

ABSTRACT

Grab is a Malaysian company that runs in the field of online transportation. The Grab company itself has spread in several Southeast Asian countries while in Indonesia itself, the Grab Company has spread almost throughout Indonesia including small cities. The variable used in this study is how the influence of consumer perceptions on the decision to use the Grab application in the new normal era. The results of this study state that the perception of consumers in using the Grab application in the new normal era is 71% for consumers aged 20-30 years while the least elderly consumers are only 2% in using the Grab application in the new normal era, especially in ordering food, while the rest will be explained in the following research.

Keywords: online transportation, decision, perception, new normal