

## Analysis of Grab Online Motorcycle Taxi Application Usability in Jakarta Using PLS-SEM Approach Model

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### ABSTRACT

Founded in Singapore in 2012, Grab is one of the biggest online transportation companies in Southeast Asia. In Jakarta, GrabBike is part of this service. Even while technology advancements are driving the rise of these apps, issues including poor map accuracy, ugly UI, and frequently missed advertising still exist. Thus, the purpose of this study is to use the Technology Acceptance Model (TAM) to examine the variables that affect how simple it is to use the GrabBike service in Jakarta. Ease of use (Perceived Ease of Use), advantages (Perceived Usefulness), user attitude (Attitude Toward Using), user intention (Behavioral Intention to Use), and actual users (real System Usage) are the five study variables used in this method. Likert scale questionnaires were utilized to gather data from 106 individuals using a descriptive quantitative technique. The partial least squares (PLS)-based structural equation modeling (SEM) technique is used to assess the relationship between variables. The study's findings demonstrate that advantages (perceived usefulness) and usability (perceived ease of use) have a major impact on users' attitudes (attitude toward using). The intention to use (Behavioral Intention to Use) and Actual System Usage are subsequently impacted by this attitude.

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### INTRODUCTION

Information technology development is now a crucial component that most business organizations, including institutions, must employ. (Sriwongphanawes & Fukuda, 2024). One form of technology utilization in everyday life is online transportation, which has now become a vital part of the modern transportation system. A survey conducted by the Indonesian Internet Service Providers Association showed that of the 22 reasons people use the internet, ordering transportation online ranked 16th. Furthermore, as many as 93.9% of people access the internet via their smartphones (Maarif & Setiyawati, 2024).

Online transportation began to appear in Indonesia in 2010, starting with online motorcycle taxi services that now cover almost all regions of the country. High consumer interest in this service has encouraged online transportation providers to compete to innovate to attract consumer attention and satisfaction (Ngulwiyah, n.d.). Online motorcycle taxis are application-based services that allow users to connect with drivers quickly and efficiently, providing convenience, especially for urban communities who often face traffic jams (Fahurrozi, Sayyidi, & Ali, 2020).

Grab is one of the largest online transportation service providers in Southeast Asia, particularly in the

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two-wheeled transportation category, such as motorbikes. Headquartered in Singapore, the platform was first launched in 2012. Grab is a digital transportation company that continuously improves the quality of its services. Its services include transportation, goods delivery, and food delivery. (Elan & Muslikh, 2024). As an online-to-offline (O2O) platform, Grab aims to facilitate public mobility and increase access to various essential services throughout its operational areas (Ariningsih & Megawaty, 2022). The Grab app has received over 100 million downloads with a rating of 4.8 based on 13 million reviews on the Google Play Store. However, several challenges remain, such as map inaccuracies, an unattractive interface, and frequent missing promotions. These obstacles can affect the app's perceived ease of use, ultimately impacting user loyalty.

The Technology Acceptance Model (TAM) is used in this study to understand how these factors impact the effectiveness of application use. The Technology Acceptance Model is a model of information technology adoption based on perceived usefulness and usability. (Ma & Liu, 2011). Since its establishment, this model has been assessed with several applications in numerous research, making it the most popular model of user acceptance and usage. TAM's primary goal is to elucidate the principles of technology adoption in order to forecast its behavior and provide theoretical support for its efficient use (McCord, 2024). Furthermore, it serves to forecast and explain how people would accept an information system. (Asritama, Informatika, Komunikasi, Informatika, & Surakarta, 2020). This model provides a clear framework for assessing user acceptance of the Grab program and is based on Attitude Toward Using (ATU), Behavioral Intention to Use (BI), Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Actual System Usage (ASU). (Lagatari & Sufa'atin, 2015). Therefore, TAM is the basis for evaluating factors that influence how user-friendly online transportation apps are.

based on Google Play Store user reviews, several key issues affecting the usability of the GrabBike app in Jakarta include map inaccuracy, an unattractive interface, and frequently missing promotions. Map inaccuracy can lead to incorrect pickup locations, which impacts user satisfaction. A suboptimal interface can make it difficult for users to access app features, while frequently missing promotions can reduce user motivation to continue using the GrabBike service. The purpose of this study is to determine and look into the variables affecting the user experience of the GrabBike app.

The relationship between the variables in TAM is examined in this study using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. In the social sciences, modeling (PLS-SEM) has emerged as a reliable multivariate analytic method.

Interest in PLS-SEM is rising as more quality management researchers employ it. (Magno, Cassia,

& Ringle, 2024). A Likert-scale questionnaire was used in this study to gather information from 106 Jakartan GrabBike service consumers. This investigation aims to ascertain the extent to which TAM components influence GrabBike application usage. Furthermore, sampling can affect the population, so the sampling process must be representative (Saputra, Elin, Panca. Akbar, Riyaji. Priyono. Dwiantoro, 2024).

In addition to measuring user perceptions of benefits, ease of use, attitudes toward the application, intention to continue using the service, and actual conditions of system users, this study aims to evaluate the user-friendliness of the Grab online motorcycle taxi application in the city of Jakarta by focusing on the effects of map inaccuracy, interface display, and missing promotions. PLS-SEM, also known as partial least squares structural equation modeling, was used to analyze the data. Information quality has a positive impact on perceived ease of use, according to earlier studies. (Goh, Hii, Mah, Tan, & Li, 2025).

It is expected that the study's conclusions would provide Grab app developers with recommendations for improving user experience and service quality, as well as further information about the use of TAM in Indonesian online transportation services. The TAM model is a concept that has been utilized extensively to comprehend how people obtain and utilize information technology. The two primary components of perception are perceived utilization and perceived ease of use, which facilitates the application of technology. (Saputra, Saputro, Priyono, Kusumo, 2024). Formative constructs are introduced, higher-order constructs bolster the model's theoretical understanding, and prediction—particularly out-of-sample prediction to establish external validity—becomes the study's main focus when investigating complicated models. In this case, PLS-SEM is appropriate. (Hair & Alamer, 2022).

## RESEARCH METHOD

This study uses the Technology Acceptance Model (TAM) in a descriptive quantitative way to investigate the elements affecting the GrabBike application's usability in Jakarta. TAM is an idea and resource created by the TAM research team, which is based on thorough investigation and scientifically grounded consultation, has helped in the successful design of digital technology implementation stages for individuals in various industrial sectors (Schorr, 2023). Furthermore, TAM offers a number of theories based on the TAM model, which addresses user happiness, attitudes, and usability and usefulness judgments (García, Gómez, López, & Schlosser, 2024). The data was analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. PLS-SEM is consistent with a reflectively structured model that will produce stronger and more accurate output tepat (YILDIZ & KELLECI, 2023). PLS has the ability to handle various things, such as response variables to

explanatory variables simultaneously (Purwanto & Sudargini, 2021).

#### A. Data Information gathering

For this investigation, three main methods were employed to collect data:

1. Observation: To determine the primary issues encountered by Grab app users, researchers examined user evaluations on the Google Play Store., such as map inaccuracy, an unattractive interface, and promotions that often disappear.
2. Literature Study: References from journals, scientific articles, and books are used to support the theoretical basis and strengthen the research analysis.
3. Questionnaire: GrabBike riders in Jakarta were given access to a 5-level Likert-scale online survey through Google Form.
4. Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Using (ATU), Behavioral Intention to Use (BI), and Actual System Usage (ASU) are the TAM model variables that were examined in this questionnaire (Mudasir, 2024).

#### B. Data Sources and Samples

GrabBike service users in Jakarta made up the population under study. One non-probability sampling technique is purposeful sampling. that takes particular opinions or perspectives into account, was used to choose the sample, with the criteria being respondents who have experience using GrabBike (Fahlevi & Dewi, 2019). The research sample of 106 respondents was successfully gathered.

#### C. Data Analysis Method

The act of transforming gathered data into meaningful information is known as data analysis (Taherdoost, 2022). Using SmartPLS 4 software, the data was examined using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The validity test utilizing discriminant validity using cross loading value and convergent validity using Average Variance Extracted (AVE) value > 0.5 are the two procedures in the data analysis process. Cronbach's Alpha and Composite Reliability are used in reliability testing; a reliability number greater than 0.7 is deemed good (Aulia, Candra, & Wardani, 2023).

#### D. Conceptual Framework

Two crucial elements that center on TAM are perceived utility (perceived usefulness/PU) and perceived ease of use (perceived ease of use/PEOU). (Perceived ease of use, or PEOU) (Latif, Saputro, & Barkah, 2025). Perceived Ease of Use (PEOU), Perceived Usefulness (PU),

Attitude Toward Using (ATU), Behavioral Intention to Use (BI), and Actual System Usage (ASU) are the five primary variables that make up the Technology Acceptance Model (TAM), the conceptual framework used in this study. According to this paradigm, Attitude Toward Using (ATU) is directly controlled by Perceived Ease of Use (PEOU) and Perceived Usefulness (PU), whereas Behavioral desire to Use (BI), or the user's desire to continue using the program, is influenced by the user's attitude toward the application. Additionally, real System utilization (ASU), which represents the user's real degree of application utilization, will be impacted by BI. The relationship between these factors is seen in Figure 1. The PLS-SEM approach is used to assess the connection routes between variables. The purpose of this test is to quantify each variable's direct and indirect effects on the GrabBike application's usability.

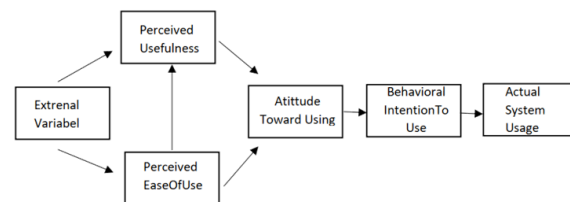


Figure 1. Conceptual Framework

#### E. Path Analysis

The link between the variables in the TAM model and their effect on GrabBike's usability was examined using route analysis. A t-value at a significance level of 0.5 was used to evaluate the connection between the variables. If the t-statistic is higher than 1.96, the hypothesis is considered significant and the relationship is statistically significant (Pada & Greatday, 2022). This method allows the study to identify factors contributing to GrabBike's ease of use and provide insights for app developers in improving their service quality.

## RESULTS AND DISCUSSION

#### A. Respondent Results

In all, 106 Jakartans took part in the survey. Gender, age, status, and length of application use were the basis for the demographic analysis of respondents. Gender-wise, 55.7% (59 individuals) of the 106 respondents were men, while 44.3% (47 individuals) were women.

Table 1 below displays the findings:

Table-1. Respondent Gender

No	Jenis Kelamin	Jumlah Responden	Jumlah Persentase

1	Man	59	55,7%
2	Women	47	44,3%
Total	-	106	100%

Out of 106 responders, or 62.3% of the total, were between the ages of 21 and 25. The next age group consisted of 21 respondents, or 19.8%, who were between the ages of 26 and 30. 6.6% of respondents were under the age of 20, and 7 were between the ages of 31 and 35. With five respondents, or 4.7% of the total, the age group over 36 had the lowest percentage. Please refer to Table 2 below for further information:

Table 2. Respondents by Age

No	Kriteria Umur	Jumlah	Persentase
1	<20 years	7	6.6%
2	21 to 25 years of age	66	62.3%
3	26 to 30 years of age	21	19.8%
4	31 to 35 years of age	7	6.6%
5	> 36 years	5	6.6%
Total	-	106	100%

Based on the length of use, respondents who have used the service for more than 3 years are 50.9% / 54 people. Respondents who have used the service for 1 to 3 years are in second place, with 29.2% or 31 people, and respondents who have used the service for < 1 year are in third place, with 19.8% or 21 people out of a total of 106 respondents obtained. For more details, please see table 3 below:

No	Lama Pengguna	Jumlah Responden	Jumlah Persentase
1	< 1 years	21	19.8%
2	1 – 3 years	31	29.2%
3	> 3 years	54	50.9%
Total	-	106	100%

According to the status diagram above, private employees made up the bulk of respondents (49.1%, or 52 individuals), followed by students (28.3%, or 30 individuals) and entrepreneurs (18.9%, or 20 individuals). Out of 106 responses, the percentage of respondents who identified as students was the lowest at 3.8%, or 4 individuals. Table 4 illustrates this as follows:

Table 4: Respondents by Status

No	Status	Jumlah Responden	Jumlah Persentase
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Karyawan			
1	Swasta	52	49.1%
2	Wirausaha	20	18.9%
3	Mahasiswa	30	28.3%
4	Pelajar	4	3.8%
Total	-	106	100%

## B. Research Results

### 1. Validity-Test

#### a) Convergent-Validity

To determine how well the indicators employed reflect the variables being measured, convergent validity testing is carried out. The following table displays the convergent validity test results:

Table 5. Convergent Validity

Variabel	Indikator	Nilai Loading Faktor	AVE
<i>Perceived Ease of Use</i>		0,808	0,642
	X1-1	0,844	
	X1-2	0,857	
	X1-3	0,728	
	X1-4	0,811	
	X1-5	0,736	
	X1-6	0,815	
<i>Perceived Usefulness</i>	Z1-1	0,834	0,704
	Z1-2	0,816	
	Z1-3	0,884	
	Z1-4	0,877	
	Z1-5	0,780	
<i>Attitude Toward Using</i>	Z2-1	0,861	0,708
	Z2-2	0,811	
	Z2-3	0,814	
	Z2-4	0,842	
	Z2-5	0,879	
<i>Behavioral Intention to Use</i>	Z3-1	0,886	0,766
	Z3-2	0,883	
	Z3-3	0,843	
	Z3-4	0,842	
	Z3-5	0,920	
<i>Actual System Usage</i>	Y1-1	0,850	0,713
	Y1-2	0,817	
	Y1-3	0,874	
	Y1-4	0,877	
	Y1-5	0,802	

The convergent validity study's results demonstrate that each variable's Average Variance Extracted (AVE) value is larger than 0.5 and that each indicator's factor loading value is likewise greater than 0.6. This demonstrates strong convergent validity. The

AVEs for the perceived utility (PU) and perceived ease of use (PEOU) variables were 0.704 and 0.642, respectively. Strong validity is also demonstrated by the Attitude Toward Using (ATU) AVE (0.708), Behavioral Intention to Use (BI) AVE (0.766), and Actual System Usage (ASU) AVE (0.713). These findings guarantee that every indicator pertaining to every variable satisfies the convergent validity requirements.

b). Discriminant Validity.

The cross-loading approach, which was used to verify discriminant validity, revealed that the indicator had the maximum loading value on its variable when compared to other variables. The table below displays the discriminant validity test results.

Table 6: Validity of Discriminants

	PEOU	PU	ATU	BI	ASU
X1-1	<b>0,808</b>	0,622	0,521	0,456	0,391
X1-2	<b>0,844</b>	0,680	0,615	0,590	0,533
X1-3	<b>0,857</b>	0,710	0,557	0,499	0,379
X1-4	<b>0,728</b>	0,567	0,457	0,371	0,253
X1-5	<b>0,811</b>	0,662	0,502	0,428	0,292
X1-6	<b>0,736</b>	0,659	0,601	0,512	0,500
X1-7	<b>0,815</b>	0,630	0,564	0,544	0,421
Z1-1	0,657	<b>0,834</b>	0,561	0,455	0,376
Z1-2	0,639	<b>0,816</b>	0,478	0,390	0,273
Z1-3	0,732	<b>0,884</b>	0,592	0,525	0,453
Z1-4	0,732	<b>0,877</b>	0,637	0,511	0,413
Z1-5	0,631	<b>0,780</b>	0,721	0,564	0,512
Z21	0,627	0,655	<b>0,861</b>	0,675	0,632
Z2-2	0,583	0,608	<b>0,811</b>	0,577	0,499
Z2-3	0,507	0,514	<b>0,814</b>	0,769	0,679
Z2-4	0,620	0,680	<b>0,842</b>	0,733	0,657
Z2-5	0,541	0,561	<b>0,879</b>	0,750	0,692
Z3-1	0,531	0,529	0,741	<b>0,886</b>	0,788
Z3-2	0,569	0,557	0,749	<b>0,883</b>	0,745
Z3-3	0,483	0,424	0,706	<b>0,843</b>	0,784
Z3-4	0,548	0,523	0,735	<b>0,842</b>	0,699
Z3-5	0,544	0,539	0,727	<b>0,920</b>	0,776
Y1-1	0,432	0,488	0,665	0,760	<b>0,850</b>
Y1-2	0,289	0,315	0,535	0,614	<b>0,817</b>
Y1-3	0,466	0,421	0,665	0,779	<b>0,874</b>
Y1-4	0,483	0,417	0,682	0,787	<b>0,877</b>
Y1-5	0,417	0,409	0,621	0,701	<b>0,802</b>

The cross-loading analysis's findings demonstrate that each indicator has a higher value on the measured variables when compared to other variables. This suggests strong discriminant validity. For example, on the Perceived Ease of Use (PEOU) measure, indicator X1.1 has the greatest cross-loading of 0.808, compared to other variables such as PU (0.622), ATU (0.521), BI (0.456), and ASU (0.391). As a result, when compared to other variables, each indicator gives a more accurate picture of its particular variable. This guarantees that

the model's discriminant validity between variables is strong and that these indications need more investigation.

C. Reliability Test

1. Cronbach Alpha

The following table shows the Cronbach's alpha results:

Table 7: Results of Cronbach Alpha

No	Variabel	Cronbach-Alpha	Information
1	<i>Perceived-Ease of-Use</i>	0,906	Valid
2	<i>Perceived-Usefulness</i>	0,894	Valid
3	<i>Attitude-Toward Using</i>	0,897	Valid
4	<i>-Behavioral Intention-to-Use</i>	0,923	Valid
5	<i>Actual-System-Usage</i>	0,889	Valid

The results of the research show that every variable has a Cronbach's alpha value more than 0.7, indicating that they are extremely helpful and have a high degree of internal consistency. Perceived Ease of Use (0.906), Perceived Usefulness (0.804), Attitude Toward Using (0.897), Behavioral Intention to Use (0.923), and Actual System Usage (0.889) are the categories with the highest Cronbach's alpha values. These results show that every variable is legitimate and satisfies the dependability standards.

2. Composite Reability

The table below displays the Composite Reliability results, which are as follows:

No	Variabel	Composite Reability	Keterangan
1	<i>Perceived Ease of Use</i>	0.926	Valid
2	<i>Perceived Usefulness</i>	0.922	Valid
3	<i>Attitude Toward Using</i>	0.924	Valid
4	<i>Behavioral Intention to Use</i>	0.942	Valid
5	<i>Use Actual System Usage</i>	0.926	Valid

All of the variables under investigation had Composite Reliability values better than 0.7, according to the Composite Reliability data. Actual system usage is 0.926, attitude toward using is 0.924, behavioral intention to use is 0.942, perceived usefulness is 0.922, and perceived ease of use is 0.926. Consequently, each variable is considered reliable and valid.

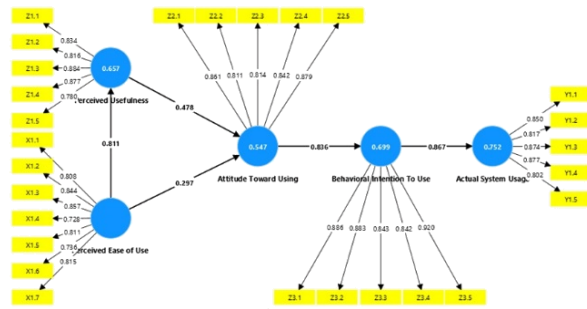


Figure 2. Results of the Outer Model Measurement Model Analysis

#### D. Model of Structure (Inner model)

The association between the variables in the research was examined using path coefficients. The following table displays the findings:

Table 9. Path Coefficient

	<i>T-Statistic</i>	<i>P-Value</i>	Kesimpulan
<i>Perceived-use of Use</i>	23.141	0,000	Berpengaruh Positif
<i>Perceived Usefulness</i>			
<i>Perceived-Ease of Use Attitude Toward Using</i>	3.349	0,001	Berpengaruh Positif
<i>Perceived-Usefulness Attitude Toward Using</i>	5.124	0,000	Berpengaruh Positif
<i>Attitude-Toward Using Behavioral Intention to Use</i>	20.497	0,000	Berpengaruh Positif
<i>Behavioral-Intention to Use Actual System Usage</i>	38.452	0,000	Berpengaruh Positif

The results of the path coefficient analysis using SmartPLS 4 show that the relationship between the variables has a t-statistic more than 1.96 and a p-value less than 0.05, suggesting that the path is significant. The t-statistic for Attitude Toward Using and Behavioral Intention to Use was 20.497, and the p-value was 0.000. Perceived Ease of Use and Attitude Toward Using have a t-statistic of 3.349 and a p-value of 0.001, whereas Behavioral Intention to Use and Actual System Usage have a t-statistic of 38.452 and a p-value of 0.000. The t-statistic for the relationship between perceived utility and perceived ease of use is 23.141, and the p-value is 0.000. Lastly, the t-statistic

and p-value for the relationship between Perceived Usefulness and Attitude Toward Using were 5.124 and 0.000, respectively. A substantial correlation between the variables in the study model was supported by the path analysis's final results, which demonstrated that each link between variables had a t-statistic > 1.96 and a p-value < 0.05.

## CONCLUSION

This study uses the TAM approach to examine the Grab app's usability in Jakarta. The findings indicate that while interface beauty affects perceived ease of use, map inaccuracy has a major impact on perceived usefulness. Missing advertisements on a regular basis affects user attitudes (Attitude Toward Using), behavioral intention to use, and, eventually, actual system usage (Actual System Usage). To improve the analysis, it is advised that future studies include variables including user experience, data security, and user trust. Additionally, the study's scope can be broadened to get more comprehensive findings. Interviews can be used as an additional strategy to improve the quality of study data. To better understand how people's interactions with technology change when using the Grab app, more research should examine other influencing elements like trust, perceived threat, and user demographics.

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