Grab Application Variable Categorization
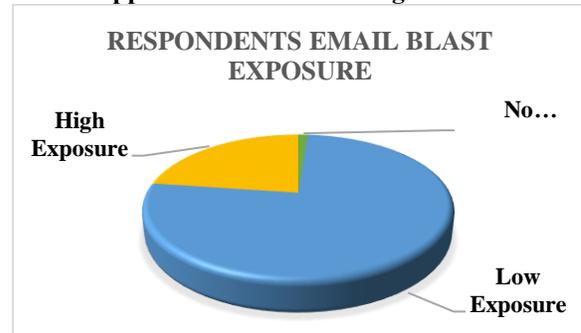
The result of adding up the attitudes of the respondents from both indicators demonstrates that most of the respondents are on the low level of exposure in terms of the information or newsletter that they been received and get from Grab application including the product services or the promos /discounts that Grab had and sent through respondents Email.

Brand Loyalty

Brand loyalty can be defined as Consumers who prefer and loyalty to using Grab application over other online ride-hailing application. In this study, five indicators were used to assess brand loyalty. The indicators include Grab as the respondents top of mind online ride hailing app, belief, satisfaction, to used and attitude towards Grab application which by that can measure the brand loyalty using 10 points Likert scale.

The first indicator of respondent's loyalty on Grab application, is about their top-of mind and belief in using Grab application over other online ride hailing. The question stated, "In comparison to other online ride-hailing applications, I am familiar to using the Grab application to suit my primary needs.", the majority of the respondents are on the level of a highly belief which on the in

used Grab application which on the scale 8 over 10.

The second indicator of respondent's loyalty on Grab application, is about their satisfaction of products and services that Grab had. In this indication, respondents are given a statement regarding Grab services that stated, "I am satisfied with the service products provided by Grab, such as Grab Food, Grab Mart, Grab Transport, and Grab Express, which is why I prefer using the Grab application over competing online ride-hailing applications". Given their selection of that when it comes to choosing an online ride hailing app for their needs, the respondents feel highly satisfied for choosing Grab application.

The third indicator of respondent's loyalty on Grab application, is about the reason why they choose Grab application over other online ride-hailing, "The reason why I choose Grab application because it offers a lot of promos and discounts over other online ride hailing.", the majority of the respondents answered that Grab offered a lot of promos and discounts, so it makes a half of the respondents still choose Grab when it comes to promos and discounts.

The fourth indicator of respondent's loyalty on Grab application, is about the easiest yet efficient feature that Grab had so it makes respondents easier to understand. The question stated, "The reason why I choose Grab application because the feature that they had is the easiest to understand over other online ride hailing.", the majority of respondents are strongly agreed when it comes to the feature that Grab offered which on the scale 9 over 10.

The fifth indicator of respondent's loyalty on Grab application, is about the respondent's thoughts regarding respondent's loyalty in using Grab application over other online ride-hailing. The question stated, "I will still continue to use Grab application for my daily need over other online ride-hailing.", the

majority of the respondents are when it comes to customer loyalty for their daily used of online ride hailing application, the majority of respondent still choose Grab application over others which on the scale 8 over 10.

Figure 5. Brand Loyalty Categorization
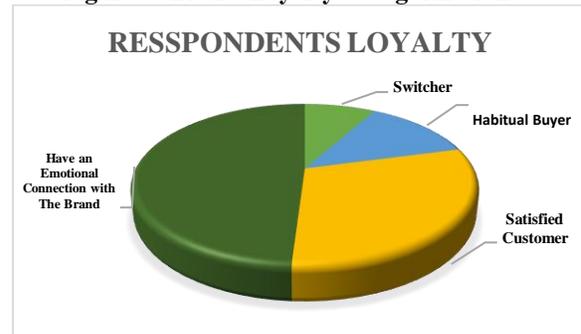
It can be concluded that most respondents fall under the fourth level of Aaker's (1991) brand loyalty pyramid, which signifies that the respondents "like a brand and consider it to be a friend" and are therefore reluctant to switch brands due to the time, cost, and performance risk involved. These consumers develop a bond with the brand because of a successful long-term relationship.

THE INFLUENCE OF SOCIAL MEDIA MARKETING EXPOSURE AND EMAIL BLAST EXPOSURE ON BRAND LOYALTY OF GRAB APPLICATION

The process of testing hypotheses and the factors that were examined are covered in this chapter. To ascertain whether or not there is an of social media marketing exposure (X1) and email blast exposure (X2) on brand loyalty (Y) of Grab application, hypothesis testing is employed. The tests necessary for this study are run by the author using SPSS (Statistical Product and Service Solutions) version 27. Throughout this research, the regression formula test was used.

Table 1. The Influence of Social Media Marketing Exposure on Brand Loyalty of Grab Application

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	75.918	1	75.918	1.021	.314[b]
	Residual	12188.618	164	74.321		
	Total	12264.536	165			
a. Dependent Variable: TOTAL Y						
b. Predictors: (Constant), TOTAL X1						

As presented in the table above, the value of the significant level obtained in this Simple Regression Analysis is 0,314, which means it is greater than the probability value of 0,05. It shows that the significance value is not significant and there is no influence of the variables the social media marketing exposure (X1) on brand loyalty of Grab application (Y). Therefore, the research hypothesis which states that there is a positive influence of social media marketing exposure on brand loyalty of Grab application, means that the significance value ≥ 0,05 and there is no influence on variables (hypothesis is rejected).

Table 2. The Influence of Email Blast Exposure on Brand Loyalty of Grab Application

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	284.094	1	284.094	3.889	.050[b]
	Residual	11980.442	164	73.051		
	Total	12264.536	165			
a. Dependent Variable: TOTAL Y						
b. Predictors: (Constant), TOTAL X2						

Meanwhile, the second hypothesis shows that the significance value is significant and there is an influence of the variables the email blast exposure (X2) on brand loyalty of Grab application (Y). Therefore, the research hypothesis which states that there is an influence of email blast exposure on brand loyalty of Grab application, means that the significance value ≤ 0,05 then the independent variables simultaneously affect the dependent variables (hypothesis is accepted).

Discussion

A thorough knowledge of how social media usage and functionality can be used to foster strong brand loyalty is provided by the Honeycomb Model. This model was broken down into seven components by Smiths (2007), namely identity, conversation, sharing, presence, relationship, reputation, and groups. Each component has a crucial role to play in proving the claim about how customers may turn themselves into committed users or namely loyal to that brand. However, according to the hypothesis testing done for this study, the social media marketing exposure had no effect on the Grab application's brand loyalty. Because of this, the Honeycomb Model cannot be used for this study. Therefore, even though the majority of respondents are generally aware of the campaigns, promotions, and discounts that are routinely shared by Grab via social media marketing, this does not mean that they are going to become loyal customers or devoted users of the Grab application. The brand loyalty of the Grab application is therefore not influenced by the respondents' exposure to social media marketing; rather, other factors influence the respondents' brand loyalty decisions.

The second hypothesis is there is an influence of email blast exposure on brand loyalty. As assumed by the theory that been used for this variable, namely Theory of Flow which also mentioned on page 25 point 1.5.7, Hoffman and Novak (1996) were the first to use the notion of flow experience to describe online consumer behavior. They established the structural equation model of flow experience, finding that flow experience positively affects online consumers' purchase intention. The conceptualization of flow experience employed these perceived pleasure, perceived control, and concentration appear most frequently in empirical research on flow experience (Koufaris, 2002; Huang, 2003; Li & Browne, 2006; Guo & Poole, 2009). It has become a common practice and Koufaris (2002) finds that the three factors of flow experience all

have positive correlation with online consumers' intended repurchase behavior.

Flow is thought to be an inherently enjoyable experience. User happiness and the acceptance of information technology are strongly correlated with flow, according to Ghani and Deshpande. This Theory of Flow also claimed that by extending the broad application of flow to computer-mediated environments and encouraging repeat purchases from some other businesses, offering users an "ideal experience" may help internet marketers succeed. Repeat purchases has a comparable meaning to a committed user, which are the second highest stages of the brand loyalty pyramid, as it is stated by Aaker (1991).

In addition, based on the hypothesis that been used on this study, the email blast exposure has an influence on the brand loyalty of Grab application. This makes the Theory of Flow completely applied in this study. Thus, most respondents have a moderate preference regarding to the email blast exposure that Grab used to blast their campaigns or message through user/customer, this is necessarily make respondents become a loyal to Grab application (brand loyalty). This means, the brand loyalty of Grab application is also determined by the email blast exposure.

These statements are further supported by Kaur R. and Singh G.'s (2017) explanation of creative ways for online marketing in electronic commerce, which illustrate how advertisers require this innovation for their own goals. Email marketing is an effective internet marketing approach that is gaining popularity (Rettie, 2002). For the first time, Hoffman and Novak (1996) applied Flow Theory in online environments. They claimed that by offering customers with engaging experiences, "optimal experience" may help online marketers succeed, extending the general application of flow to computer-mediated environments. Customers may experience flow while navigating the Internet because it is an interactive environment (Cheet et al., 1999).

Hoffman and Novak (1996) used flow theory for the first time in online settings. They claimed that "optimal experience" may assist online marketers to thrive by providing engaging experiences to clients, expanding the general applicability of flow to computer-mediated environments. Because the Internet is an interactive environment, customers may experience flow while navigating it (Cheet et al., 1999). Flow experience is a desirable outcome of online connection between consumers and businesses because of its marketing outcomes.

Previous research on the subject of The Effects of E-Marketing Communication on Brand Loyalty was undertaken by Vjosa MULLATAHIR and Fatos UKAJ (2019). They claimed that e-Marketing communications crucial for creating a favorable perception of a brand, promoting customers satisfaction, and building customers dedication and loyalty to mobile operator brands. Prior studies have shown that e-marketing communication has a major impact on consumer satisfaction, brand image, and brand loyalty in a favorable and significant way.

Previous studies also mentioned that Email marketing or email blast has a favorable and significant impact on brand loyalty (Gana Duwa, 2019). The brand anticipates that an eye-catching display of email marketing will draw customers to purchase the goods or services they offer. Based on the findings of research by Mujiyana and Mukhyi (2012), it was demonstrated that email marketing, or more commonly known as email blast, can stimulate purchasing interest, which in turn affects satisfaction to foster brand loyalty. According to Chiu et al. (2007), brand loyalty is a highly helpful and simple approach to apply to increase customer loyalty. The

significance of brand loyalty demonstrates that brand loyalty is the most widely used email marketing technique.

CONCLUSSIONS AND RECOMMENDATIONS

Conclusions
The result of this research shows that there is no influence of social media marketing exposure on brand loyalty of Grab application. Meanwhile, there is an influence of email blast exposure on brand loyalty of Grab application.

Recommendations
1. The result of this research shows that there is no influence of social media marketing exposure on brand loyalty of Grab application. Since social media marketing exposure does not influence brand loyalty, Grab does not need to concentrate on it when determining customer loyalty to the Grab application. Grab's decision to leverage social media marketing exposure to encourage user loyalty is not a smart one. However, if the objective is to learn more about user or customer knowledge of the Grab application, such as Grab campaigns, Grab products/services, or Grab offers and discounts that they see, get, and received, it may be a good idea to place social media marketing exposure and can put it into a consideration. .
2. Grab as one of the online ride-hailing apps that implements email blast as a tool to communicate with user. This also an impactful and strategic ways of marketing side because it can track which user that are loyal and already subscribes to whatever Grab's newsletter that been sent to the user.
3. future research can examine the influence of identity, conversation, sharing, presence, relationships, reputation, and

groups, can be exploited as a functionality to create a strong brand loyalty which seven of those elements are helps the business to specificity their own customer effectively. Taken together, all these elements increase a committed buyer.
4. t supports the academic significance in using theory of flow as a core theory of this variables which can be implements to any business (Grab as an object on this study) in using this marketing communication ways in strengthening their brand loyalty.

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