

The Effect of Social Media Marketing and Email Marketing on Behavioral Intention to Use Gojek: The Mediating Role of Customer Engagement

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ABSTRACT

The rapid development of digital technology has increased competition among online transportation service providers, requiring companies to implement effective digital marketing strategies to maintain customer relationships and encourage continuous service usage. This study aims to analyze the effect of Social Media Marketing and Email Marketing on Behavioral Intention to Use with Customer Engagement as a mediating variable among Gojek users in Sukabumi City. This research uses a quantitative approach with an explanatory research design. Data were collected through questionnaires from 120 Gojek users selected using purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with AMOS. The results show that Social Media Marketing has a significant effect on Customer Engagement, and Email Marketing also has a significant effect on Customer Engagement. Furthermore, Social Media Marketing and Email Marketing significantly influence Behavioral Intention to Use. Customer Engagement also has a significant relationship with Behavioral Intention to Use, although the direction of the relationship is negative. The findings indicate that digital marketing strategies play an important role in shaping users' intention to continue using online transportation services. This study contributes to digital marketing literature by highlighting the role of Customer Engagement in explaining the relationship between marketing activities and consumer behavioral intentions.

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1. INTRODUCTION

The development of digital technology has significantly transformed various industries, including the transportation sector. The emergence of application-based transportation services has changed consumer behavior in fulfilling daily mobility needs. Online transportation

provides convenience through digital platforms that allow users to order vehicles, complete payments, and evaluate services efficiently without direct interaction with conventional transportation providers. This transformation has encouraged online transportation companies to continuously improve their service quality and develop effective marketing strategies to maintain

users in an increasingly competitive digital market [1], [2].

One of the leading online transportation platforms in Indonesia is Gojek. As a digital ecosystem that provides transportation, food delivery, digital payment, and various lifestyle services, Gojek continues to compete with other technology-based service providers. The competition among digital platforms is no longer limited to service quality and pricing strategies but has expanded to the ability of companies to establish strong relationships with users. In the digital era, companies need more than functional services; they must create meaningful interactions that encourage customer involvement and continuous usage intention [3], [4].

The increasing adoption of digital platforms has encouraged companies to shift from traditional marketing approaches toward digital marketing strategies. Digital marketing enables companies to communicate with customers through various digital channels, provide relevant information, and develop stronger customer relationships. For online transportation services, digital marketing plays an important role in influencing consumer perceptions and behavioral responses. Through digital communication channels, companies can deliver information about promotions, new features, service benefits, and brand activities that may influence users' decisions to continue using the service [5], [6].

In the context of online transportation services, maintaining customer usage intention has become a major challenge due to intense competition among digital platforms. Users have various alternatives and can easily switch to competing services when they perceive greater benefits from other providers [7], [8]. Therefore, companies need to understand the factors that influence users' willingness to continue using digital services. One important factor is the effectiveness of marketing communication in creating customer engagement and strengthening behavioral intention.

Previous studies have examined the relationship between digital marketing

activities and consumer behavior, but several research gaps remain. Studies conducted by Bambang Tjahjadi [9] found that Social Media Marketing positively influences consumer interest in digital platforms. However, Muhammad Yasen Bhutto [10] reported that social media interaction does not always significantly influence consumer purchase intention. These inconsistent findings indicate that the relationship between social media marketing activities and consumer behavioral responses requires further investigation, particularly in the context of digital transportation services.

Research related to Email Marketing also shows different findings. Although email marketing is considered an effective communication strategy for delivering personalized information and promotional messages, its effectiveness depends on message relevance, customer trust, and the quality of communication provided by companies. Therefore, further research is needed to examine whether Email Marketing can significantly influence users' intention to continue using online transportation services [11], [12].

Another research gap exists in the relationship between Customer Engagement and Behavioral Intention to Use. Previous studies generally indicate that customer engagement can strengthen customer relationships and encourage positive behavioral responses. However, in online transportation services, continued usage decisions may also be influenced by practical factors, such as service quality, price, application convenience, availability of drivers, and user experience. This condition indicates the need to examine the mediating role of Customer Engagement in explaining how digital marketing activities influence Behavioral Intention to Use [13], [14].

Based on these research gaps, this study aims to analyze the influence of Social Media Marketing and Email Marketing on Behavioral Intention to Use through Customer Engagement among Gojek users in Sukabumi City. This study contributes to digital marketing and consumer behavior literature by examining the mechanism

through which marketing activities influence user behavior in technology-based transportation services. Practically, the findings provide insights for online transportation companies in developing digital marketing strategies that strengthen customer relationships and encourage sustainable service usage.

2. LITERATURE REVIEW

The literature review provides the theoretical foundation for understanding the relationships among the variables examined in this study. This section discusses the main concepts related to digital marketing strategies and consumer behavioral responses in technology-based service platforms. In the context of online transportation services, digital marketing activities, customer engagement, and behavioral intention are important factors that influence how users interact with and continue using digital services. Therefore, this study reviews the concepts of Digital Marketing, Social Media Marketing, Email Marketing, Customer Engagement, and Behavioral Intention to Use as the theoretical basis for developing the research model and hypotheses.

2.1 Digital Marketing

Digital marketing refers to marketing activities that utilize digital technologies to communicate, deliver value, and build relationships with customers. Unlike traditional marketing, digital marketing enables companies to interact with consumers more efficiently through online platforms and digital communication channels. Nugroho Erry Heryawan [15] explain that digital marketing allows organizations to understand consumer needs through digital interactions and develop marketing strategies based on customer behavior.

In online transportation services, digital marketing plays an important role in influencing customer perceptions and behavioral responses. Through digital platforms, companies can provide information regarding services,

promotions, and customer benefits while simultaneously creating interactive relationships with users. Effective digital marketing strategies can increase brand awareness, customer engagement, and behavioral intention toward digital services [1], [16]

2.2 Social Media Marketing

Social Media Marketing is a digital marketing strategy that utilizes social media platforms to communicate with consumers, build relationships, and promote products or services. Social media allows companies to create interactive communication through content sharing, customer responses, and online communities. That social media marketing activities can enhance customer relationships through interaction, entertainment, trend awareness, and communication [17], [18].

In the context of Gojek services, social media marketing enables companies to provide information about promotions, new features, and service experiences directly to users. Effective social media activities can increase customer involvement and influence users' intention to continue using the service

2.3 Email Marketing

Email Marketing is a digital communication strategy that enables companies to deliver personalized information directly to customers. Email marketing allows organizations to provide promotional messages, service updates, and relevant information based on customer preferences. That email marketing remains an effective digital communication tool because it allows companies to create targeted and measurable customer interactions [11], [19].

For online transportation platforms, email marketing can support customer retention by reminding users about available services, promotional programs, and personalized offers. Effective email communication may increase customer trust and strengthen

behavioral intention to use digital services

2.4 Customer Engagement

Customer Engagement refers to the level of customer involvement with a brand through cognitive, emotional, and behavioral dimensions. Customer engagement develops through interactions between customers and companies, both directly and through digital platforms. That customer engagement represents a psychological state resulting from interactive experiences between consumers and brands [20], [21].

In digital service environments, customer engagement becomes an important factor because users do not only consume services but also interact with brands through applications, social media, and digital communication channels. Higher customer engagement can strengthen relationships and potentially influence future usage behavior

2.5 Behavioral Intention to Use

Behavioral Intention to Use refers to an individual's willingness or tendency to continue using a service in the future based on previous experiences and evaluations. That behavioral intention in technology adoption is influenced by perceived benefits, user experiences, and perceived ease of use [14], [22].

In online transportation services, Behavioral Intention to Use reflects users' willingness to continue using Gojek, choose the service over alternatives, and recommend the service to others. Understanding behavioral intention is important because it represents future consumer behavior and service sustainability.

2.6 Hypothesis Development

Social Media Marketing provides opportunities for companies to create interaction and communication with users. Through relevant content and active engagement, social media activities can increase customer involvement with

brands. Therefore, the following hypothesis is proposed:

H1: Social Media Marketing has a significant effect on Customer Engagement.

Email Marketing enables companies to deliver personalized and relevant information directly to customers. Effective email communication can strengthen relationships and increase customer involvement. Therefore:

H2: Email Marketing has a significant effect on Customer Engagement.

Customer engagement creates stronger relationships between customers and brands, which may influence future usage decisions. Therefore:

H3: Customer Engagement has a significant effect on Behavioral Intention to Use.

Social media marketing activities can influence consumer perceptions and encourage continued usage intention toward digital services. Therefore:

H4: Social Media Marketing has a significant effect on Behavioral Intention to Use.

Personalized and relevant email communication can increase customer understanding of service benefits and encourage continued usage. Therefore:

H5: Email Marketing has a significant effect on Behavioral Intention to Use.

Customer Engagement may act as a mechanism that explains how digital marketing activities influence consumer behavioral responses. Therefore:

H6: Customer Engagement mediates the effect of Social Media Marketing on Behavioral Intention to Use.

H7: Customer Engagement mediates the effect of Email Marketing on Behavioral Intention to Use.

3. METHODS

This study employs a quantitative approach with an explanatory research design to examine the relationship between variables through statistical testing [22], [23]. The research aims to analyze the influence of

Social Media Marketing and Email Marketing on Behavioral Intention to Use with Customer Engagement as a mediating variable among Gojek users in Sukabumi City. A quantitative approach was selected because it enables researchers to measure consumer perceptions using numerical data and evaluate the structural relationships between latent variables objectively. According to Hair et al. [24], quantitative methods using structural models are appropriate for testing theoretical relationships and measuring the influence between constructs.

The object of this study is the digital marketing activities implemented by Gojek, particularly through Social Media Marketing and Email Marketing, while the subject of the study consists of Gojek transportation service users in Sukabumi City. The population in this study includes all users who have experience using Gojek transportation services. The research was conducted in Sukabumi City, Indonesia, because Gojek represents one of the widely used digital transportation platforms that actively applies digital marketing strategies to maintain customer relationships and encourage continued service usage.

The sampling method used in this study is non-probability sampling with a purposive sampling technique. This technique was selected because the research requires respondents with specific characteristics relevant to the research objectives. According to Sugiyono [25], purposive sampling is a sampling method based on predetermined criteria to obtain respondents who are considered capable of providing relevant information. The criteria for respondents in this study include users who have used Gojek transportation services, have experience interacting with Gojek's digital marketing activities through social media or email communication, and are willing to participate in completing the questionnaire. A total of 120 respondents were involved in this study, which meets the recommended sample requirements for Structural Equation Modeling (SEM) analysis. Hair et al. [24] stated that SEM analysis requires an adequate sample size, generally

ranging from five to ten times the number of indicators used in the research model.

The research instrument used for data collection was a structured questionnaire distributed to selected respondents. The questionnaire items were developed based on previous studies related to digital marketing, customer engagement, and consumer behavioral intention. Each statement was measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) [26]. The instrument consisted of four main constructs: Social Media Marketing, Email Marketing, Customer Engagement, and Behavioral Intention to Use. Social Media Marketing was measured through indicators related to interaction, information sharing, and the attractiveness of social media content. Email Marketing was measured through indicators related to information relevance, promotional communication, and the usefulness of email messages. Customer Engagement was measured based on customer involvement, interaction, and relationship with the Gojek brand. Meanwhile, Behavioral Intention to Use was measured through indicators related to users' intention to continue using Gojek services, preference for choosing Gojek compared with other alternatives, and willingness to recommend the service.

Before testing the research hypotheses, the research instrument was evaluated through validity and reliability testing. Validity testing was conducted using Confirmatory Factor Analysis (CFA) to determine whether each indicator accurately represented its corresponding construct. Reliability testing was performed using Construct Reliability (CR) and Average Variance Extracted (AVE) to assess the internal consistency and convergent validity of the measurement model.

The collected data were analyzed using Structural Equation Modeling (SEM) with the assistance of Analysis of Moment Structures (AMOS) software. SEM was selected because it allows simultaneous analysis of multiple relationships between latent variables by combining confirmatory factor analysis and regression analysis [24],

[27]. The analysis consisted of several stages, including measurement model evaluation, structural model evaluation, hypothesis testing, and mediation analysis.

The measurement model was evaluated through CFA by examining loading factor values, Construct Reliability (CR), and Average Variance Extracted (AVE). The structural model was then assessed using Goodness of Fit indices, including Chi-square, CMIN/DF, Probability, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). Hypothesis testing was conducted by examining the regression weight values generated by AMOS. A relationship between variables was considered significant when the Critical Ratio (C.R.) value exceeded 1.96 and the probability value (P-value) was below 0.05. Furthermore, mediation analysis was performed by

examining direct effects, indirect effects, and total effects to determine the role of Customer Engagement in explaining the relationship between Social Media Marketing and Email Marketing toward Behavioral Intention to Use.

4. RESULTS AND DISCUSSION

4.1 Results

a. Respondent Characteristics

This study involved 120 respondents who were Gojek transportation service users in Sukabumi City. Data collection was conducted through questionnaires distributed to respondents who met the predetermined criteria. Respondent characteristics were analyzed based on gender, age, and frequency of Gojek usage to provide an overview of the profile of participants involved in this research.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	59	49.16%
	Female	61	50.83%
Age	15–20 years	33	27.50%
	21–25 years	23	19.16%
	26–30 years	28	23.33%
	31–35 years	36	30.00%
	>35 years	20	16.67%
Usage Frequency	1–2 times/week	35	29.16%
	>3 times/week	42	35.00%
	1–2 times/month	43	35.83%

Source: Research Data Processing (2026)

Based on gender characteristics, the respondents consisted of 59 male respondents (49.16%) and 61 female respondents (50.83%). The distribution indicates that the use of Gojek transportation services in Sukabumi City is relatively balanced between male and female users. This finding shows that online transportation services are used by various groups regardless of gender because digital transportation platforms provide practical solutions for daily mobility needs.

Based on age characteristics, respondents were grouped into four

categories. The largest proportion consisted of respondents aged 31–35 years, with 36 respondents (30%), followed by respondents aged 15–20 years with 33 respondents (27.5%), respondents aged 26–30 years with 28 respondents (23.33%), and respondents aged 21–25 years with 23 respondents (19.16%). These results indicate that Gojek users in Sukabumi City come from various age groups, showing that online transportation services have been adopted across different generations.

Furthermore, based on the frequency of Gojek usage,

respondents who used Gojek 1–2 times per month represented the largest group with 43 respondents (35.83%), followed by users who used Gojek more than 3 times per week with 42 respondents (35%), and users who used Gojek 1–2 times per week with 35 respondents (29.16%). These results indicate that respondents had sufficient experience using Gojek services, allowing them to provide relevant evaluations regarding digital marketing activities, customer engagement, and behavioral intention to use.

b. Validity Test

Validity testing was conducted to determine whether the research indicators were capable of measuring the intended constructs. In this study, validity testing was performed using Confirmatory Factor

Analysis (CFA) through AMOS. An indicator is considered valid when it has an adequate standardized loading factor value, indicating that the indicator has a strong contribution in explaining the latent variable.

The CFA results showed that all indicators used in measuring Social Media Marketing, Email Marketing, Customer Engagement, and Behavioral Intention to Use had acceptable loading factor values. The Social Media Marketing variable was measured using three indicators, namely SMM1, SMM2, and SMM3, with loading factor values of 0.839, 0.731, and 0.768, respectively. These results indicate that all indicators effectively represent the Social Media Marketing construct.

Table 2. Standardized Loading Factor of Measurement Model

Construct	Indicator	Loading Factor
Social Media Marketing	SMM1	0.839
	SMM2	0.731
	SMM3	0.768
Email Marketing	EM1	0.557
	EM2	0.835
	EM3	0.872
Customer Engagement	CE1	0.670
	CE2	0.673
	CE3	0.618
Behavioral Intention to Use	BIU1	0.813
	BIU2	0.892
	BIU3	0.758

Source: AMOS Output (2026)

Therefore, all indicators were considered valid and appropriate for further structural model analysis. The Email Marketing variable was measured through indicators EM1, EM2, and EM3 with loading factor values of 0.557, 0.835, and 0.872. Although EM1 had the lowest loading factor, the value remained above the minimum acceptable level, indicating that the indicator was still suitable for measuring Email Marketing.

The Customer Engagement variable consisted of CE1, CE2, and CE3 with loading factor values of 0.670, 0.673, and 0.618. Meanwhile, Behavioral Intention to Use was measured using BIU1, BIU2, and BIU3 with loading factor values of 0.813, 0.892, and 0.758. Therefore, all indicators were considered valid and appropriate for further structural model analysis.

c. Reliability Test

Reliability testing was performed to examine the internal consistency of indicators in

measuring each construct. This study used Construct Reliability (CR) and Average Variance Extracted (AVE) as reliability measurement criteria.

Table 3. Construct Reliability and Validity

Construct	CR	AVE	Result
Social Media Marketing	0.823	0.609	Reliable
Email Marketing	0.806	0.589	Reliable
Customer Engagement	0.691	0.428	Marginal
Behavioral Intention to Use	0.862	0.677	Reliable

Source: AMOS Output (2026)

The Social Media Marketing construct obtained a CR value of 0.823 and AVE value of 0.609, indicating that the construct met the recommended reliability and convergent validity criteria. These results demonstrate that the indicators consistently measure users' perceptions regarding Gojek's social media marketing activities.

The Email Marketing construct obtained a CR value of 0.806 and AVE value of 0.589, indicating that the indicators used were reliable in measuring email marketing activities. The results suggest that promotional information and communication delivered through email contribute to users' perceptions of Gojek's digital marketing activities.

The Customer Engagement construct obtained a CR value of 0.691 and AVE value of 0.428. Although these values were slightly below the

recommended criteria, all indicators had acceptable loading factor values above 0.50. Therefore, the construct was retained because it still provided theoretical relevance and contributed to the structural model.

Meanwhile, the Behavioral Intention to Use construct obtained a CR value of 0.862 and AVE value of 0.677, indicating strong reliability and convergent validity. These results confirm that the indicators effectively measure users' intention to continue using Gojek services.

d. Structural Model Evaluation (Goodness of Fit SEM)

The structural model was evaluated using several Goodness of Fit indicators to determine whether the proposed SEM model was consistent with the empirical data. The evaluation included Chi-square, CMIN/DF, Probability, GFI, AGFI, TLI, CFI, and RMSEA.

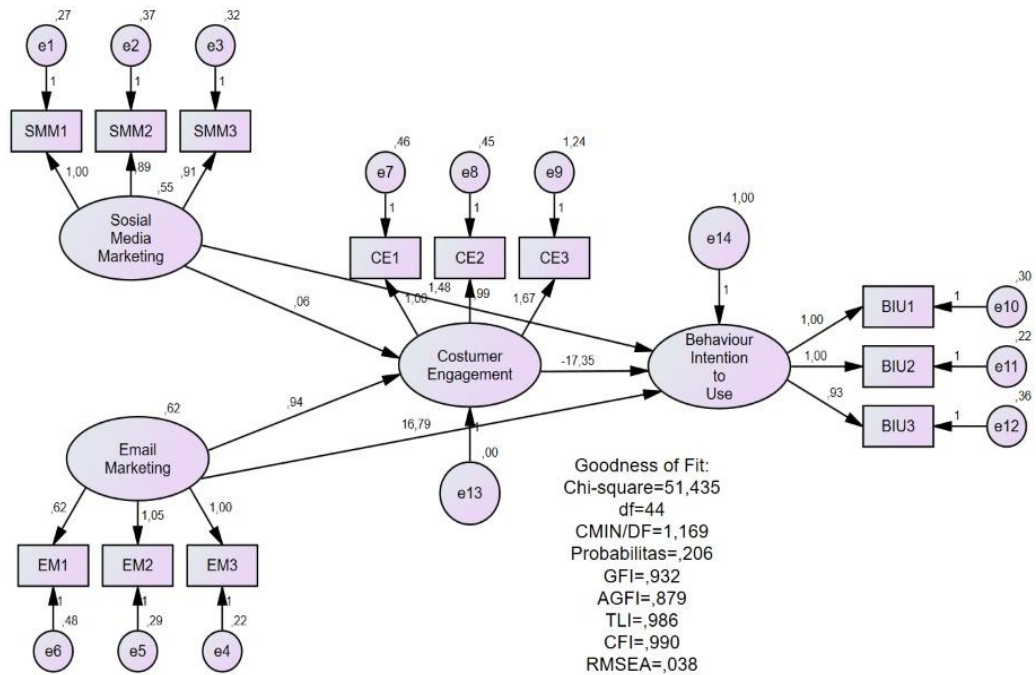


Figure 1. Full Structural Equation Modeling (SEM) Model

Table 4. Goodness of Fit Index of SEM Model

No	Goodnes of Fit	Cut of Value	Analysis Results	Result
1	Chi-square	<(df=0,05)	51,435	Fit
2	CMIN/DF	<2,00	1,169	Fit
3	Probability	>0,05	,206	Fit
4	GFI	>0,90	,932	Fit
5	AGFI	>0,90	,879	Fit
6	TLI	>0,90	,986	Fit
7	CFI	>0,95	,990	Fit
8	RMSEA	<0,08	,038	Fit

Source: AMOS Output (2026)

Most Goodness of Fit indicators fulfilled the recommended criteria. The CMIN/DF value below 2.00 indicates a good model fit, while the probability value above 0.05 indicates that there is no significant difference between the proposed model and observed data. The GFI, TLI, and CFI values also indicate that the model has a strong level of suitability.

Although the AGFI value was slightly below the recommended threshold, the majority of other fit indices showed good model acceptance. Therefore, the structural

model was considered appropriate for testing the relationships among Social Media Marketing, Email Marketing, Customer Engagement, and Behavioral Intention to Use.

e. Hypothesis Testing

Hypothesis testing was conducted by analyzing the regression weight output from AMOS. The decision criteria were based on the Critical Ratio (C.R.) value greater than 1.96 and probability value below 0.05.

The hypothesis testing results are presented below:

Table 5. Hypothesis Conclusion

	Estimate	S.E.	C.R.	P	Result
Costumer_Engagement < --- Social_Media_Marketing	,192	,076	2,515	,12	Accepted
Costumer_Engagement < --- Email_Marketing	,827	,108	7,640	***	Accepted
Behaviour_Intention_to_Use < --- Costumer_Engagement	-6,835	2,398	-2,851	,004	Accepted
Behaviour_Intention_to_Use < --- Social_Media_Marketing	1,816	,738	2,462	,014	Accepted
Behaviour_Intention_to_Use < --- Email_Marketing	6,129	2,036	2,971	,003	Accepted

Source: AMOS Output (2026)

Based on the results of hypothesis testing in Table 4.5 using AMOS Structural Equation Modeling (SEM), all relationships between variables in the research model were declared significant so that all hypotheses were accepted. The results showed that Social Media Marketing had a significant effect on Customer Engagement with a C.R value of 2.515 and P of 0.012, and Email Marketing had a significant effect on Customer Engagement with a C.R value of 7.640 and $P < 0.001$. In addition, Customer Engagement, Social Media Marketing, and Email Marketing have a significant effect on Behavioral Intention to Use with P values of 0.004, 0.014, and 0.003, respectively. These findings show that digital marketing strategies through social media and email have an important role in increasing customer engagement and shaping the intention to use Gojek's services, although the relationship between Customer Engagement and Behavioral Intention to Use shows a negative influence direction based on the model's estimated results.

4.2 Discussion

a. The Effect of Social Media Marketing on Customer Engagement

The results indicate that Social Media Marketing has a significant effect on Customer

Engagement, with a C.R value of 2.515 and a P-value of 0.012. This finding indicates that social media activities conducted by Gojek, including content sharing, interaction, and promotional communication, are able to increase customer involvement.

Social media provides a platform for companies to communicate directly with users and create interactive experiences. Through attractive and relevant content, users are more likely to pay attention, respond, and develop stronger relationships with the brand. This finding supports Septiawati [18], who stated that social media marketing activities contribute to building customer relationships through interaction and communication.

b. The Effect of Email Marketing on Customer Engagement

The results show that Email Marketing has a significant effect on Customer Engagement with a C.R value of 7.640 and P-value < 0.001 . This result demonstrates that email communication plays an important role in strengthening customer relationships.

Email marketing allows companies to provide personalized information, promotions, and service updates directly to users. Relevant and timely messages can increase

customer attention and encourage continuous interaction with the company. This finding is consistent with Hamoodi, et. al, [11], who explained that email marketing is an effective digital communication tool because it enables personalized and measurable customer communication.

c. The Effect of Customer Engagement on Behavioral Intention to Use

Customer Engagement has a significant effect on Behavioral Intention to Use with a C.R value of -2.851 and P-value of 0.004. Although statistically significant, the negative coefficient indicates that higher engagement does not automatically increase users' intention to continue using Gojek.

This result may occur because transportation service decisions are influenced by practical considerations such as price, service availability, convenience, and service quality. Therefore, customer engagement alone may not be sufficient to determine continued usage intention. Users may interact with the brand digitally but still consider other factors before deciding to use the service [20], [28].

d. The Effect of Social Media Marketing on Behavioral Intention to Use

Social Media Marketing has a significant effect on Behavioral

Intention to Use with a C.R value of 2.462 and P-value of 0.014. This indicates that effective social media marketing activities can increase users' intention to continue using Gojek. Social media content that provides useful information, promotions, and positive brand experiences can influence users' perceptions and encourage continued usage behavior.

e. The Effect of Email Marketing on Behavioral Intention to Use

Email Marketing has a significant effect on Behavioral Intention to Use with a C.R value of 2.971 and P-value of 0.003. This finding indicates that email-based communication contributes significantly to influencing users' intention to continue using Gojek. Personalized email communication can strengthen perceived benefits and remind users about available services, which ultimately encourages continued usage intention.

f. Direct, Indirect, and Total Effects

The direct effect analysis shows that Email Marketing has the strongest direct influence on Behavioral Intention to Use with a value of 6.224, followed by Social Media Marketing with a value of 1.773. Customer Engagement has a direct effect of -5.784 toward Behavioral Intention to Use.

Table 6. Standardized Direct Effects

Relationship	Direct Effect
Email Marketing → BIU	6.224
Social Media Marketing → BIU	1.773
Customer Engagement → BIU	-5.784

The indirect effect analysis shows that Customer Engagement mediates the relationship between digital marketing variables and Behavioral Intention to Use. The

indirect effect of Email Marketing through Customer Engagement is -5.737, while Social Media Marketing through Customer Engagement is -1.282.

Table 7. Standardized Indirect Effects

Relationship	Indirect Effect
Email Marketing → CE → BIU	-5.737
Social Media Marketing → CE → BIU	-1.282

The total effect analysis shows that Social Media Marketing has a total effect of 0.491, while Email Marketing has a total effect of 0.487 toward Behavioral Intention to Use.

These findings indicate that both digital marketing strategies contribute to shaping users' intention to continue using Gojek services.

Table 8. Standardized Total Effects

Relationship	Direct Effect
Social Media Marketing → BIU	0.491
Email Marketing → BIU	0.487
Customer Engagement → BIU	-5.784

Overall, the results confirm that digital marketing activities, particularly Social Media Marketing and Email Marketing, are important factors influencing user behavior in online transportation services. However, customer engagement requires further optimization so that customer involvement can be transformed into sustainable usage behavior.

5. CONCLUSION

This study concludes that digital marketing strategies through Social Media Marketing and Email Marketing play an important role in influencing users' behavioral intention to continue using online transportation services. The findings indicate that effective digital communication strategies can strengthen relationships between companies and users by creating interaction, providing relevant information, and improving customer involvement. Social Media Marketing contributes through interactive content, brand communication, and user engagement activities, while Email Marketing supports personalized communication by delivering relevant promotions, service information, and benefits to users. These findings demonstrate that digital marketing is not only a promotional tool but also an important mechanism for

building customer relationships in digital service platforms.

Furthermore, this study highlights the role of Customer Engagement in connecting digital marketing activities with Behavioral Intention to Use. Although customer engagement does not always directly translate into continuous usage intention, user decisions in online transportation services are also influenced by practical considerations such as service quality, price, convenience, application experience, and service availability. Therefore, companies need to develop customer engagement strategies that are supported by positive service experiences to encourage sustainable usage behavior. This research contributes to digital marketing and consumer behavior literature by providing insights into how marketing activities influence user behavior in technology-based transportation services.

For practical implications, Gojek and other digital transportation providers should continuously improve their digital marketing strategies by creating relevant, interactive, and personalized communication through social media and email channels. Companies are encouraged to use social media not only for promotional activities but also as a platform to build relationships and respond to customer needs. In addition, email marketing strategies should focus on delivering valuable information that matches user preferences. Improving service quality, application

convenience, and customer experience is also essential to ensure that customer engagement can develop into stronger behavioral intention and long-term customer retention.

This study has several limitations that provide opportunities for future research. The research was conducted only among Gojek users in Sukabumi City, so future studies are recommended to expand the research area and involve users from different regions to obtain broader findings. In addition, this study used a quantitative questionnaire

approach, which may not fully capture the deeper experiences and motivations of users. Future research may combine quantitative and qualitative methods and consider additional variables such as perceived usefulness, service quality, trust, customer satisfaction, and brand loyalty to provide a more comprehensive understanding of factors influencing Behavioral Intention to Use in digital transportation services.

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