

**“THE FACTORS THAT INFLUENCE UMK
STUDENTS IN USING E-HAILING SERVICES”**

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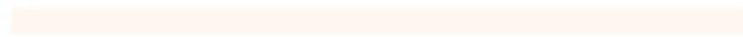
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**DEGREE OF BACHELOR OF ENTREPRENEURSHIP (LOGISTICS AND
DISTRIBUTIVE TRADE) WITH HONOURS**

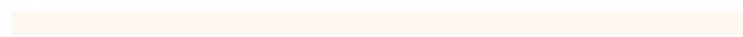
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by

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A thesis submitted in fulfilment of the requirements for the degree of
Entrepreneurship (LOGISTICS AND DISTRIBUTIVE TRADE) WITH
HONOURS

**Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN**

2023

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Table of Contents

Thesis Declaration	iv
Acknowledgment	v
List of Tables	x
List of Figures	xi
Abstrak	xii
Abstract	xiii
CHAPTER 1	
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Question	5
1.4 Research Objectives	5
1.5 Scope of the Study	5
1.6 Significance of Study	6
1.7 Definition of Term	7
1.7.1 E-hailing	7
1.8 Organization of the Proposal	7
CHAPTER 2	
LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Underpinning Theory	8
2.3 Previous Studies	10
2.3.1 Service Quality	10
2.3.2 Physical Safety	10

2.3.3 Fare	11
2.4 Hypothesis Statement	12
2.5 Conclusion	12
CHAPTER 3	
RESEARCH METHODS	13
3.1 Introduction	13
3.2 Research Design	13
3.3 Data Collection Methods	14
3.3.1 Primary Data Collection Method	14
3.3.1.1 Questionnaire	15
3.3.2 Secondary Data Collection Method	15
3.4 Study Population	16
3.5 Sample Size	16
3.6 Sampling Techniques	17
3.7 Research Instrument Development	18
3.8 Measurement of the Variables	18
3.8.1 Nominal Scale	18
3.8.2 Ordinal Scale	18
3.9 Procedure for Data Analysis	19
3.9.1 Descriptive Analysis	19
3.9.2 Reliability Analysis	20
3.9.3 Pearson Correlation Coefficient	21
3.10 Conclusion	21

CHAPTER 4

DATA ANALYSIS AND FINDINGS 22

4.1 Introduction22

4.2 Preliminary Analysis 22

4.3 Demographic Profile of Respondents23

 4.3.1 Gender23

 4.3.2 Age24

 4.3.3 Course 25

 4.3.4 E-hailing Experience26

 4.3.5 Frequency of using E-hailing27

4.4 Descriptive Analysis28

4.5 Validity and Reliability Test34

4.6 Pearson’s Correlation Analysis35

4.7 Hypothesis Testing 37

 4.7.1 Hypothesis 137

 4.7.2 Hypothesis 238

 4.7.3 Hypothesis 338

4.8 Conclusion 39

CHAPTER 5

DISCUSSION AND CONCLUSION 40

5.1 Introduction40

5.2 Key Finding 40

5.3 Discussion Hypothesis41

 5.3.1 Hypothesis 141

 5.3.2 Hypothesis 242

5.3.3 Hypothesis 3	43
5.4 Implications of the Study	43
5.5 Limitations of the Study	44
5.6 Recommendations/ Suggestions for Future Research	45
5.7 Overall Conclusion of the Study	46
REFERENCE	48
APPENDIX A	57
APPENDIX B	62



FACULTY ENTREPRENEURSHIP AND BUSINESS

List of Tables	Page
Table 3.1 Determine the Sample Size	16
Table 3.2 Cronbach's Alpha Coefficient Size Guideline	19
Table 3.3 Rule of Thumb About Pearson's Correlation Coefficient's	20
Table 4.1 Reliability Test for Pilot Test	21
Table 4.2 Gender	22
Table 4.3 Age	23
Table 4.4 Course	24
Table 4.5 E-hailing Experience	25
Table 4.6 Frequency of Using E-Hailing	26
Table 4.7 The Interpretation of Mean Score	28
Table 4.8 Mean and Standard Deviation Of E-Hailing	29
Table 4.9 Mean and Standard Deviation of Service Quality (IV1)	30
Table 4.10 Mean Standard Deviation of Physical Safety (IV2)	31
Table 4.11 Mean Standard Deviation of Fare (IV3)	32
Table 4.12 Actual Reliability Test Of 357 Respondents	34
Table 4.13 Correlation Between Service Quality, Physical Safety, Fare and Satisfaction with E-Hailing Services	35
Table 5.1 Finding of the Result	40

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List of Figures	Page
Figure 2.1 The Theory Acceptance Model TAM	9
Figure 4.1 Gender	23
Figure 4.2 Age	24
Figure 4.3 Course	25
Figure 4.4 E-Hailing Experience	26
Figure 4.5 Frequency of Using E-Hailing	27

ABSTRAK

Kini, sistem pengangkutan yang mudah dan boleh dipercayai adalah penting dalam pembangunan setiap negara termasuk Malaysia. Perkhidmatan e-hailing semakin popular pada masa kini dalam kalangan rakyat Malaysia terutamanya pelajar universiti. Perniagaan pengantaraan (juga dikenali sebagai e-hailing) yang membolehkan orang ramai menempah pengangkutan awam menggunakan aplikasi elektronik. Perkhidmatan ini termasuk kenderaan e-hailing dan teksi. Perkhidmatan e-hailing ialah kenderaan persendirian yang digunakan untuk menghantar pengangkutan awam kepada pelanggan yang membuat tempahan melalui perisian berkomputer. Kenderaan mestilah kenderaan bermotor dengan kapasiti tempat duduk empat (4) orang dan kapasiti maksimum sebelas (11) orang (termasuk pemandu). Tujuan kajian ini adalah untuk menyiasat unsur-unsur yang mempengaruhi penggunaan perkhidmatan e-hailing oleh pelajar UMK. Kajian ini menggunakan kaedah persampelan kemudahan bukan kebarangkalian dan bersifat kuantitatif. Data yang dikumpul daripada 357 pelajar universiti dianalisis menggunakan Sains Perisian untuk Sains Sosial (SPSS). Fakulti Keusahawanan & Perniagaan (FKP) Universiti Malaysia Kampus Kota, Kelantan menjadi tumpuan kepada responden sasaran. Hasil kajian menunjukkan kualiti perkhidmatan, keselamatan fizikal dan tambang adalah faktor penting yang mempengaruhi niat pelajar universiti untuk menggunakan perkhidmatan e-hailing.

Kata kunci: E-hailing, Kualiti perkhidmatan, Keselamatan fizikal, Tambang, Pelajar Universiti.

ABSTRACT

Now, a convenient and reliable transportation system is integral to every country's development including Malaysia. E-hailing services are shown popular nowadays among Malaysian people, especially university students. The intermediation business (also known as e-hailing) that allows people to book public transportation using electronic applications. These services include e-hailing vehicles and taxis. An e-hailing service is a private vehicle used to deliver public transportation to customers who make reservations through computerised software. The vehicle must be a motor vehicle with a seating capacity of four (4) people and a maximum capacity of eleven (11) people (including the driver). The purpose of this study is to investigate the elements that affect UMK students' use of e-hailing services. This study uses a non-probability convenience sampling method and is quantitative in nature. Data gathered from 357 university students are analysed using Software Science for Social Science (SPSS). The faculty Entrepreneurship & Business (FKP) at the University of Malaysia Kelantan City Campus is the focus on the target respondent. The outcome shows that service quality, physical safety, and fare are important factors influencing university students' intentions to use e-hailing services.

Keywords: E-hailing, Service quality, Physical safety, Fare, University students.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In the era of globalization, transportation is the main factor influencing a person's daily life. Efficient transportation can give benefit a person's life and even the environment. (Sumalee & Ho, 2018). Road transport is one type of mode of transportation that moves people or goods from one place to another. Nevertheless, these services are known as public transport such as trains, buses, taxis, etc. However, the majority of the world has used taxis service as there are approximately 40% of passengers are more frequently used taxis than other public transportation (Zulkifli & Yunus, 2019). According to that, everyone wants a safe, fast, and easy form of transportation because not everyone can afford to buy their own vehicle to go somewhere. To ensure their journey is effective, many of them use public transport to the destination that they want. The development of technology increases with the passage of time. However, the advancement of technology has benefited the service industry, particularly the transportation industry. Therefore, these changes have given progress to society to lead a modern life so the community will be more aware of the desire to adopt this new technology (Arora et al., 2021). Thus, with the advancement of digital technology which is e-hailing was introduced it an alternative most cutting-edge kind that can reserve transportation like cabs or taxis by using a smartphone e-hailing application (Arora et al., 2021).

Besides that, the existence of digital technology is very practical and logical to use and in fact, it has also been made widely available to Android and iOS phones (Salim, Amirul Haziq, et al., 2020). Therefore, e-hailing was a service that can replace the conventional taxi system

(Teo et al., 2018). In Malaysia, e-hailing services for private vehicles can leverage digital applications to facilitate the use of transportation for paying customers (Jais & Marzuki, 2020). In addition, e-hailing services have only ever been used for share mobility services that have been facilitated by the application service (Jais & Marzuki, 2020). However, technological advancement in the transport sector has benefited individuals to share rides so they can accept e-hailing as an alternative mode of transport (Arumugama et al., 2020). In light of the fact that e-hailing services link customers and independent contractors via online portals and mobile apps, location-sharing systems are utilized by these services (Ubaidillah et al., 2019). With the system in place, e-hailing become a favorite mode of transportation, especially for students (Salim, Azmi, et al., 2020).

Apart from that, e-hailing services were made in collaboration with transportation network companies. E-hailing services like Grab car, My car and Maxim are not only used by the general public but also used by college students (Yunoh & Ibrahim, 2020). Although, the e-hailing service is very easy to use when needed as the prices and preferred payment method will be displayed along with information about the driver. According to this, the drivers can pick up and drop off customers in any area they choose (Yunoh & Ibrahim, 2020). The system of e-hailing has provided all the details in advance to passengers before they use the transportation. Moreover, user satisfaction and perception are two metrics that can be used to measure the effectiveness of e-hailing services (Salim et al., 2021). Besides that, it is important to understand the effectiveness of e-hailing in affecting the satisfaction of students from the University of Malaysia Kelantan. However, the purpose of this research is to investigate the factors that influence UMK students' use of e-hailing services. The study's findings are being considered by the UMK students in order to improve the e-hailing services. According to that, the investigations were carried out to show that e-hailing services application can able to meet the needs and wants of UMK students.

1.2 Problem Statement

There are numerous ways to get around Malaysia, including buses, trains, and taxis. The market for transportation services has improved since the advent of e-hailing businesses. Innovation now makes a connection between drivers and passengers, and drivers are better informed about their passengers' basic background info and desired location (Salman Salim, Mohammad Azim Mohammad Azmi, et al., 2020). Unfortunately, these services lead to many problems. Existing applications are presented as a platform, single sign solutions that must be dissolved when end-to-end connectivity is needed to connect drivers, passengers, and vehicles. The security of these applications must also be improved because users are exposed to a variety of risks (Salman Salim, Muhammad Amirul Haziq, et al., 2020). As a result, consumers believe that private vehicles are more satisfying than public transport services (Ooi, 2021). Customers are now well-informed about the products or services they want to purchase, enabling businesses to acknowledge the value co-creation pattern by supporting customers in the creation of value during the service development process (Mohamed, 2020).

The problem can be partially answered by (Chia Kar Man et al., 2019) the difference between service expectations and perceptions helps determine service quality. This study selects the service concept as the main field of study because it focuses on aspects of service quality, physical safety, and fare implemented by users by incorporating the perspectives of leading experts in e-hailing services (Ruzzakiah Jenal, 2021). For e-hailing mobile apps to meet user expectations, features must be intuitive and user-friendly. The amount, safety, accessibility, visibility, and feature advertising and promotion were found to be the most important factors in predicting passenger journey purpose in a specific study. The brand reputation and service provider influence customers who use e-hailing services (Vijayesvaran Arumugam et al., 2020). Although the online reservation for booking e-hailing will help

customers get the service, customers are able to get to know they're about the driver and how they provide service to the customer. This must be solved because e-hailing companies nowadays only care about driver behavior quality (Ruzzakiah Jenal, 2021).

However, there is some issue with the service quality that has been investigated from the study which customers also mentioned some issues with Grab services. For instance, Grab is experiencing service problems for the third time in a week, with the Grab app experiencing disruption and users unable to use the app as regularly. Other customers have also voiced their dissatisfaction, with one user reporting that she received a confirmed booking after a driver called her but was not notified of it through the app. The problem appeared to be widespread, affecting Grab services throughout the region (Felina Felise Fuza Hamdan et al., 2022). Although the online reservation for booking e-hailing will help customers to get the service, customers able to get to know they're about the driver and how they provide service to the customer. This must be solved because e-hailing companies nowadays only care about driver behavior quality (Ruzzakiah Jenal, 2021).

Another issue that has been found is physical safety regarding e-hailing services. Complaints about e-hailing have been noted in several case relating to safety concerns, especially for female students. E-hailing makes them feel unsafe (Boon-Chui Teo 2018). According to the article in Astro Awani online, one female started receiving "uncomfortable" messages from the Grab driver after her ride the e-hailing (Post 2021). To ensure that customers trust the service, e-hailing companies must address the issue (Muhammad Hanafi bin Ibrahim 2020). Next, fare is important in the context of services (Boon-Chui Teo 2018). If businesses can charge more for services during peak hours, they will be able to draw customers and gain a competitive edge over traditional taxis. Conventional taxis sometimes do not use taximeter when ride and claim huge fees for a short distance (Chen 2021). During

peak hours, the fare will increase because of the demand for that time. This will burden customers, especially students who have emergencies. Unfixed prices make it difficult for customers to organize their trips.

1.3 Research Question

The research question as follows:

- 1) What is the service quality in using an e-hailing service?
- 2) Is there a significant positive correlation between physical safety with student UMK's perception of e-hailing service?
- 3) Does fare affect UMK student satisfaction while using e-hailing service?

1.4 Research Objectives

The objective of this research was that the factors that affected UMK student satisfaction with e-hailing service. The study showed the factors such as service quality, physical safety, and fare.

- I. To determine whether service quality gives an impact or not to UMK students in using E-hailing services.
- II. To determine whether physical safety can give a factor in the e-hailing service.
- III. To determine whether fare can influence UMK students in using e-hailing services.

1.5 Scope of the Study

The purpose of the study is to conduct an analysis of the variables that affect UMK students' use of e-hailing services. Nowadays, e-hailing services problem are increasing and it expected to be the big issues affecting Malaysians. E-hailing is one of the problems among the students. The factors that influence UMK students in using e-hailing in University

Malaysia Kelantan is the research for this study. The study was conducted at University Malaysia Kelantan to determined what influences UMK students in using e-hailing services.

1.6 Significance of Study

This study was designed to determine whether service quality gives an impact or not on the UMK student using e-hailing services. Knowing the service quality from E-Hailing will give chance for the company and the driver to improve the service that has been provided. This study will help e-hailing companies like Grab and Maxim understand why university students select their services. E-hailing businesses could also look to see if the services offered lack any of these elements in terms of cost, safety, or marketing, and if so, add or enhance those elements to draw in more clients.

This study also helps to determine whether physical safety can give a factor in the E-hailing service. It is important to study it because safety is one of the most important aspects when using E-hailing. Nowadays, there are many dangerous threats such as grazing, murder, and theft among E-hailing. Doing this study will help people always be precautionary about safety when using E-hailing services.

Lastly, this study to determine whether fare can influence UMK students in using E-hailing services. The student will gain knowledge of the variables that influence their decision to use e-hailing as a mode of transportation to reach the place they desire to go, at such a price. The student, for instance, will surely choose the cheaper option when comparing the prices of two different e-hailing services. Each of the vehicles comes with a different price. Through this report, the student can get know if the price that E-hailing provided is affordably or not to the student.

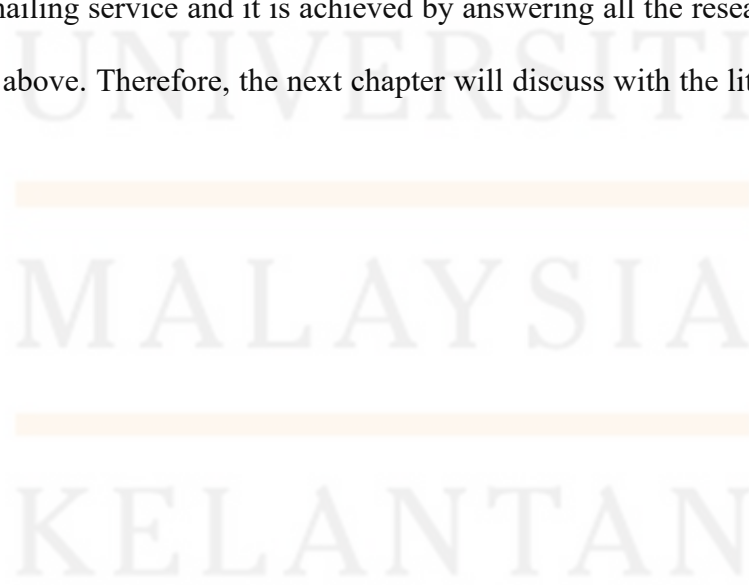
1.7 Definition of Term

1.7.1 E-hailing

E-hailing is a service that allows users to make a booking online and gives them a platform to communicate with e-hailing services (Ruzzakiah Jenal, 2021). Door-to-door service, safety systems, and variety of vehicles, such as taxis and private transport, it has become one of the most popular modes of public transportation because of its 24-hour availability (Vijayesvaran Arumugam et al., 2020). Grab is the leading company in ride-hailing platforms, and the majority of Malaysian drivers and passengers prefer to use the E-hailing application (Salman Salim et al., 2020). In Malaysia, there are several ride-hailing companies: MULA car, Riding Pink, Grab, Dacsee, and PICKnGO (Chia Kar Man et al., 2019).

1.8 Organization of the Proposal

On this chapter it intends to explore about the factors that influence UMK's student by using e-hailing services. This research to find out the level of satisfaction of students who have used the e-hailing service and it is achieved by answering all the research questions that have been stated above. Therefore, the next chapter will discuss with the literature reviews in details.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Both independent and dependent variables will be discussed in this literature review. The independent variable studied in this research is service quality, physical safety, and fare influenced by the dependent variables that are the factor influencing UMK students. This research study refers to the earlier research that discusses the factors that influence UMK students in using e-hailing services. As a guide, previous studies' journals and academic articles will be reviewed. In the following section, hypothesis development will be done in order to investigate how the important determinants interact, as well as a further exploration of the pertinent theoretical framework to lay out a new conceptual framework. This research study refers to the earlier research that discusses the factors that influence UMK students in using e-hailing services.

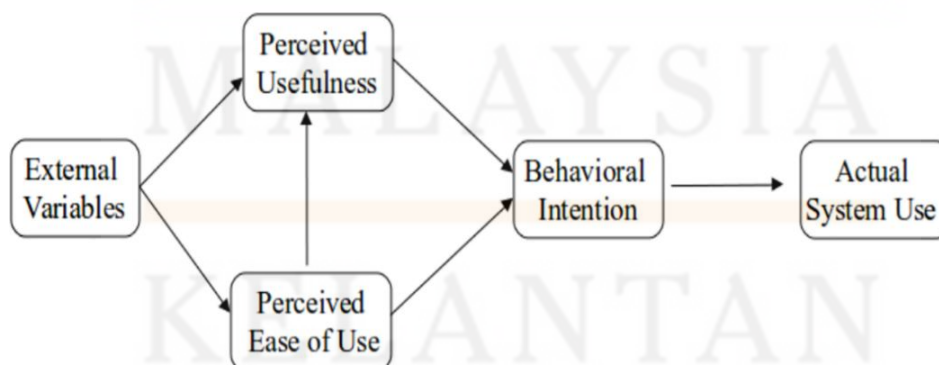
2.2 Underpinning Theory

The Technology Acceptance Model (TAM), which is more specifically concerned with the prediction of the acceptability of an information system, was developed by Davis et al. (1989) based on the theory of Reasoned Action. This model's objectives are to predict a tool's acceptability and to pinpoint the system changes necessary to make it acceptable to users. This model proposes that the acceptability of a usefulness and perceived ease of use. According to this model, there are some factors that users consider before deciding how and when to use new technology. The two most crucial elements are perceived usefulness and perceived usability. Thus, when these factors are taken into account collectively, attitudes

towards the use of technology are determined. These attitudes can then influence behavioral intentions to use, which can ultimately result in system use.

External Variables is the most commonly used external factors are self-efficacy, subjective norm, enjoyment, computer anxiety, and experience. Service quality, physical safety, and fare is the external variables in this study. Perceived Usefulness can be defined as being the degree to which a person believes that use of a system will improve that performance while Perceived Ease of Use refers to the degree to which a person believes that use of a system will be effortless. According to (Hauser & Shugan, 1980; Larcker & Lessig, 1980; Swanson, 1987), several factorial analyses demonstrated that perceived usefulness and perceived ease of use can be considered as two different dimensions. Behavioral Intention is about using a system and how useful they think it is will both be used to determine their behavioural intentions. The way a person uses a system depends on a number of factors, including his attitude and any potential effects it might have on his performance. Even if an employee does not appreciate an information system, there is a good chance that he will use it if he thinks it will help him perform better at work. TAM also propose a direct relationship between perceived ease of use. If two systems have the same features, the user will prefer the one that is simpler to use (Dillon & Morris, 1996). Generally, Actual System Use is the end-point

the



where people use

technology.

Figure 2.1 The Theory Acceptance Model (TAM)

2.3 Previous Studies

2.3.1 Service Quality

E-hailing is the most rapidly growing businesses in the digital market today. According (Nur Zaimah Ubaidillah, 2019) customer satisfaction will affect a perceived value for money, service quality, and e-service quality. E-hailing approach offers passengers a high level of comfort and efficiency, especially during rush hours and rainy days (Zhixiang Fang, 2018) also e-hailing applications provide an information platform that makes communication between drivers and passengers more efficient and convenient. Positive service values influence perceived value, and perceived value influences user satisfaction with e-hailing. Satisfying the customer is the key point for an enterprise to increase the company's profit which will lead to success (Nur Athirah Nabila Mohd Idros, 2019). In previous studies, a consumer's choice to use a particular cab service, for example, a traditional taxi versus a ride-hailing service, may be influenced by the attributes of the service itself as well as the attributes of the service provider or the driver (Ee Shiang Lim, 2022). In this study, we want to find out whether UMK students' use of e-hailing services is impacted or not by service quality.

2.3.2 Physical Safety

Customers who use e-hailing services place a premium on safety. According to earlier studies, aggressive driving and driver distraction both play a role in traffic accidents (Muhammad Sajjad Ansar, 2021). Customers who use e-hailing services want to feel secure

(Vijayaesvaran Arumugam, 2020). According to (Ahmad Sahir Jais, 2020) APAD, the regulatory body responsible for e-hailing services to tighten the background check of all e-hailing drivers and order all e-hailing operators to expand the use of panic/SOS buttons in service applications. The safety of using ride-sharing services has long been a source of concern for customers (Boon-Chui Teo, 2018). In previous studies, for a university student on Malaysia's East Coast, safety and intent to use e-hailing as public transportation are positively correlated and statistically significant (Muhammad Hanafi bin Ibrahim, 2020). In this study, we want to determine whether physical safety can give a factor in the e-hailing services.

2.3.3 Fare

Next, the important besides safety while using e-hailing, especially for university students is the price. That will influence customers' choices and competitors. Because budgeting is important to them, they will prioritise price when selecting transportation (Muhammad Hanafi bin Ibrahim, 2020). They will choose the platform that allows a lower price to them. When university students occasionally need to go somewhere or travel to a distant location they have been selecting e-hailing services with affordable price and best quality (Muhammad Hanafi bin Ibrahim, 2020). Companies' capacity for surge pricing and prime-time pricing will give them the ability to draw customers and a competitive edge over traditional taxis (Boon-Chui Teo, 2018). In this study, we want to determine whether fare can influence UMK students in using e-hailing services.

2.4 Hypothesis Statement

In this research, the independent variable was chosen for this research such as service quality, physical safety, and fare. Thus, the hypothesis of the study had been constructed based on the variables stated for the study.

H1: There is a positive relationship between service quality with the factor that influences UMK students in using e-hailing services.

H2: There is a positive relationship between physical safety with the factor that influences UMK students in using e-hailing services.

H3: There is a positive relationship between fare with the factor that influences UMK students in using e-hailing services.

2.5 Conclusion

This section reviewed the literature in relation to the previously studied components, to sum it up. The literature review served as a guide for developing the theoretical framework for the proposal. Service quality, physical security, and fare were the three independent variables in this study. The intention of all the dependent variables to use e-hailing was a topic of analysis for the researchers, who tended to focus on this relationship. These three independent variables, which influence the intention to engage in e-hailing activities, were identified by the researchers. In order to learn the results of this study, the following chapter discusses various types of methods.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

After reviewing earlier research on the subjects covered in Chapter 2, the research strategy used in the investigation was described in this chapter. Addressing the Chapter 1 stated research objective is the aim of the research methodology. In this chapter, the research design, the creation of questionnaires, surveying, data collection, and all data analysis procedures, including those using SPSS (Statistical Package for the Social Sciences), are explained.

3.2 Research Design

The research design in this study provides the ideal framework for selecting research methods and resolving the research problem (Sileyew, 2019). Quantitative research is a method used to collect numerical, continuous, and differential data that can generate various ideas about research problems spontaneously. Therefore, these data were assembled from survey questionnaires. The goal of this study is to investigate the understanding and usage of

e-hailing services at University of Malaysia Kelantan City Campus. By sending out questionnaires to gather information and data to examine the relationship between independent variables and dependent variables, the researcher used this method to examine the feedback from the respondents.

3.3 Data Collection Methods

Data collection is a process of gathering data from all related sources. It is the discovery of answers to the research question for evaluating hypotheses and results from observations. As a result, data collection methods are classified as primary or secondary. However, a self-administered questionnaire was utilized in this study to collect the necessary data. Thus, the researcher also adapted the questionnaire from journals and articles found throughout the study.

3.3.1 Primary Data Collection Method

The process of obtaining original data from sources by researchers and compiling it is the main data collection technique. Qualitative and quantitative primary are classified into two types. Qualitative is a form of research that collect data in an unstructured way because it uses surveys, interviews, and focus groups from the public. While quantitative primary data collection is research that collects data that can be measured because it uses online survey methods and observational studies. Furthermore, the quantitative data method is very useful because it is less expensive and data can collect over a shorter period. According to that, the quantitative method gives benefits because it can shorten the time and expense for data gathering so any component of a population will be chosen (Arumugama et al., 2020). The researcher employs the quantitative data collection method in this study.

3.3.1.1 Questionnaire

In collecting data, the researcher used survey tools in form of questionnaires. A questionnaire is a list of questions used to collect data to find out about attitudes, experiences, and opinions from respondents. Therefore, the survey will be given out to University of Malaysia Kelantan City Campus students who use e-hailing services. According to that, respondents will answer this questionnaire virtually in Google Forms. To get this questionnaire, the researcher will send a link through WhatsApp. In addition, the researcher used questionnaires because it is the most effective way of collecting data from respondents.

Besides that, among the types of questions used are Likert-type so respondents will answer the questionnaire according to a 5-point scale. Furthermore, by using the Likert-type, the respondent's answer will be evaluated more easily because it can measure the level of information verification more accurately. Thus, the researcher will obtain a strong statistical hypothesis in achieving the research aims. This survey some extent taken from past research studies and applied to existing questionnaires.

3.3.2 Secondary Data Collection Method

This method can collect data using databases from publications like books, magazines, journals, and websites. It is existing data that has been compiled and published by previous research. The benefit of the secondary collection method is to see if previous studies were related to the researcher's topic. Furthermore, the collection of secondary data can be used as a source of support for researchers to further strengthen the information in the study. Consequently, secondary collection techniques are crucial to the research's findings. A main source of information is a Google Forms questionnaire. Thus, secondary data is used to collect information from past studies and applied in this study.

3.4 Study Population

Students from the Faculty of Entrepreneurship & Business will make up the population for this study. SAL, SAK, SAE, SAR, and SAB are the five courses that make up the FKP and its total participant population is 5,000 students. The target population is another name for the particular population that researchers are interested in studying.

3.5 Sample Size

The sample size is the number of observations taken from the population for research purposes. The UMK City Campus has 5,000 students enrolled, with first- through fourth-year students. To participate in this study, 357 FKP will be randomly selected. They were chosen from a range of racial groups, ages, genders, and classes.

The researchers in this study utilised Krejcie and Morgan's table to arrive at a valid sample size. According table, a minimum of 357 respondents is required for a population of 5,000 students. 360 students will randomly have selected for this study to prevent data errors. The following table shows the sample sizes for Krejcie and Morgan:



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Table 3.1: Determine the Sample Size of a Known Population

Source: Krejcie, R.V., & Morgan, D.W., (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*.

3.6 Sampling Techniques

Researchers are collecting target respondents using a non-probability convenience sampling method. The population target is students at the Faculty of Entrepreneurship & Business

	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
(FKP) at	10	10	220	140	1200	291
University	15	14	230	144	1300	297
Malaysia	20	19	240	148	1400	302
	25	24	250	152	1500	306
	30	28	260	155	1600	310
	35	32	270	159	1700	313
	40	36	280	162	1800	317
	45	40	290	165	1900	320
	50	44	300	169	2000	322
	55	48	320	175	2200	327
	60	52	340	181	2400	331
	65	56	360	186	2600	335
	70	59	380	191	2800	338
	75	63	400	196	3000	341
	80	66	420	201	3500	346
	85	70	440	205	4000	351
	90	73	460	210	4500	354
	95	76	480	214	5000	357
	100	80	500	217	6000	361
	110	86	550	226	7000	364
	120	92	600	234	8000	367
	130	97	650	242	9000	368
	140	103	700	248	10000	370
	150	108	750	254	15000	375
	160	113	800	260	20000	377
	170	118	850	265	30000	379
	180	123	900	269	40000	380
	190	127	950	274	50000	381
	200	132	1000	278	75000	382
	210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

3.7 Research Instrument Development

In this research, researchers used questionnaires for collecting data. Questionnaires are the best instrument for collecting large amounts of data in short periods. In the questionnaire, the items are according to the research objectives and the research questions stimulate this study. The questionnaire used a scale based on the Likert Scale which is 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree. The questionnaires distribute online through the WhatsApp student groups.

3.8 Measurement of the Variables

An essential component of research and a key component of research design is the measurement of the variables. The data from the questionnaires virtually created in Goggle Forms was used by the researchers to measure the variable of interest. Nominal, ordinal, and interval (Likert-Scale) scales were used for the measurements in this online survey. A demographic section, a dependent variable section, and a third section were used on the questionnaires.

3.8.1 Nominal Scale

Using a nominal scale, the researcher can classify or group subjects. Respondents can choose between two mutually exclusive groups or classes with ease. The nominal scale is used in a question to determine the demographics of each respondent. The questionnaires serve as the nominal basis for gender, age, and course.

3.8.2 Ordinal Scale

An ordinal scale is used to denote differences among the various categories, it also rank-orders the categories that used in quantitative variables. From least to most satisfied, the

items are ranked in decreasing order of degree of satisfaction on this scale. Ordinal scales allow for comparison of the levels of the dependent variables between two subjects, as opposed to nominal scales. The scale most frequently used in research is the 5 Likert-scale. Determine the degree to which statements are agreed or disagreed with using the Likert-Scale (Strongly Agree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5)). Sections B, C, and D of this questionnaire was evaluated using this scale.

3.9 Procedure for Data Analysis

According Joel (1996), data analysis is a method for explaining information, detecting trends, finding explanations, and testing hypotheses. According to Gravetter and Forzano's 2012 study, using SPSS allows researchers to easily import data, access a full range of statistical tests, use adaptable pivot tables that are simple to use, analyse frequencies and descriptive statistics easily, generate a variety of graphs and charts automatically, save time and work more efficiently with the aid of an SPSS tutorial that facilitates a better understanding of the results of statistical analyses, and more.

3.9.1 Descriptive Analysis

Using descriptive data analysis, it was possible to the factors that influence UMK students in using e-hailing services at University Malaysia of Kelantan. SPSS software was used because of its ability to thoroughly analyse quantitative data. This study's statistical analysis includes basic descriptive statistics like means and percentages, as well as reliability test. The latter seeks to reveal the relationship between the variables.

3.9.2 Reliability Analysis

A reliability analysis also uses in this research. Testing the consistency of a set of items (items measuring a construct produced by factor analysis is known as reliability analysis (Field, 2005). In this study, a correlation analysis was used to evaluate the strength or degree of the relationship between two or more variables (Dalgaard, 2008). Cronbach's Alpha scores are below 1, there is a stronger correlation between the independent and dependent variables. The statistical are thought to be beneficial for upcoming research.

Table 3.2 Cronbach's Alpha Coefficient Size Guideline

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.9.3 Pearson Correlation Coefficient

The most typical method for determining a linear correlation is to use the Pearson Correlation Coefficient (r). The relationship between two variables' strength and direction is represented by a number between -1 and 1. Because it can test statistical hypotheses and determine whether there is a meaningful relationship between two variables, this correlation is being used in this study.

Table 3.3 Rule of Thumb about Pearson Correlation Coefficient

Pearson Correlation Coefficient (r) Value	Strength	Direction
Greater than .5	Strong	Positive
Between .3 and .5	Moderate	Positive
Between 0 and .3	Weak	Positive
0	None	None
Between 0 and -.3	Weak	Negative
Between -.3 and -.5	Moderate	Negative
Less than -.5	Strong	Negative

3.10 Conclusion

This chapter concluded by giving a thorough explanation of the research methodology we will use. The topic covers research design, data collection strategies, study population, sampling strategy, sample size considerations in sampling design, development of research instruments, measurement of the variables, and data analysis procedures. In Chapter 4, the discovery will be examined and covered in further detail.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter provides a thorough explanation of how research findings were analysed using data from various statistical tests of 357 respondents that respond to the questionnaires on the factors that influences UMK students in using E-hailing services. To complete the analysis, the Statistical Package for the Social Sciences (SPSS) Version 26 is used. However, many sorts of evaluation will be used. It consists of preliminary analysis, demographic profile, descriptive analysis, validity, and reliability test, Pearson’s correlation, and hypothesis testing.

4.2 Preliminary Analysis

The pilot test can be defined as a small sample of data taken for the primary purpose of evaluating and determining the feasibility and validity of conducting research. In this part of the research, a total of the test was 30 respondents from UMK students were collected to conduct this test. Additionally, the test chosen will assess reliability using Cronbach’s Alpha, that is derived a general guideline for reliability testing when creating a pilot test. Consequently, the table below displays the results: -

Table 4.1: Reliability Test for Pilot Test

Variable	Dimensions	Cronbach’s Alpha	N of items	N	Result
Independent Variable	Service quality	.962	5	30	Excellent
	Physical safety	.830	5	30	Good
	Fare	.830	5	30	Good
Dependent Variable	E-hailing	.924	5	30	Excellent

Based on table 4.1, the sample size of the pilot test was conducted using 30 respondents from UMK students. The result shows the score using Cronbach’s Alpha for the independent variable which was service quality and the dependent variable which was E-hailing record excellent result. This is because the score of Cronbach’s Alpha got more than 0.9. Due to that, the score for service quality was 0.962 while for E-hailing was 0.924.

Besides that, the result for the independent variable which was physical safety and fare obtained a good result because the score was more than 0.80. According to the result, physical safety and fare share the same score which was 0.830. Therefore, this pilot test result wants to conclude that all the questions in questionnaire are reliable.

4.3 Demographic Profile of Respondents

The researcher collected the demographic characteristics of the respondents according to the questionnaire that has been distributed to UMK students who used e-hailing services. A questionnaire has section A (Demographic) which is divided into five parts: gender, age, course, experience with E-hailing, and frequency of use E-hailing.

4.3.1 Gender

Table 4.2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	30.0	30.0	30.0
	Female	250	70.0	70.0	100.0
	Total	357	100.0	100.0	

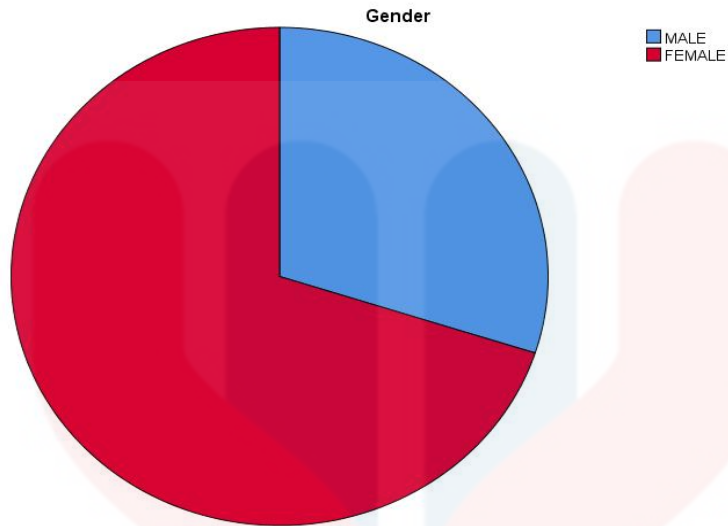


Figure 4.1 Gender

The general data collection from table 4.2 and figure 4.1, shows the result from respondent males and females from UMK students that used the E-hailing service. The majority of data was female because it collects 250 respondents which were 70% were using E-hailing services. While for males, it was 107 respondents which were 30% were using E-hailing services. Overall, it has 357 respondents were taking part in answering the questionnaire.

4.3.2 Age

Table 4.3 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 YEARS OLD AND BELOW	28	7.8	7.8	7.8
	18-20 YEARS OLD	45	12.6	12.6	20.4
	21-23 YEARS OLD	202	56.6	56.6	77.0
	24-26 YEARS OLD	82	23.0	23.0	100.0
	Total	357	100.0	100	

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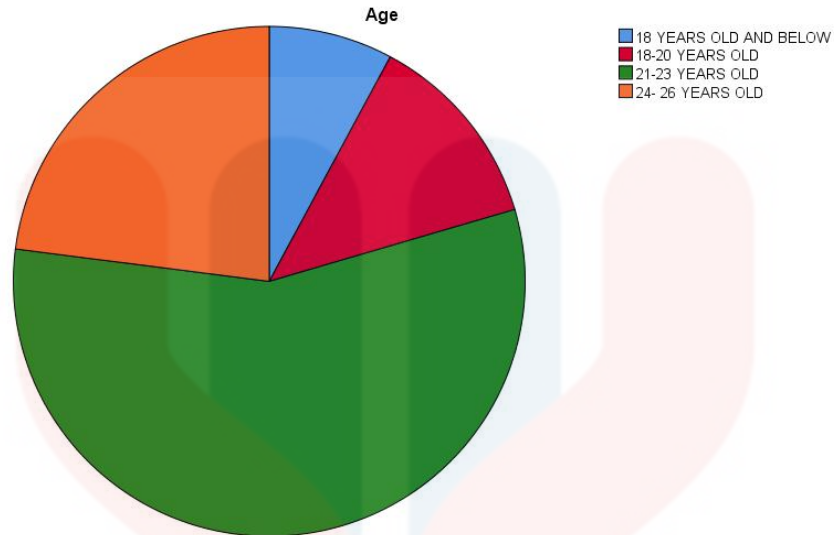


Figure 4.2 Age

Using the data in table 4.3 and figure 4.2, it has four stages of age in a questionnaire which were 18 years old and below, 18-20 years old, 21-23 years old, and 24-26 years old. There were 202 respondents overall, or 56.6% of them were between the ages of 21 and 23. For the age of 24-26 years old, it collects 82 respondents which is 23.0%. For the next stage of age 18-20 years old, it contributed 45 respondents which were 12.6%. Last but not least, there were 28 respondents, or 7.8% of those who were 18 years of age or younger, who used e-hailing.

4.3.3 Course

Table 4.4 Course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAL	117	32.8	32.8	32.8
	SAR	50	14.0	14.0	46.8
	SAK	78	21.8	21.8	68.6
	SAE	63	17.6	17.6	86.3
	SAB	49	13.7	13.7	100.0
	Total	357	100.0	100.0	

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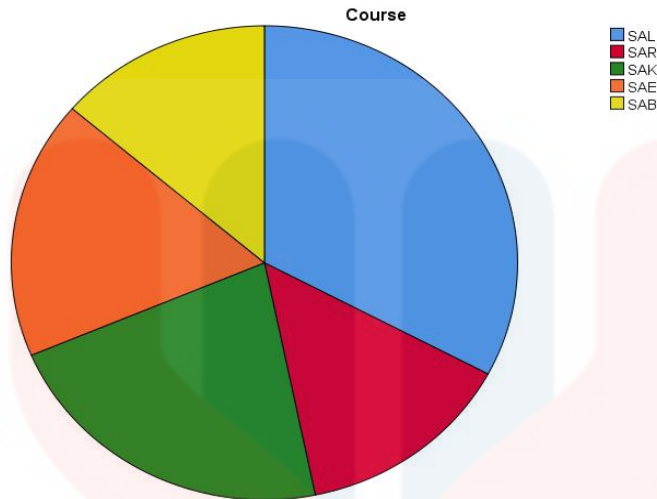


Figure 4.3 Course

Using the data in Table 4.4 and Figure 4.3, the Faculty of Entrepreneurship & Business (FKP) at the University of Malaysia Kelantan City Campus offered the following five courses: SAL, SAR, SAK, SAE, and SAB. The higher course was SAL because it collects 117 students which was 32.8% respondents. The second higher was the SAK course, which contributed 78 students which was 21.8% of the respondents collected. Besides that, the third higher was the SAE course because it collects 63 students which was 17.6% of respondents. For the SAR course, it got 50 students which was 14% of respondents. Last but not least, the lowest was the SAB course because it got 49 students which was 13.7% of respondents out of 357.

4.3.4 E-hailing Experience

Table 4.5 E-hailing Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	347	97.2	97.2	97.2
	NO	10	2.8	2.8	100.0
	Total	357	100.0	100.0	

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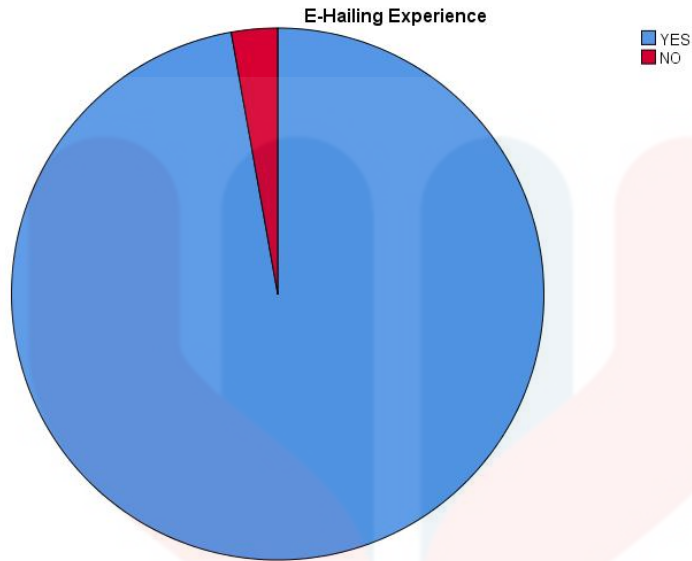


Figure 4.4 E-haling Experience

Using the data in table 4.5 and figure 4.4, it looking at the experience of UMK students in using E-hailing services. The majority of 347 respondents which was 97.2% of students said “Yes” that they have experience using E-hailing services. Besides that, 10 respondents which were 2.8% of students said “No” because they don’t have experience in using E-hailing services.

4.3.5 Frequency of using E-hailing

Table 4.6 Frequency of using E-hailing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ONCE IN A YEAR	66	18.5	18.5	18.5
	ONCE IN A MONTH	141	39.5	39.5	58.0
	ONCE IN A WEEK	105	29.4	29.4	87.4
	EVERYDAY	45	12.6	12.6	100.0
	Total	357	100.0	100.0	

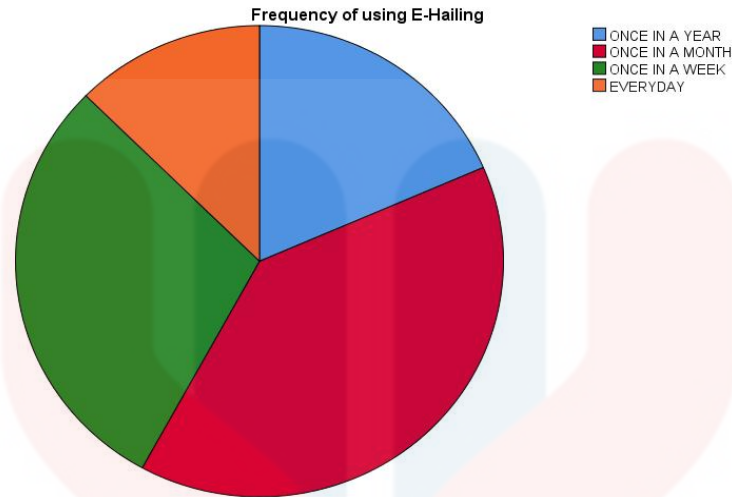


Figure 4.5 Frequency of using E-hailing

Based on table 4.6 and figure 4.5 above, illustrate the frequency of UMK students using E-hailing services. The majority of respondents use E-hailing was “once in a month” which equivalent to 141 respondents which were 39.5% of students. The second higher was “once in a week” with 105 respondents which were 29.4% of students. Next, “once in a year” recorded 66 respondents which were 18.5% of students were used E-hailing. Last but not least every day” collected 45 respondents which were 12.6% of students have used E-hailing services.

4.4 Descriptive Analysis

Descriptive statistics are methods for calculating, describing, and summarising collected research data in a logical, meaningful, and appropriate way. It is presented numerically in the text and/or tables of the manuscript, or graphically in the figures including the mean and standard deviation the of study.

In depth discussion will be given in this section regarding the frequency of respondents’ demographic data and a few e-hailing service-related questions, where the factors are service quality, physical safety, and fare.

The mean and standard deviation will be used to test roughly 20 items in this section using descriptive statistics. Typically, respondent perspectives on the variables of service quality, physical security, and fare are captured by the mean score, whereas e-hailing service (dependent variable) is captured by the mean score. The mean score will be examined using several different interpretations.

Table 4.7: The Interpretation of Mean Score

Mean Score	Interpretation
0.01 – 1.00	Strongly Disagree
1.01 – 2.00	Disagree
2.01 – 3.00	Neutral
3.01 – 4.00	Agree
4.01 – 5.00	Strongly Agree

The standard deviation represents the average amount of variability in the database. It indicates how far each value deviates from the mean on average. A high standard deviation indicates that values are generally far from the mean, whereas a low standard deviation indicates that values are close to the mean of the study.

The following section below displays the mean and standard deviation of the study's independent variables and dependent variables.

Table 4.8: Mean and Standard Deviation of E-Hailing (DV)

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
B1 (Did you consider using e-hailing services when you need transportation to go to university?)	357	1	5	4.28	.868
B2 (Does e-hailing help you when needed?)	357	1	5	4.46	.747
B3 (Did you intend to adopt e-hailing services in the future?)	357	1	5	4.31	.818
B4 (Does use e-hailing is the worth time and money?)	357	1	5	4.24	.847
B5 (E-hailing make your lifestyle changes. You can go anywhere without stress in traffic jam?)	357	1	5	4.14	.976
Valid N (listwise)	357				

Table 4.8 illustrates the results for E-hailing (Dependent Variable) that satisfy UMK students with the services. Next, B2 is the highest mean score among of 5 items which is 4.46 while B5 is the lowest mean score of 4.14. However, B3 and B1 record second and third rank mean score of 4.31 and 4.28. The second lower of mean score in among of 5 items is B4 which is 4.24. Nevertheless, we found that the respondents agreed with all of the statements asked in the section of DV (Dependent Variable) where the e-hailing service was satisfied with service quality, physical safety, and fare. They will recommend it to others, including their friends.

Table 4.9: Mean and Standard Deviation of Service Quality (IV1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
C1 (I choose e-hailing because it offers good and unique customers service.)	357	1	5	4.25	.838
C2 (I choose e-hailing because it offers comfortable temperatures and seats.)	357	1	5	4.21	.860
C3 (I can submit feedback regarding satisfaction based on my experience with e-hailing.)	357	1	5	4.30	.803
C4 (E-hailing user text language that is easy for users to understand.)	357	1	5	4.38	.786
C5 (I am satisfied with the service provided by e-hailing.)	357	1	5	4.35	.760
Valid N (listwise)	357				

Table 4.9 shown the results for Service Quality (Independent Variable 1). Between the five items, C4 had the highest mean score (4.38), and C2 had the lowest mean (4.21). It shows that the respondents strongly agreed with the statement of C4 “E-hailing uses text language that easy for users to understand C2 “I choose e-hailing because it offers comfortable temperature and seats” which they have an experience in using e-hailing services. Besides that, C5 and C3 were recorded in a second and third rank of mean score of 4.35 and 4.30. It could be stated that the respondent was strongly agreed with the statement “I satisfied with the service that provided by e-hailing” and “I can submit a feedback regarding satisfaction based on my experience with e-hailing” is very important way to keep improving the service quality of customer service for UMK students.

The second lower of mean score is C1 (4.25) with the 5 lesser than C3 (4.30). The respondents were strongly agreed with the statement “I choose E-hailing because it offers good and unique customers service”. This conclusion follows from the fact that all the

respondents strongly agreed that e-hailing are available to everyone, provide high-quality service, and are accountable for customer satisfaction.

Table 4.10: Mean and Standard Deviation of Physical Safety (IV2)

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
D1 (I feel secure when travelling use e-hailing services because the historic journey is recorded systematically.)	357	1	5	4.24	.838	
D2 (The location function of e-hailing apps makes me feel unsafe.)	357	1	5	3.75	1.244	
D3 (It would be risky to disclose my personal information to e-hailing app service provide.)	357	1	5	4.07	.976	
D4 (I feel safe when traveling using e-hailing services because my location can be declared on social media.)	357	1	5	4.06	.949	
D5 (I feel safe when using e-hailing services because the booking transparency information are provided such as driver name and car plate number.)	357	1	5	4.39	.769	
Valid N (listwise)	357					

Table 4.10 displays the results for physical safety (Independent Variable 2). The lowest mean score among 5 items in D2 is 3.75, while D5 is the highest mean score recorded as 4.39. It is stated that the respondents are agreed with the statement of D2 “The location function of e-hailing apps makes me feel unsafe” and strongly agreed with D5 “I feel safe when using e-hailing services because the booking transparency information is provided such as driver name and car plate number”. Both statements summarize that e-hailing services continually improve applications such as safety features and customers should keep the app updated to know the latest safety features in a new version.

Next, the lower mean score is D1 which is 4.24 and all respondents strongly agreed with the statement feel secure when traveling using e-hailing services because the historic journey is recorded systematically”. Besides that, D3 and D4 were recorded in third and fourth rank with mean scores of 4.07 and 4.06. Both mean scores are in 1 difference. All respondents strongly agreed with the statement “It would be risky to disclose my personal information to e-hailing app service provide” and “I feel safe when traveling using e-hailing services because my location can be declared on social media” that passenger safety is the most important. If a customer gives a low rating such as reckless driving, exceeding the speed limit, making calls using handphone, discrimination, sexual misconduct, or illegal activity, the driver’s account can be banned or deactivated.

Table 4.11: Mean and Standard Deviation of Fare (IV3)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
E1 (There is flexibility in making payment by any mode, be it cash or non-cash (e-wallet, payment through e-hailing app, internet banking.)	357	1	5	4.41	.728
E2 (The e-hailing services often have a promotion and discounts for frequent users.)	357	1	5	4.23	.809
E3 (E-hailing services give an advantage to group travellers because they can share the payment.)	357	1	5	4.44	.735
E4 (The fare charges remain the same for the same journey destination.)	357	1	5	4.12	.958
E5 (The fare charges according to time, especially peak hours.)	357	1	5	4.33	.847
Valid N (listwise)	357				

Table 4.11 illustrates the results for fare (Independent Variable 3). In among of 5 items, the highest mean score is E3 which is 4.44, while E1 is the second higher mean score of 4.41. The respondents were strongly agreeing with both statement which is e-hailing

services give an advantage to group travellers because there is flexibility in making payment by any mode, be it cash or non-cash (e-wallet, payment through e-hailing app, internet banking, or etc and they can share the payment.

The lowest mean score is E4 which is 4.12. The statement “The fare charges remain the same for the same journey destination” was strongly agreed by respondents if customer book earlier than usual, ride during non-peak hours, and non-rainy weather. In other than that, E5 and E2 were recorded in third and fourth rank of mean score at 4.33 and 4.23. Both mean score are 10 differences. The respondents strongly agreed with the statement “The fare changes according to time, especially peak hours” and “The e-hailing services often have a promotion and discounts for frequent users”. Overall, it can be summarized that fare is important towards customers while using e-hailing services. If fare maintain in lower, the more customer’s driver’s e-hailing can get.

4.5 Validity and Reliability Test

The term “validity” to how precisely a method measures the intended outcome. When a result of the analysis is highly valid, it means that these accurately reflect real properties, characters, and variations in the physical or social world. Meanwhile, reliability refer to the consistency with a method measure something. If the same result can be consistently obtained by using the same methods under the same conditions, the measurement is considered reliable. Reliability and validity are closely related, but they mean different things. A measurement can be reliable without being valid, it is usually also reliable.

In this study, we used reliability that linked to the accuracy of a measure to the standardization of trials. Internal and external are the types of the reliability. Cronbach’s Alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A “high” value for alpha does not

imply that the measure is unidimensional. Below is the table of actual reliability test of 357 respondents that mentioned 4 dimensions (E-hailing (DV), Service Quality (IV1), Physical Safety (IV2), Fare (IV3) with the values of Cronbach’s Alpha that shows the excellent and good results.

Table 4.12: Actual Reliability Test of 357 Respondents

Variable / Dimensions	Cronbach’s Alpha	N of Items	Results
Dependent Variable			
E-Hailing	0.924	5	Excellent
Independent Variables			
Service Quality	0.962	5	Excellent
Physical Safety	0.830	5	Good
Fare	0.830	5	Good

Based on Table 4.12, it shows the value of Cronbach’s Alpha for each variable that measured by using SPSS on reliability analysis and it being test by 357 respondents of UMK students. The result shows the excellent value of service quality (Independent Variable 1) by Cronbach’s Alpha is 0.962 while the good value of physical safety (Independent 2) and fare (Independent 3) has remained the same result Cronbach’s Alpha coefficient value which is 0.830. Besides that, the result shows the excellent value of e-hailing by Cronbach’s Alpha coefficient value is 0.924. Nevertheless, all results of questionnaires for 357 respondents were reliable in this study.

4.6 Pearson’s Correlation Analysis

Pearson’s correlation coefficient is a descriptive statistic, that summarise a dataset's features. It describes the strength and direction of a linear relationship between independent variables and dependent variables. In this part, the mediator is considered a dependent

variable to test the relationship. The correlation coefficients summarise the direction and strength of the linear relationship between the independent variables and dependent variables.

Next, Pearson’s correlation coefficient (r) between -1 and +1, where -1 is a perfect negative correlation, and +1 is a perfect positive correlation. For 0, there is no linear correlation at all. Pearson’s correlation coefficient (r) has five categories, which are very weak correlations (± 0.00 to ± 0.30), weak correlations (± 0.31 to ± 0.50), moderate correlations (± 0.51 to ± 0.70), strong correlations (± 0.71 to ± 0.90) and very strong correlations (± 0.91 to ± 1.00). In this study, the independent variables were service quality, physical safety, and fare while the dependent variables were satisfaction with e-hailing services.

Table 4.13: Correlation between service quality, physical safety, fare, and satisfaction with e-hailing services

		E-HAILING	SERVICE QUALITY	PHYSICAL SAFETY	FARE
E-HAILING	Pearson Correlation	1	.838**	.719**	.779**
	Sig. (2-tailed)		.000	.000	.000
	N	357	357	357	357
SERVICE QUALITY	Pearson Correlation	.838**	1	.761**	.822**
	Sig. (2-tailed)	.000		.000	.000
	N	357	357	357	357
PHYSICAL SAFETY	Pearson Correlation	.719**	.761**	1	.795**
	Sig. (2-tailed)	.000	.000		.000
	N	357	357	357	357
FARE	Pearson Correlation	.779**	.822**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	357	357	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.13 shows the correlation between service quality, physical safety, fare, and satisfaction with e-hailing services. The table displays the relationship between e-hailing service satisfaction and service quality is 0.838 (83.8%) with a p-value of $0.000 < 0.1$. Between the independent and dependent variables, there is a significant correlation.

Next, the correlation between physical safety and satisfaction with e-hailing services is 0.719 (71.9%) with a p-value of $0.000 < 0.1$ demonstrating a close relationship between the independent and dependent variables.

Besides, the table also indicates that the correlation coefficient between fare and satisfaction with e-hailing services is 0.779 (77.9%) with a p-value of $0.000 < 0.1$ with a strong correlation between the independent variables and the dependent variables.

4.7 Hypothesis Testing

Hypothesis testing is a statistical method used in planning a decision about the population. It is used to test whether the result of a survey or study is statistically significant. We utilising IBM SPSS technology to test the data set of the correlation results to look at the relationship between independent and dependent variables.

4.7.1 Hypothesis 1

H1: There is a significant between service quality and UMK student satisfaction with e-hailing services.

The Pearson correlation coefficient is 0.838 based on the result shown in table 4.13 above. In terms of service quality and UMK students' satisfaction with e-hailing services, it is believed that the relative advantage factor strongly correlates with both. For p-value was 0.000 shown in table 4.13 which is small than 0.05. It suggests that service quality and UMK

students' satisfaction with e-hailing are significantly correlated. As a result, hypothesis H1 accepted and rejected the null hypothesis.

4.7.2 Hypothesis 2

H2: There is a significant between physical safety and UMK student satisfaction with e-hailing services.

Next, based on table 4.13, the relative advantage factor's valuation is 0.719 for the Pearson correlation coefficient. This result shows a strong correlation coefficient value with the relationship between physical safety and UMK student satisfaction with e-hailing services. Likewise, the variable's p-value is small than 0.05, which earned the value of 0.000. Dependent on the result, the researcher accepted and rejected the null hypothesis. This finding shows that physical safety and UMK student satisfaction with e-hailing services have a significant relationship.

4.7.3 Hypothesis 3

H3: There is a significant between fare and UMK student satisfaction with e-hailing services.

The result of the table 4.13 shows the Pearson correlation coefficient value is strong, which is 0.779. Meanwhile, the p-value of these variables is 0.000 as shown in table 4.13, which indicates that small than 0.05. This result reflects the variable of fare is a strong correlation between UMK student satisfaction with e-hailing services. Throughout the result, the hypothesis of H3 is accepted while the null hypothesis is rejected. The conclusion is the fare variable factor has a significant relationship to influence UMK student satisfaction with e-hailing services.

4.8 Conclusion

In conclusion, this chapter explains and analyses the result that has been done by the researcher. Therefore, the researcher wants to define the facts that can be carried out about the factors that influence UMK students by using E-hailing services. Furthermore, descriptive analysis, validity and reliability test, Pearson's correlation, and hypothesis testing had also been explained in this chapter. Therefore, the end of the result is the connection between three independent variables which were service quality, physical safety, and fare and the dependent variable which was E-hailing services.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The analysis will be discussed in depth. This part addresses the result of the examination established in chapter 4 and describes the outline of the outcome created by issues introduced in Chapter 2. It allows the researcher to obtain more detailed information regarding the study's findings. Besides, it helps the researcher identify the decision to reject or accept the study's hypothesis. It also helps to identify the result of the study that support the goal of figuring out how e-hailing (service quality, physical safety, and, fare) toward the factor that influences students in using e-hailing.

The population has been given a set if questionnaires. There have 357 UMK students who ever use the e-hailing service to answer the question offered by the researcher. This chapter divided into several sections. Meanwhile, the researcher also prescribed some conclusions to support the findings and the result in order to measure the relationship between service quality, physical safety, and fare that can influence UMK students in using e-hailing services.

5.2 Key Finding

Key finding summaries the state of the evidence and what is now known about the subject of the chapter based on the research that is currently accessible. This study's primary objective is to ascertain how service quality, physical safety, and fare affect UMK students' use of e-hailing services. According to Chapter 4, the researchers concluded that service quality, physical safety, and fare influence using e-hailing services among UMK students'. The summary of the findings for the objectives, is shown in Table 5.1.

Table 5.1: Finding of the Result

Hypothesis	Result	Finding data analysis
H1) The positive relationship between service quality and UMK student's satisfaction with e-hailing services	r = 0.838*** p = 0.000 strong	H1 is accepted
H2) The positive relationship between physical safety and UMK student satisfaction with e-hailing services	r = 0.719*** p = 0.000 strong	H2 is accepted
H3) The positive relationship between fare and UMK student satisfaction with e-hailing service	r = 0.779*** p = 0.000 strong	H3 is accepted

5.3 Discussion Hypothesis

An assumption is referred to as a hypothesis when it is supported by evidence. Any investigation that turns the research questions into predictions must start here. Variables, the population, and the relationships between the variables are among its constituent parts. In this study, researchers will discuss three hypotheses including a positive correlation between service quality and UMK students' satisfaction with e-hailing, a positive correlation between physical safety and UMK students' satisfaction with e-hailing services, and a positive correlation between fare and UMK students' satisfaction with e-hailing services.

5.3.1 Hypothesis 1

H1: The positive relationship between service quality and UMK students' satisfaction with e-hailing services.

In Chapter 4.6, there is Table 4.13 show the characteristic of service quality by Pearson Correlation that has a strong correlation relationship. Value of the Pearson

Correlation coefficient in Table 4.13 in Chapter 4, it was positive which is 0.838. It means this element recorded a positive and strong correlation. A good practice of service quality between e-hailing organizations and customers will cause significant impacts on the riding service system in the e-hailing industry.

This study is supported by past research due to the issues of organizations providing unique value to their customers (Chia et al., 2019). According to the research, it is based on how customer satisfaction in the service sector is related to various aspects of service quality. To ensure customer satisfaction, e-hailing companies must uphold high service quality standards.

In a nutshell, the previous research has discussed the perceived customer service of e-hailing to be positively correlated with treatability. In this digital era, this service can help e-hailing service companies better engage with customers. These findings seeing that customers intend to use e-hailing through personal attitudes and beliefs.

5.3.2 Hypothesis 2

H2: The positive relationship between physical safety and UMK student satisfaction with e-hailing services.

As a result, physical safety can conclude as an acceptance that correlates with UMK student's satisfaction with using e-hailing services. Table 4.13 shows that Pearson's correlation score which is 0.719, is categorized as a strong correlation score that has a positive relationship between the variable. This shows that physical safety can influence UMK students in using e-hailing services.

This study is also consistent with a previous study, it demonstrates how safety is a crucial component that must be present in e-hailing to ensure that customers feel secure and

at ease (Yunoh & Ibrahim, 2020). If physical safety can reduce the doubt of passengers in using e-hailing services, then the use of this service can be increased because the passengers will feel safe while using the service. E-hailing services must concern about physical safety so that passengers will be more guaranteed to use the services. In nutshell, the result proves that physical safety can meet the satisfaction of students in using E-hailing services.

5.3.3 Hypothesis 3

H3: The positive relationship between fare and UMK student satisfaction with e-hailing services.

The previous result shows that fare has a positive significant relationship with UMK students' satisfaction in using e-hailing services. A Pearson correlation score of 0.779 indicates a significant positive correlation between fare and e-hailing services, which can be seen in Table 4.13. It can conclude that the third hypothesis is accepted because fare can correlate with students' satisfaction using e-hailing services.

The previous study's result of fare shows that when e-hailing places a lower fare it gives an advantage for passengers to make a choice. Fare is the reason that can attract users to use e-hailing services (Jais,2020). Meanwhile, it opens up opportunities for e-hailing services to provide affordable services to users. In nutshell, this study proved that fare is the demand to satisfy the need and wants of the users.

5.4 Implications of the Study

E-hailing services growing so fast lately. There is about 11 company competing to serve the best services to customers. E-hailing services allow users to reserve public transportation using online applications within the e-hailing applications. Researchers found a

problem related to e-hailing services throughout this research. The researcher provides the solution for the problem to the company to attract more customers.

Next, for the implication of the study, related cost and safety are really important factors that affect an individual decision to use e-hailing. E-hailing service providers should improve the security they offer as an efficient method to better serve women. In order to encourage more women to utilize e-hailing services, it is important to recruit more female drivers. This will boost the demand for e-hailing among women, which will then increase the demand for female drivers, creating a positive feedback loop.

Furthermore, the result of this study will become an aid to e-hailing companies to improve. The regulations needed to cover passengers and the driver. By enforcing the same laws and regulations on drivers and businesses that are applicable to conventional taxis, the Malaysian Transport Ministry has managed to control the e-hailing industry. The new rules also address peak pricing, commissions, and passenger and driver safety.

Lastly, the implications of the study can make the e-hailing company compete to improve and attract customers to use their services. The user gains the most from increased competition among businesses that offer the same service because it enhances already-available services. Numerous options for private transportation have been made available to the user. So long as the market is functioning properly, e-hailing services will offer consumers the lowest prices and highest levels of comfort.

5.5 Limitations of the Study

There may be some limitations during the progress of completing the study. Some limitations of this study need to mention. First, limited time during carried out the study. The researcher got less than five months throughout of whole progress of the research. Because of

that, it might increase the bias of finding in this research. The extension of the period should be allowed the researcher to reach an estimation of the study.

Next, the limitation that the researcher faced was difficulties in accessing articles and publications related to the study. Researcher found that some articles or journals are needed to pay for access to the content. That makes the researcher got limited knowledge about the study. Also, the researchers were troubled with getting a suitable reference for this study. The research paper that the researcher found was mostly over the years. The researcher can refer only to 2018 and above for the research paper. In a nutshell, this must be difficult for the researcher and take a lot of time to get the information.

The researcher discovered a flaw in the reliability of the information gathered from the target respondents. The distribution through the online questionnaire form may be biased for the result. This is because the online questionnaire form used to gather the data is in an invisibility way. Also, the survey's invalidation error might be occurring because the respondents would not spend at least 15 minutes on the survey and might be responding to the questions with all the same answers.

5.6 Recommendations/ Suggestions for Future Research

E-hailing services in Kelantan especially around Pengkalan Chepa will continue to evolve. Firstly, future research might be conducted in other states where respondents not focusing on students only but all citizens. The researcher can focus on the elderly or school students who frequently ride e-hailing. It will be encouraged to research a larger population, such as a study for the entire sample size of e-hailing users in Pengkalan Chepa due to a small area. While a larger population size can aid researchers in obtaining more accurate results and allow them to generalize in a larger context in future studies.

Next, e-hailing businesses can offer new services to meet the demands of their customers' fundamental needs as well as certain supplemental needs to maintain their businesses' viability and contribute to the country's economy. Variety of services that e-hailing companies can provide to customers such as door-to-door parcel delivery. That makes companies more competitive than others.

Moreover, suggestions for future research to more focusing on customer and driver safety. Companies need to take an action when it happens particularly regarding safety not only for customers but also drivers. E-hailing companies have improved driver efficiency and flexibility in their work schedules. However, we must continue to pay close attention to taxi driver's health, as problems may arise as a result of this new driving behaviour. For example, adjusting work schedules to take advantage of late-night orders may cause fatigue and increase the risk of traffic accidents.

Lastly, advice to a potential researcher might concentrate on a variety of data-collecting tools. To get the strongest and best results, the researcher might also utilize a qualitative approach like an interview better to the questionnaire. This is so that when respondents are unclear about a question, they may ask the researcher directly. As a result, correct and full data will be found during the collection process. The results of the future study will allow for a deeper exploration of satisfaction with using e-hailing.

5.7 Overall Conclusion of the Study

E-hailing service face intensifying competitors to cater to more customer's demand and face challenges in their operations. Based on the chapter's analysis, most users who use e-hailing services are influenced by three independent variables which are service quality, physical safety, and fare. This research helps to determine service quality, physical safety and fare influence UMK student in using e-hailing service at UMK City Campus.

Next, the questionnaire for this study was created using three independent variables (service quality, physical safety, and fare) and one dependent variable (e-hailing service). This study's finding is essential for further understanding the added new factor that influences UMK students in using e-hailing services among individuals. The questionnaire was distributed to 357 residents and the researcher was successful in gathering all 357 questionnaires.

In conclusion, all their research objectives were successfully achieved in this research. This study's outcome can be used as a guideline for courier companies to make changes and improve the courier services offered to individuals to attract their attention and gain satisfaction. E-hailing services must consider that added or new service into corporate strategy relies on various services that can change over time. The determinants factor for implementing added or new services practices vary among companies and depend on the sector of geography, location, customer requirement, and more. In short, added or new service practices play a vital role in competitive scenarios in the future.

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APPENDIX A

SECTION A: DEMOGRAPHIC

BAHAGIAN A: DEMOGRAFI

Please tick (✓) once only where appropriate in respect of the following question:

Sila tandakan (✓) sekiranya hanya berkenaan dengan soalan berikut:

1. Gender / *Jantina*

Male <i>Lelaki</i>	
Female <i>Perempuan</i>	

2. Age / *umur*

<i>18 years below</i> <i>18 tahun ke bawah</i>	
<i>18-20 years old</i> <i>18-20 tahun</i>	
<i>21-23 years old</i> <i>21-23 tahun</i>	
<i>24-26 years old</i> <i>24-26 tahun</i>	

3. Course / *Jurusan*

SAL	
SAK	
SAE	
SAR	
SAB	

4. E-hailing experience / *Pengalaman menggunakan E-hailing*

Yes / <i>Ya</i>	
No / <i>Tidak</i>	

5. Frequency of using e-hailing / *Kekerapan menggunakan E-Hailing*

Once in a Year / <i>Sekali Setahun</i>	
Once in Month / <i>Sekali Sebulan</i>	
Once in Week / <i>Sekali Seminggu</i>	
Everyday / <i>Setiap Hari</i>	

SECTION B: DEPENDENT VARIABLES

Based on your opinion, please indicate the most appropriate response with the scale given below. You can tick (✓) your sincere response anywhere between 1-5. Please remember, there is no right or wrong answers.

BAHAGIAN B: PEMBOLEHUBAH BERSANDAR

Berdasarkan pendapat anda, sila nyatakan respons yang paling sesuai dengan skala yang diberikan di bawah. Anda boleh tandakan (✓) jawapan ikhlas anda di antara 1-5. Sila ingat, tiada jawapan yang salah atau betul

Likert Scale:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
<i>Sangat tidak setuju</i>	<i>Tidak setuju</i>	<i>Neutral</i>	<i>Setuju</i>	<i>Sangat setuju</i>

DV: E-HAILING

Statement/ <i>Penyataan</i>	1	2	3	4	5
1. Did you will consider to use e-hailing services when you need transportation to go to university? / <i>Adakah anda akan mempertimbangkan untuk menggunakan perkhidmatan e-hailing apabila anda memerlukan pengangkutan ke university?</i>					
2. Does e-hailing helping you when needed? / <i>Adakah e-hailing membantu anda apabila diperlukan?</i>					
3. Did you intend to adopt e-hailing services in the future? / <i>Adakah anda bercadang untuk menggunakan e-hailing pada masa akan datang?</i>					
4. Does use e-hailing is the worth time and money? / <i>Adakah e-hailing bernilai pada masa dan wang?</i>					
5. E-hailing make your lifestyle changes. You can go anywhere without stress in the traffic jam? / <i>E-hailing mengubah gaya hidup anda. Anda boleh pergi ke mana-mana tanpa tekanan dalam kesesakan lalu lintas?</i>					

SECTION C: INDEPENDENT VARIABLE

BAHAGIAN C: PEMBOLEH UBAH BEBAS

PART A: SERVICE QUALITY

BAHAGIAN A: KUALITI SERVIS

Statement/ <i>Penyataan</i>	1	2	3	4	5
1. I choose E-hailing because it offers good and unique customers service / <i>Saya memilih e-hailing kerana ia menawarkan perkhidmatan pelanggan yang baik dan unik.</i>					
2. I choose e-hailing because it offers comfortable temperatures and seats / <i>Saya memilih e-hailing kerana ia menawarkan suhu dan tempat duduk yang selesa.</i>					
3. I can submit a feedback regarding satisfaction based on my experience with e-hailing / <i>Saya boleh mengemukakan maklum balas mengenai kepuasan berdasarkan pengalaman saya dengan e-hailing.</i>					
4. E-hailing user text language that is easy for users to understand / <i>E-hailing menggunakan bahasa teks yang mudah difahami oleh pengguna.</i>					
5. I satisfied with the service that provided by e-hailing / <i>Saya berpuas hati dengan perkhidmatan yang disediakan oleh e-hailing.</i>					



EKFP

PART B: PHYSICAL SAFETY

BAHAGIAN B: KESELAMAT FIZIKAL

Statement/ <i>Penyataan</i>	1	2	3	4	5
1. I feel secure when traveling use e-hailing services because the historic journey is recorded systematically / <i>Saya berasa selamat apabila menggunakan perkhidmatan e-hailing kerana perjalanan bersejarah itu direkodkan secara sistematik.</i>					
2. The location function of e-hailing apps makes me feel unsafe / <i>Fungsi lokasi aplikasi e-hailing membuatkan saya berasa tidak selamat.</i>					
3. It would be risky to disclose my personal information to e-hailing app service provide / <i>Adalah berisiko untuk mendedahkan maklumat peribadi saya kepada pembekal perkhidmatan aplikasi e-hailing.</i>					
4. I feel safe when traveling using e-hailing services because my location can be declared on social media / <i>Saya berasa selamat apabila melakukan perjalanan menggunakan perkhidmatan e-hailing kerana lokasi saya boleh diisytiharkan dalam media sosial.</i>					
5. I feel safe when using e-hailing services because the booking transparency information are provided such as driver name and car plate number / <i>Saya berasa selamat apabila menggunakan perkhidmatan e-hailing kerana maklumat ketelusan tempahan disediakan seperti nama pemandu dan nombor plat kereta.</i>					

PART C: FARE

BAHAGIAN C: TAMBANG

Statement / <i>Penyataan</i>	1	2	3	4	5
1. There is flexibility in making payment by any mode, be it cash or non-cash (e-wallet, payment through e-hailing app, internet banking) / <i>Terdapat fleksibiliti dalam membuat pembayaran melalui sebarang mod, sama ada secara tunai atau bukan tunai (e-dompnet, pembayaran melalui aplikasi e-hailing, perbankan internet.</i>					
2. The e-hailing services often have a promotion and discounts for frequent users / <i>Perkhidmatan e-hailing selalunya mempunyai promosi dan diskaun untuk pengguna yang tetap.</i>					
3. E-hailing services give an advantage to group travelers because they can share the payment / <i>Perkhidmatan e-hailing memberi kelebihan kepada pengembara berkumpul kerana boleh berkongsi pembayaran.</i>					
4. The fare charges remain the same for the same journey destination / <i>Caj tambang kekal sama untuk destinasi perjalanan yang sama.</i>					
5. The fare changes according to time, especially peak hours / <i>Tambang berubah mengikut masa terutamanya waktu puncak.</i>					

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

APPENDIX B

ACTIVITY	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	12	14
Develop the research topic														
Preparing the research proposal of Chapter 1, 2 & 3														
Preparing the questionnaire														
Checked by Supervisor														
Presentation of PPTA 1														
Questionnaire Designing														
Data Collection														
Data analysis														
Findings and conclusion														
Conclusion research														
Submit research														

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name: 1) ANIS BINTI MOHAMAD

Matric No: A19A0052

2) ERNIE SHAFIKA BINTI SHUKOR

A19B1026

3) NURULJANNAH BINTI ZAMBERI

A19A0781

4) NURUL FARAH SYUHADA BINTI AHAMAD

A19A0729

Name of Supervisor: EN. MOHD AFIFIE B. MOHD ALWI

Name of Programme: SAL

Research Topic: "THE FACTORS THAT INFLUENCE UMK STUDENTS IN USING E-HAILING SERVICES"

FKP

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.		

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)
3.	Research Findings	Data is not adequate and	Data is fairly adequate	Data is adequate and	Data is adequate and very	___ x 1	

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

	and Discussion (20 MARKS)	irrelevant.	and irrelevant.	relevant.	relevant.	(Max: 4)
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)
		TOTAL (50 MARKS)				

MALAYSIA
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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAI): REFLECTIVE NOTE (Weight 20%)
(COMPLETED BY SUPERVISOR)**

Student's Name: 1) ANIS BINTI MOHAMAD
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4) NURUL FARAH SYUHADA BINTI AHAMAD

Matric No: A19A0052
A19B1026
A19A0781
A19A0729

Name of Supervisor: EN. MOHD AFIFIE B. MOHD ALWI

Name of Programme: SAL

Research Topic: THE FACTORS THAT INFLUENCE UMK STUDENTS IN USING E-HAILING SERVICES

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	____ x 1 (Max: 4)	
2.	Commitment	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor	Has not met the supervisor at all.	Has met the supervisor but less than five times.	Has met the supervisor for at least five times.	Has met the supervisor for more than five times.	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice	Has not taken any corrective action according to supervisor's advice.	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes.	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes.	Has taken corrective actions all according to supervisor's advice with few mistakes.	____ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
TOTAL (20 MARKS)							/20

Research Topic: THE FACTORS THAT INFLUENCE UMK STUDENTS IN USING E-HAILING SERVICES

Name of Programme: SAL

Student's Name: 1) ANIS BINTI MOHAMAD
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Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
Effort (20%) - Reflective Note			
Presentation (20%)			/ 2 =
Research Paper (10%)			/ 2 =
Research Report (50%)			/ 2 =
GRAND TOTAL (100%)			

Name of Supervisor: EN. MOHD AFIFIE B. MOHD ALWI

Signature: _____

Date: _____

Name of Examiner: DR. HANIEH ALIPOUR BAZKIAEI

Signature: _____

Date: _____

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