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THE INFLUENCE OF APPLICATION GAMIFICATION AND DRIVER PERSONAL BRANDING ON GRAB APPLICATION ENGAGEMENT AMONG STUDENTS

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Abstract :

Technological advancements have given rise to various new professions, one of which is online motorcycle taxi drivers, which facilitate people's activities. Grab, as one of the leading online transportation applications, continues to innovate to increase user engagement. This study examines the effect of application gamification and driver personal branding on Grab application user engagement, with a case study of students at the Faculty of Islamic Economics and Business (FEBI) of the State Islamic University of North Sumatra (UINSU). This study examines the effect of application gamification and driver personal branding on Grab application user engagement, with a case study of students at the Faculty of Islamic Economics and Business (FEBI) of the State Islamic University of North Sumatra (UINSU). A questionnaire was used to collect data with a quantitative causal associative approach from students who actively use Grab. The results of the analysis show that these two independent variables significantly influence user engagement. Application gamification, through elements such as points, cashback, voucher exchange, and level achievement, is proven to have a stronger influence in increasing user motivation and interaction. Meanwhile, driver personal branding, which includes professionalism and a positive image, also contributes significantly to increasing user trust and loyalty. Although gamification has a more dominant impact, the combination of both factors is crucial to provide a positive customer experience, which is engaging and sustainable, ultimately driving deeper engagement with the Grab platform.

Keywords : *Application Gamification, Driver Personal Branding, Application Engagement, Grab*

Abstrak :

Kemajuan teknologi telah memunculkan berbagai profesi baru, salah satunya pengemudi ojek online, yang mempermudah aktivitas masyarakat. Grab, sebagai salah satu aplikasi transportasi online terkemuka, terus berinovasi untuk meningkatkan keterlibatan penggunanya. Penelitian ini mengkaji pengaruh Application Gamification dan personal branding driver terhadap engagement pengguna aplikasi Grab, dengan studi kasus pada mahasiswa Fakultas Ekonomi dan Bisnis Islam (FEBI) Universitas Islam Negeri Sumatera Utara (UINSU). Penelitian ini mengkaji pengaruh Application Gamification dan personal branding pengemudi terhadap keterlibatan pengguna aplikasi Grab, dengan studi kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam (FEBI) Universitas Islam Negeri Sumatera Utara

(UINSU). Kuesioner digunakan untuk mengumpulkan data dengan pendekatan kuantitatif kausal asosiatif dari mahasiswa yang aktif menggunakan Grab. Hasil analisis menunjukkan bahwa kedua variabel independen ini secara signifikan memengaruhi keterlibatan pengguna. Application Gamification, melalui elemen seperti poin, cashback, penukaran voucher, dan pencapaian level, terbukti memiliki pengaruh yang lebih kuat dalam meningkatkan motivasi dan interaksi pengguna. Sementara itu, personal branding pengemudi, yang mencakup profesionalisme dan citra positif, juga berkontribusi signifikan terhadap peningkatan kepercayaan dan loyalitas pengguna. Meskipun gamifikasi memberikan dampak yang lebih dominan, kombinasi kedua faktor Untuk memberikan pengalaman pelanggan yang positif, ini sangat penting menarik dan berkelanjutan, yang pada akhirnya mendorong keterlibatan yang lebih dalam dengan platform Grab.

Kata Kunci: *Application Gamification, Personal Branding Driver, Engagement Aplikasi, Grab*

INTRODUCTION

In today's world, technological advances have made human activities increasingly easier. Thanks to digital technology, various types of jobs have emerged. Online motorcycle taxi (Ojol) driving is one job that has recently seen rapid growth. People's lives have become easier thanks to the availability of online transportation. Grab is a well-known online transportation application and has become a daily companion. Moreover, the promotions offered have made people prefer online transportation over conventional ones. According to (Edo, M., Andilala, A., 2018), interest in using these applications is certainly influenced by various factors. These include knowledge, trust, and service features. User knowledge is all the information a user has about various products and services, as well as other knowledge related to those goods and services, as well as details related to their role as customers with those goods and services, and details related to their role as customers.

Knowledge influences consumer behavior patterns. Customers can analyze new information, consider their options, and make decisions based on their level of understanding. Someone with extensive knowledge of a subject is typically more careful and thorough in choosing or implementing a course of action. Therefore, customers typically consider the benefits of using the Grab app before deciding to use it. Service consumption is also influenced by the product's credibility (Anika, et al, 2023).

The process of becoming more involved with someone or something is known as engagement, and it is a broad and comprehensive term with important implications for various fields. The process of becoming involved with something to gain a better understanding of it is a common definition of engagement in the Indonesian context. The definition of "engage" in the Oxford Advanced Learner's Dictionary is "to participate in something or to make someone participate in something," which can be translated as "to take part in an activity or to make someone take part in something" in Indonesian (Nasution, et.al, 2020).

Gamification is a form of learning that is increasingly popular in education. To make learning more dynamic and engaging, gamification is a

technique that incorporates game features such as leaderboards, challenges, levels, badges, and points into the educational process (Saputra, et al, 2023). To achieve specific marketing objectives, gamification features are part of the marketing mix, a marketing strategy that combines various components in a complex manner, and has many other advantages (Maharani, S, P & Kusuma, J, A, S, 2025). This is because this variable is closely related to consumer decision-making issues, which are crucial for maintaining market competitiveness (Nasution & Aramita, 2024).

Personal branding is more than just a marketing tool; it encompasses skills, experience, and personality traits that contribute to one's professional identity (Purnawan, et al, 2024). By prioritizing friendly communication, professional service, and expertise in navigation and technology, a driver can differentiate themselves from the competition. Businesses must offer value and leave a lasting impression on customers in a competitive business climate by meeting expected service quality standards. In addition to attracting new clients, a service quality strategy helps retain existing clients, prevent client loss, and build a competitive advantage (Kusdiyanto & Ishbah, 2024). Quality is the desired degree of excellence, and mastery of this excellence is able to meet consumer expectations (Rahma, Jannah, and Hafizh 2023). The success of the developed system will be determined by the positive results obtained, which will be compared with other businesses to determine whether they are good enough to compete and become the public's first choice (Surya, et.al, 2024).



Chart: Tim Riset IDX Channel, September 2020 • Created with Datawrapper

Figure 1. We Are Social 2020 Indonesia report

According to a report by the CNBC website, based on the We Are Social 2020 Indonesia report published in January 2020 on the CNBC Indonesia website, the survey also found that 75% of Indonesians are socially active of Indonesian internet users use mapping-related mobile applications. Tens of terabytes of data are generated daily by the Grab program, which is not surprising considering these facts. Between July 2018 and May 2019, Grab's merchant partner base (including GrabFood and GrabKios) surged by 650%. This shows that in less than a year, the number of micro-merchants joining the Grab platform has increased more than sixfold. As of December 2020, Grab Indonesia recorded a total of 5 million registered driver partners, a significant

increase from the figures of the previous two years. In the same period, they also have 2 million active merchant partners (GrabFood & GrabKios to provide new innovations and, of course, meet the demands of 5 million micro-entrepreneurs in Indonesia, including driver partners, merchants, and agents, Grab uses this data to try to understand people's behavior. Including one of the innovations of the Grab application is Gamification, here Grab wants to maintain the long duration of application use. Grab wants to further engage application users by creating gamification features, so users will be more comfortable using the application (engagement).

But there are still many users who do not know about what application gamification is, including users of FEBI UINSU students. Based on the results of pre-research, 7 out of 10 Febi students who use the application do not know what the gamification feature is, where users at Febi Uinsu open the application only to see price promotions and for a trip, the results of the user engagement of the Grab application among UINSU students can be said to be low. It is important to introduce application Gamification to Febi Uinsu students to get more benefits from the application, and it is also important Reminding the role of driver personal branding is also one of the reasons why engagement or users remain loyal to the application, where unconsciously driver personal branding is actually always noticed by users but is always considered unimportant, but greatly influences user engagement. So among FEBI UINSU students it has not shown a significant increase. Most research related to application gamification is more directed towards educational applications, while research on personal branding is more often examined towards office staff and marketing, rarely research that examines the personal branding of online motorcycle taxi drivers. Moreover, engagement is almost never studied and most studies separate the two variables, rarely any combine gamification with the perception of driver personal branding on engagement. Therefore, researchers are interested in examining the gamification variables in the Grab application and how much influence driver personal branding has on engagement among FEBI UINSU students who use the Grab application. Research related to Grab more examines the influence of variables such as price, promotion (Nurlaila, et al, 2022), service quality (Sugianto et al., 2023), perceived value, customer satisfaction with purchases, and quality of electronic services, satisfaction, or intention to reuse the Grab application (Nababan, et al, 2024).

Low Level of User Engagement in the Grab App. Although Grab has implemented various features to increase user engagement, user engagement remains a challenge. Several studies have shown that gamification can increase user loyalty and engagement in digital service applications like Grab.

The Effectiveness of Gamification in Increasing Engagement. Gamification, such as rewarding points, badges, and leaderboards, has been used in various applications to increase user engagement. However, the effectiveness of gamification in the Grab app context requires further evaluation to ensure that these elements truly increase user engagement.

The Role of Driver Personal Branding in User Engagement. Driver

personal branding, such as professionalism, friendliness, and appearance, can influence user perceptions of Grab services. However, the extent to which driver personal branding contributes to increased user engagement in the Grab app remains unknown and requires further investigation.

(Astuti, et al, 2023) define marketing as the process through which businesses add value to customers and foster long-term relationships with them in order to obtain value from them in return. Regardless of scale, marketing is crucial for all organizations. Low sales will occur because consumers are unaware of the company's products due to a lack of marketing (Hidayat et al., 2024).

The purpose of this study is to determine and test the direct and indirect influence between driver personal branding and application gamification on Grab application user engagement among Febi UINSU students.

RESEARCH METHOD

This study combines causal associative techniques with quantitative methodology (Rahmani, 2022). This strategy was chosen because it seeks to use statistically measurable data to assess the impact of two independent variables driver personal branding and app gamification on the dependent variable, namely Grab user engagement. Since the purpose of this study was to determine the relationship and influence between the variables, a causal associative approach was used. This research was conducted at the Faculty of Islamic Economics and Business (FEBI) of the State Islamic University of North Sumatra (UINSU). The research subjects were active students who had used the Grab app specifically GrabBike or GrabCar. All FEBI UINSU students constituted the study population, and the sample was selected using a purposive sampling technique, which selects samples based on predetermined standards, for example, students who have used the Grab app at least three times in the past three months. To provide representative findings, the sample size was calculated using the Slovin formula. To collect primary data in this study, a questionnaire compiled based on indicators of each variable was distributed. A five-point Likert scale, ranging from strongly disagree to strongly agree, was used to construct the questionnaire. Statements about students' opinions on the gamification features in the Grab app, their level of engagement with Grab services, and the appearance or personal branding of the drivers they encountered were all included in the survey. The Slovin formula, which is stated as follows (Hardani, 2020):

$$n = \frac{N}{1 + N (e^2)}$$

$$n = \frac{4.018}{1 + 4.018 \times 0,1^2}$$

$$n = 97,5$$

n = number of samples taken: 100 active FEBI UINSU students

N = population (4,018 active students)

E = percentage of inaccuracy due to sampling error, which is still tolerable at 10%

FINDINGS AND DISCUSSION

Demographics

The number of research respondents was 100 active students of Febi UINSU from all existing study programs, seen from the gender aspect, it was seen that there were more male respondents than female respondents. In addition, most of the respondents were students who on average came from management study programs and were aged 20 to 23 years at 57.7% and aged 20 and under at 42.3%. From the results of observations and questionnaires, it was shown that most students felt interested in using the Grab application because of the reward system that made the experience more enjoyable and not monotonous. Others stated that comfort and trust in drivers were also the main reasons they continued to use Grab services consistently. Thus, this study aims to clarify how the elements of gamification and personal branding are interrelated. Drivers on the level of student engagement, as well as analyze which of the two factors has a dominant influence.

Measurement Model Testing (Outer Model)

By using the PLS Algorithm method using the SmartPLS 3.0 application, the test results for each question in the questionnaire can be observed in the image below:

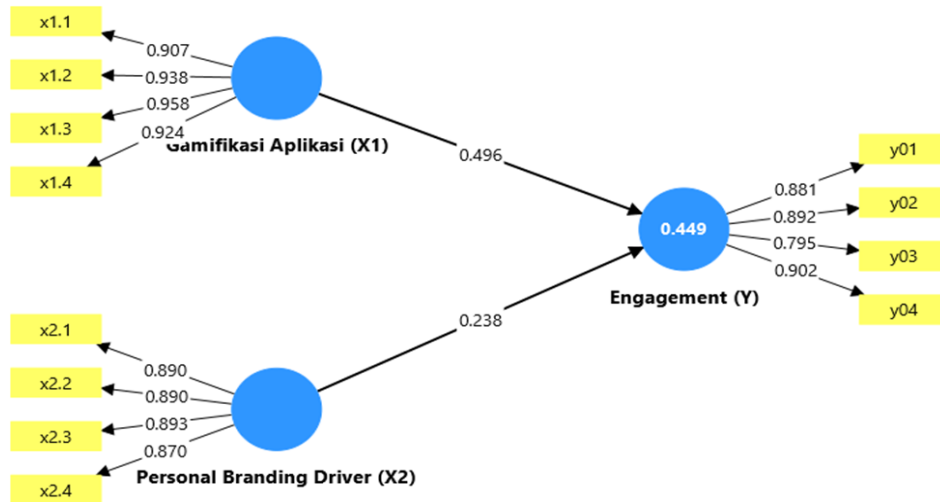


Figure 2. Test Results for Each Item

1. Convergent Validity

Outer Loading, namely measuring how big the correlation or contribution of an indicator (questionnaire question) is to the latent variable

(service digitalization, service quality, and operational efficiency). The following are the results of Outer Loading in this study, namely:

Table 1. Outer Loading Test Result Data

	Engagement (Y)	Application Gamification (X1)	Personal Branding Driver (X2)
x1.1		0.907	
x1.2		0.938	
x1.3		0.958	
x1.4		0.924	
x2.1			0.890
x2.2			0.890
x2.3			0.893
x2.4			0.870
y01	0.881		
y02	0.892		
y03	0.795		
y04	0.902		

Source: SmartPLS output, 2025

All indicator values for each variable (Engagement (Y), Application Gamification (X1), and Personal Branding Drivers (X2)) show values greater than 0.70, according to the outer loading table above. This is in accordance with the convergent validity criteria, which states that an indicator is considered valid if its outer loading value is more than 0.70. Because each indicator for each construct in this study meets the validity standards, it can be said that all indicators are reliable and appropriate for measuring the construct in question.

2. Ave Test (Average Variance Extracted)

In structural equation modeling (SEM) analysis, the AVE (Average Variance Extracted) test is a method used to assess the convergent validity of a construct or latent variable. The average variance explained by the indicators for each construct is denoted by AVE. In other words, AVE calculates the percentage of data collected by the indicators, compared to noise (measurement error).

Table 2. Ave Test Results

	Average variance extracted (AVE)
Engagement (Y)	0.754
Application Gamification (X1)	0.869
Personal Branding Driver (X2)	0.784

Source: SmartPLS output, 2025

The table shows the Average Variance Extracted (AVE) values for three variables: Engagement (Y), Application Gamification (X1), and Personal Branding Driver (X2). All AVE values are above the minimum threshold of 0.50, namely 0.754; 0.869; and 0.784, respectively. An AVE value greater than 0.50 indicates that each construct in the model has good convergent validity. This means that the indicators used in each variable are able to explain the variable

well. Thus, it can be concluded that all variables in the model have met the validity requirements and can be used for further analysis.

3. Uji Discriminant Validity

To ensure that the latent variable (construct) is discriminatively valid, it is more powerful in measuring its own indicators compared to its correlation with other constructs. If discriminant validity is met, then the research model is considered to have clarity in distinguishing between constructs.

Table 3. Data from the Results of the Discriminant Validity Test

	Engagement (Y)	Application Gamification (X1)	Personal Branding Driver (X2)	
Engagement (Y)	0.868			Engagement (Y)
Application Gamification (X1)	0.644	0.932		Application Gamification (X1)
Personal Branding Driver (X2)	0.546	0.621	0.886	Personal Branding Driver (X2)

Source: SmartPLS output, 2025

The table shows the results of the Fornell-Larcker Criterion analysis, which was used to test the discriminant validity of the research model. The values on the diagonal (marked in light green, namely 0.868 for Engagement, 0.932 for Application Gamification, and 0.886 for Personal Branding Driver) are the square root of the Average Variance Extracted (AVE) of each construct, while the values outside the diagonal indicate the correlation between the constructs. The conclusion from this table is that each diagonal value is greater than the correlation between that construct and the other constructs. For example, the value of 0.868 for Engagement is greater than the correlation between Engagement and Application Gamification (0.644) and Personal Branding Driver (0.546). The same is true for the other two constructs. Thus, these results indicate that each construct has good discriminant validity. This means that each variable in the model is able to clearly distinguish itself from the other variables, and all variables in the model are declared valid.

4. Reliability Test

Testing the ability of an instrument or measuring tool to measure a construct (latent variable) consistently and stably over time or across indicators is known as reliability testing. The findings of this research's reliability test are as follows:

Table 4. Reliability Test Result Data

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Engagement (Y)	0.891	0.899	0.924
Application Gamification (X1)	0.949	0.951	0.964
Personal Branding Driver (X2)	0.908	0.912	0.936

Source: SmartPLS output, 2025

The table shows the results of construct reliability testing using three indicators: Cronbach's Alpha, Composite Reliability (rho_a), and Composite Reliability (rho_c) for the three variables, namely Engagement (Y), Application Gamification (X1), and Personal Branding Driver (X2). All values in the three indicators are above the minimum threshold of 0.70. Cronbach's Alpha values range from 0.891 to 0.949, which indicates very good internal consistency. Likewise, the rho_a and rho_c values all exceed 0.90, which strengthens the evidence that the construct is reliable. Thus, it can be concluded that all variables in the model have very high reliability, meaning that the instruments used to measure each variable are consistent and can be trusted in measuring the intended construct.

Structural Model Testing

Analyze and understand the relationship between constructs, and significant values.

1. R Square Determinant Coefficient Test

Used to measure the level of influence of the independent variable on the dependent variable. The value of the coefficient of determination, or R Square, is shown as follows:

Table 5. Results of the R Square Determinant Coefficient Test

	R-square	R-square adjusted
Engagement (Y)	0.449	0.438

Source: SmartPLS output, 2025

The table shows the R-square and adjusted R-square values for the Engagement variable (Y). The R-square value of 0.449 means that the independent variables in the model (namely Application Gamification and Personal Branding Driver) are able to explain approximately 44.9% of the variation that occurs in the Engagement variable. Meanwhile, the adjusted R-square value of 0.438 indicates an adjustment for the number of variables in the model, and remains within a fairly good range. Thus, it can be concluded that the model has moderate predictive ability, where almost half of the variation in Engagement can be explained by its two independent variables. This indicates that both variables have a fairly significant influence on student engagement, although there are still other factors outside this model that are not included in this study.

2. Hypothesis Testing (Path Coefficients)

To determine whether the independent variable significantly influences the dependent variable, hypothesis testing will be used. The hypothesis testing for this study is as follows:

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/ STDEV)	P values	Information
Application Gamification (X1) -> Engagement (Y)	0.496	0.493	0.092	5.396	0.000	Significant
Personal Branding	0.238	0.248	0.097	2.456	0.014	Significant

Driver (X2) -> Engagement (Y)					
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Source: SmartPLS output, 2025

The table shows the results of the direct effect test between the independent variables on the dependent variable (Engagement) based on the original sample value (O), t-statistic, and p-value. The results indicate that:

Application Gamification (X1) has a positive and significant effect on Engagement (Y), with an original sample value of 0.496, a t-statistic of 5.396, and a p-value of 0.000 (less than 0.05), making the effect statistically significant.

Personal Branding Driver (X2) also has a positive and significant effect on Engagement (Y), with an original sample value of 0.238, a t-statistic of 2.456, and a p-value of 0.014, which is also below the 0.05 significance threshold.

Therefore, it can be concluded that both independent variables, Application Gamification and Personal Branding Driver, have a significant effect on student Engagement, with Application Gamification having a stronger effect than Personal Branding Driver.

Discussion

Happiness This study aims to analyze the influence of application gamification and driver personal branding on Grab app user engagement, using a case study of students from the Faculty of Islamic Economics and Business (FEBI) at the State Islamic University of North Sumatra (UINSU). The analysis shows that both independent variables have a significant influence on engagement, albeit with varying strengths.

The Effect of Application Gamification (X1) on Engagement (Y)

Application gamification has been shown to have a positive and significant influence on Grab user engagement. With an original sample value of 0.496, a t-statistic of 5.396, and a p-value of 0.000 (much less than 0.05), it can be concluded that the better the implementation of gamification elements in the Grab app, the higher the level of student engagement. Gamification, which involves game elements such as points, levels, challenges, and rewards, is designed to increase user motivation and interaction. In the context of the Grab app, features such as earning coins for shopping, cashback, exchanging points for vouchers, and achieving certain levels effectively encourage students to use the app more frequently and actively. These elements create a more engaging and interactive experience, transforming app usage from a simple transaction into a more enjoyable and satisfying activity, thus increasing user loyalty and engagement. Gamification simultaneously has a significant effect on Shopee marketplace consumer loyalty. Gamification partially has a positive and significant effect on marketplace consumer loyalty (Arhadian et al, 2022).

The Influence of Driver Personal Branding (X2) on Engagement (Y)

Driver personal branding also demonstrated a positive and significant influence on Grab user engagement. With an original sample value of 0.238, a t-statistic of 2.456, and a p-value of 0.014 (also below the 0.05 significance threshold), it can be concluded that strong personal branding of Grab drivers

contributes to increased student engagement. Personal branding encompasses how a driver presents themselves through skills, experience, and personality traits. Drivers who are friendly, professional, possess good navigation skills, and are able to build emotional connections with passengers through effective communication and consistent service will create a positive image. Positive experiences shared by passengers, both in person and through digital platforms, strengthen the driver's image and build trust and loyalty. Although its influence is not as strong as Application Gamification, driver personal branding remains an important factor that encourages students to continue using Grab services, because they feel comfortable and trust drivers who have a good self-image. Research shows that strong personal branding from the owner has a significant impact on increasing audience engagement and hijab purchasing decisions by Gen Z in Malang. Storytelling, transparency, and consistency in communication have proven effective in building emotional engagement and audience trust (Aisyah, et al, 2023).

Methodologically, this study employed a quantitative approach with a causal associative approach, allowing for statistical measurement of the influence of variables. Testing of the measurement model (Outer Model) demonstrated excellent convergent validity, with all indicators having outer loading values above 0.70 and Average Variance Extracted (AVE) values above 0.50, confirming that the research instrument was valid and capable of accurately measuring its construct. Discriminant validity was also met, ensuring that each latent variable was clearly distinct from the others. Furthermore, reliability testing demonstrated high internal consistency, with Cronbach's Alpha and Composite Reliability values above 0.70, demonstrating the reliability of the research instrument.

Tests of the structural model (Inner Model) further confirmed these findings. An R-square value of 0.449 indicated that Application Gamification and driver personal branding collectively explained approximately 44.9% of the variation in Grab user engagement. However, there are still other factors outside the model that may influence engagement, which could be the focus of future research. The results of the hypothesis test (Path Coefficients) explicitly indicate that both Application Gamification (with a t-statistic of 5.396 and a p-value of 0.000) and driver personal branding (with a t-statistic of 2.456 and a p-value of 0.014) have a significant influence on engagement.

Based on a comprehensive analysis of the influence of Application Gamification and driver personal branding on Grab app engagement, this study concludes that both independent variables have a significant and positive impact on user engagement. Application Gamification, which integrates game elements such as points, cashback, point exchange for vouchers, and level achievement, was statistically proven to have a stronger influence on engagement than driver personal branding. This indicates that the interactive features and game-based incentives in the Grab app are highly effective in motivating and maintaining user engagement. On the other hand, driver personal branding, which encompasses the driver's abilities, uniqueness,

specialization, and self-image, also has a significant positive contribution to engagement, albeit with a more moderate effect. This shows that positive interactions and a professional image from drivers contribute to building user trust and loyalty, which in turn increases their engagement with Grab services. According to Oktarina (2015), marketing strategy, as explained by Kotler, is an approach used by companies to create value for customers and build profitable relationships with them (Gifhary & Hermina, 2023).

CONCLUSION

Based on the research results, it can be concluded that application gamification and driver personal branding, both simultaneously and partially, have a positive and significant influence on Grab app user engagement among students at the Faculty of Economics and Business, UINSU. This indicates that in the student context, both digital elements in the form of game incentives and social interaction through driver imagery play a significant role in driving user engagement.

Application gamification has been shown to have the most dominant influence on engagement. Features such as points, cashback, voucher redemption, and user levels create an interactive experience that triggers emotional satisfaction for users. These elements not only increase usage frequency but also create challenges and rewards that make students feel valued as active users. User engagement also increases because the app becomes more enjoyable and motivating, beyond just a simple transportation service.

Driver personal branding also contributes significantly to engagement. Aspects such as friendliness, professionalism, self-image, and effective communication from drivers shape students' positive perceptions of Grab's services. The interpersonal relationship between drivers and passengers is proven to be particularly appealing in shaping loyalty and habitual use of the app. This demonstrates that the user experience is influenced not only by the app's system, but also by the quality of human interaction within the service.

Furthermore, the statistical analysis using the PLS approach demonstrated that the research model had excellent validity and reliability, both in terms of convergent and discriminant aspects. With an R-square value of 0.449, it can be concluded that almost half of the variation in engagement can be explained by these two independent variables. Although there are other factors not examined in this study, the contribution of gamification and personal branding remains highly significant.

This research confirms that in developing service-based applications, a dualistic approach, combining technological (gamification) and humanistic (personal branding) aspects, will be more effective in increasing user engagement. For Grab and similar companies, this strategy is crucial in fostering long-term customer loyalty, especially among younger users such as students.

Therefore, it can be concluded that to increase Grab app user

engagement, the development of more creative and innovative gamification features needs to be optimized, while simultaneously improving the service quality and self-image of driver-partners. This combination of digital strategies and a personalized approach will create a service ecosystem that is not only efficient but also enjoyable and memorable for users.

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