THE STUDY ON FACTORS AFFECTING CONSUMER INTENTION TO USE E-HAILING APPLICATION AMONG UNDERGRADUATES STUDENTS IN UMK CITY CAMPUS

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The Study on Factors Affecting Consumer Intention To Use E-hailing Application Among Undergraduates Students in UMK City Campus.

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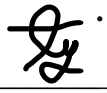

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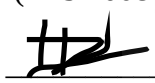

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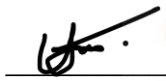

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These advancements in technology have a significant impact on modern society's personal and professional lives. People are becoming more aware of technological advancements, and they are ready and willing to use and adopt this technology. The most innovative mode of transportation is a cab/taxi, which can be booked via smartphone E-hailing apps. This study to investigate the factors that influence people using e-hailing application. This study also using theoretical model technology acceptance model (TAM) and use quantitative approach to collect data. There are 381 number of respondents need to collect and by using spss software to generate result. The results show from the data that all hypothesis is supported and discovered that perceived ease of use, social influence, and perceived risk are the major factors influencing behavior intention among e-hailing application usage.

CHAPTER 1

INTRODUCTION

1.1 Research Background

Every sector of the global industry has undergone enormous changes in the digital revolution and technology. Industry is seeing remarkable technological advancements. Every business has been influenced by the widespread use of information and communication technologies (ICT), (S. A. Mokhtar et al, 2018). These advancements in technology have a significant impact on modern society's personal and professional lives. People are becoming more aware of technological advancements, and they are ready and willing to use and adopt this technology. Their expectations, desires, and needs have shifted dramatically as a result of the adoption of digital and information technology. This rapid change in customer desires has compelled businesses to adapt their business models in order to provide consumers with more elastic, comfortable, and appropriate services via mobile apps. Several manufacturers and service providers have begun to conduct their business and trade solely through websites and mobile apps. The introduction of mobile applications has changed the pattern of living of many, such as e-health, online banking- ticketing, shopping, e-learning and etc.

Transportation has become a part of the daily need of every human being in this era. Every individual has their own preference for transport depending on a few facts of living (Berggren, 2022). Transport services are available either in own transport which is own vehicle or using public transport to travel from one point to another point. Traditionally, people are using taxis or cab travel. Connecting a taxi driver or e-hailing driver is quite difficult and less productive mainly during rush hours or rainy days. However, according to Arora et al., (2021), the concept of shared mobility differs from traditional modes of public transportation in that ride-sharing, car-sharing, carpooling, and e-hailing services are provided to passengers to supplement their needs. Although not everyone can afford to buy their own car for travel, they all want a convenient, faster, and easier way to get to their

destination. The most innovative mode of transportation is a cab/taxi, which can be booked via smartphone e-hailing apps. As the technology is very highly intelligent, it is very easy to book a transport service. It is very efficient and flexible for the user (Wunder,2016). Public transportation using the mobile application to make reservations for transportation e-hailing applications. It makes people's life easier to make a call for a taxi or cap or to contact an e-hailing driver. As an outcome, at this time many individuals are using e-hailing for transport purposes.

The advancement of mobile technology and applications are booming and resulting operators to grab the opportunity in developing relationships with passengers via mobile applications (Zhang, 2017). According to Patrick (2016), 69.5% of Malaysians prefer to utilise mobile applications to book an e-hailing service. According to an online poll performed by APAD in 2016, 71.3% of Malaysians choose to utilize e-hailing services because of their dependability, while 64.3% of respondents said they do so because they are more affordable. As the largest e-hailing service in Malaysia, Grab currently receives 1 million ride requests on average daily, with an average waiting time of under 6 minutes (Nakano, 2019). This outcome suggests that the majority of Malaysians undoubtedly favour e-hailing services.

The shared mobility service made possible by apps has only ever been referred to as a "e-hailing service" in Malaysia (Government of Malaysia, 2017). Due to inefficiencies and connectivity gaps in the first and last miles of the regular transportation networks, the service was started. The introduction of Grab, according to Grab's co-founder Anthony Tan, was prompted by the taxi industry's complex procedures in Malaysia between 2012 and 2013. Freischlad N., (2015) the service provides customers with an inexpensive and convenient alternate mode of transportation. Due to the rising rate of motorization on the road, severe traffic jams, parking issues, and limited infrastructure for public transportation, people start to prefer this mode of transportation (Frost & Sullivan, 2016). Since then, many e-hailing customers have been utilising the services offered to further take advantage of the transportation networks' interconnectedness in order to reach their destinations quickly and affordably (Frost & Sullivan, 2016). In Malaysia, there are multiple e-hailing

applications are popular among the public, such as grab, maxim car, airasia ride, go car and my car. In 2011, Uber is the first e-hailing platform was introduced in Malaysia. Eventually, many other new apps are developed using the same method. The adoption of these kinds of applications is still based on a number of issues, though.

1.2 Problems statement

Nowadays, technology has become important to human lives especially in service transportation. Transportation needs to improve quality services by developing technology to make applications (Jin 2014., Hwang et al 2016). In Malaysia most people are not attracted to the application of e-hailing due to the risk and complexity of using it. This makes people not use e-hailing applications, especially older people because of their lack of understanding.

1.3 Research objective

The objective of this research was the factors that were influencing user behavioural intention toward e-hailing in Kota Bharu. The study showed the factors such as perceived ease of use, social influence, and perceived price.

There are 3 objectives conducted in this study:

RO1: To identify the relationship between perceived ease of use and the consumer intention in using e-hailing application.

RO2: To identify the relationship between social influence and the consumer intention in using e-hailing application.

RO3: To identify the relationship between perceived risk and the consumer intention in using e-hailing application.

1.4 Research question

The research questions are as followed:

RQ1: Is there any relationship between perceived ease of use and consumer intention to use e-hailing application?

RO2: Is there any relationship between social influence and consumer intention to use e-hailing application?

RO3: Is there any relationship between perceived price and consumer intention to use e-hailing application?

1.5 Scope of study

Technology has become a necessity in human lives because everything today and the future is going to a new era of modern technology. This is where transportation has taken this opportunity to use the technology to improve their quality service where the application of e-hailing such as Grab has been created and customers can ride the transportation just using their smartphone. Thus, this study focuses on factors affecting consumer intention to use e-hailing applications. There are 6914 students in UMK city and we will sample size for our questionnaire The main question was to know whether those factor affecting consumer intention to use e-hailing application among University Malaysia Kelantan (UMK) City Campus students

1.6 Significant of the study

The purpose of this research has been to identify the factors influencing the use of e-hailing in Kota Bharu, Kelantan. The study's objective is to determine the factors that influence the use of e-hailing in Kota Bharu, Kelantan. Data and research will reveal information about the factors that affect e-hailing usage.

Users of e-hailing services will benefit from the study's contribution to the body of knowledge in addition to becoming more aware of it. The study's independent and dependent variables will be the main focus of the investigation. The use of quantitative methodologies in this study's investigation at University Malaysia Kelantan (UMK) would provide fresh perspectives for future work.

1.7 Definition of Terms

1.7.1 Behavioural Intention

In technology acceptance studies, user behaviour is defined by usage intentions (Shamim et al., 2021). Hasan (2022) defines behavioural intentions as an intended behaviour that motivates the execution of actual behaviour. Behavioural intention can also be defined as a purchase signal or a diagnostic value. According to Trivedi & Yadav (2020), behavioural intention is an important predictor of whether a customer will stay or leave a particular product/service. Based on Hasan (2022), behavioural intentions include the customer's desire to continue, intention to recommend others, and ability to disperse good word of mouth about the service provider.

1.7.2 Perceived ease of use

Perceived ease of use refers to a being's acceptance that via a technology will be effortless (Weng et al. 2017). Users may adapt to new technology if they believe it is simple (Arora et al., 2021). It significantly affects how quickly new technologies are adopted in public transportation systems (Arora et al., 2021).

1.7.3 Social influence

Social influence is the level to which a being has faith in that persuasive people reason they would use the innovative system. Plus, it also describes customers who select a specific connected service based on recommendations after others, mostly those who regularly custom it and take a favourable opinion of the situation (Abbas Naqvi et al., 2020).

1.7.4 Perceived Risk

The concept of perceived risk has been getting restructured as online transactions converted to be trendy. The perceived risk is defined as "the degree to which an individual claims to believe they are exposed to a specific sort of risk (financial, social, psychological, physical, or time)." (2013) (Shafinah et al.)

1.8 Organization of Proposal

The first chapter of the research discusses the introduction of the research, which contains material about the backdrop of the study, the problem that occurs that brings the research to existence. This chapter also brings research questions and objectives that leads to identify and understanding of independent and dependent variables that involve in the study. This study will describe the literature review of the variables that will be examined in chapter two and present its conceptual framework, hypotheses, and claims. For chapter three will be shown that the research consists of method and design which is by collecting data using questionnaires. The data collected will be analyzed using the reliability of the test to prove the questionnaire being accepted. The success of the research is then determined by performing a Pearson Correlation Analysis to see if there is a high or weak correlation between the independent and dependent variables.

1.9 Summary of the Chapter

This chapter provides an overview of the study's background, problem statement, research question, research objectives, significant of the study, scope of the study, and definition of terms. The issues discussed in this chapter set the tone for the rest of this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The study examined the variables that affect how many students in the UMK campus city use e-hailing applications. This part's goal is to highlight the limitations of the study by reviewing various theories and models that adequately explain the idea of e-hailing applications. It also explains why there isn't a conceptual framework to clarify the extent to which the factors that influence why people use e-hailing applications also influence the people who use them. This chapter, which is the first section, is separated into four crucial parts in order to accomplish this objective. The reasons that cause users to utilize e-hailing applications are examined in the second paragraph using a variety of models or ideas. After this investigation, it becomes difficult to grasp how these characteristics impact those who use e-hailing applications. This argument is significant since it contributes to the general growth of the research problem and the current research issues.

2.2 Theoretical Review

2.2.1 Technology Acceptance Model (TAM)

In order to explain consumers' readiness to absorb cutting-edge technology, Davis (1989) develops TAM. The TAM states that the customer's purpose, which is determined by their attitude, determines how information systems (IS) are actually used. TAM is frequently used in IS research, and numerous studies have demonstrated its accuracy in predicting user behavior (Jin 2014., Hwang et al 2016). Before users interact with the system, TAM seeks to forecast user acceptance of the information system and identify design problems. The TAM has the most empirical backing and is the model of technology acceptance and usage that is most frequently utilized.

TAM has drawn some criticism, particularly for failing to take into account other important ideas that might have contributed to an understanding of why people accept new inventions and

technology. The basic tenets of TAM do not completely capture the distinctive features of each technology, nor do they take into consideration the individual effects of technological and usage-context elements (Wang et al., 2006). It is crucial to discover whether ideas that adequately describe one element or environment will be equally effective in other environments.

Not to mention, this model has been employed in several research to look into the variables impacting people's usage of new technology, according to Mohammadi (2015). To explain and comprehend how customers adopt and use new technology, numerous studies have used a variety of theoretical stances based on earlier research. The TAM believes that the most effective way for assessing consumer acceptance and use of technology-related applications is (Ayeh, 2015; Kim, Kim, & Shin, 2009).

2.3 Dependent Variables

2.3.1 A behaviour intention

A behavioural intention is a collection of motivating factors that influence a certain behaviour; the more powerful the intention, the more probable it is that the behaviour will be practised. The perception of whether or not the majority of people think the behaviour to be acceptable. For instance, someone is more likely to have a positive attitude about behaviour if their family, friends, and peers approve of it, which will increase his intention to carry out the specific action. Customers' behavioural intentions are indicators of their actual purchasing decisions, making them desirable to track (Zeithaml, Berry, & Parasuraman, 1996). In the literature, behavioural intentions have been operationalized in a variety of ways. Behavioural intention (BI), which, in accordance with the technology acceptance model (TAM), establishes technology adoption, determines how an IS system is really used.

An individual's attitude is characterised as their overall assessment of engaging in a behaviour (Davis, Bagozzi, & Warshaw, 1989). The theory of planned behaviour (TPB) asserts that users' attitudes have an impact on their behavioural intentions, which in turn have an impact on their actual

behaviour (Ajzen, 2005). Nicholas and Yasaman (2018) characterise e-hailing attitude as a manner of thinking about the service. They contend that an individual's desire to participate in e-hailing is a sign that they are prepared to use the services. A person's attitude toward a behaviour is often their belief about whether it is good or bad to carry out a particular conduct. Individuals with a good attitude about e-hailing have increased behavioural intention to engage in e-hailing (Yasaman and Nicholas, 2018).

The research conducted by Ruangkanjanases and Techapoolphol (2018) highlighted the crucial operational characteristics that support the expansion of e-hailing services. Efficiency, dependability, passenger security, accessibility, and level of service in transportation are all covered. Maryam, Carol, and Daniel (2017) looked into why people use e-hailing services. They discovered that when people or passengers are happy with the level of service provided by e-hailing companies, they are more likely to use the services. The same survey indicates that Grab provides better service than its rivals, which attracts users and establishes them as the market leader in e-hailing.

It is assumed that travellers will select a mode of transportation to get them from their starting points to their final destinations by comparing the features of the different transport options, including bus and taxi, light rail transit (LRT), commuter rail and monorail, and their own private vehicle. In comparison to alternative forms of public transportation, e-hailing services offer a more flexible, practical, and quick option, claim Joia and Altieri (2018). The primary variable influencing preferred travel modes is transport ownership. According to Wang et al. (2018), households with more automobiles are more likely to drive and less likely to use public transportation. According to Dhawan (2018), those who own fewer vehicles at home are more likely to use e-hailing services. People who prefer little or no other forms of transportation are typically more inclined to use e-hailing services.

The definition of adoption intention is the motivation behind a person's choice or action plan (Boon-Chui Teo, 2018). Lin, Qiang, Hu-Chen, and Hui's (2017) study discovered that customers'

happiness with e-hailing service facilities, services, convenience, and service quality strongly influenced their decision to use the service again and again.

2.4 Independent Variables

2.4.1 Perceived ease of use

Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989). This is inferred from the meaning of the word "ease," which is "freedom from hardship or excessive effort." An individual can only devote a certain amount of effort to the many tasks for which they are accountable (Radner and Rothschild, 1975). We assert that, other things being equal, a user is more likely to adopt an application that they view as being simpler to use than another. If the technology is easy to use, then the barriers conquered. People belief that using it digital technology e-hailing will make their work easy. Since majority, people who do not own a vehicle are using e-hailing platform as their transport system.

Perceived ease of use (PEOU) measures how easily a person perceives using a specific technology to be . Easy usage is a component of user-centric design. Perceived ease of use is a key factor in how customers perceive and use digital products, according to numerous previous studies. The perceived ease of use is specifically mentioned by (Ozturk, Bilgihan, Nusair, and Okumus, 2016) as a self-determining factor to study the effect on users mobile e-hailing booking loyalty intentions. They discovered that customers' perceptions of simplicity of use significantly influenced their intentions to remain loyal to mobile e-hailing booking technology. Additionally, they found that compatibility significantly influenced perceived ease of use and comfort, and that perceived ease of use significantly influenced loyalty and comfort.

The amount of affective and cognitive work users of e-hailing applications expend while traveling is what determines how easy it is to use the service. Feeling at ease, enjoying convenience and pleasure while also feeling safe and less stressed is what low affective effort refers to. The system must be simple to use, give better information, and be dependable to qualify as low cognitive effort.

When something simply meshes with people's travel fantasies, it is said to be easy to use. People are willing to spend as much effort as necessary to make their journey.

2.4.2 Social influence

In the study by Venkatesh et al. (2012, p. 451), social influence (SI) states the "degree to which an individual perceives that important others believe he or she should use the new system" and can be additionally categorised as interested in interpersonal and external influence. Users specifically conform to majority practices which are interior referents such as families, friends, and social groups while mass media such as newspapers, television, and magazine (Wong et al., 2015). Several users decide to use e-hailing apps if their peers, colleagues, friends, and so on use them as well, and they recommend them to others. The construct has been found to have a direct and significant effect on the continued intention to use e-hailing apps in the context of app adoption (Joia and Altieri, 2018). Tan and Ooi (2018), clarified that in a collective culture, a consumer would most expect to refer to their family and friends before making a choice. Ooi et al (2018), discovered that consumers may decide not to carry out a specific behaviour due to a lack of experience. Nonetheless, if their influential factors believe they should do so, users are more likely to follow through. Social influence is a very important thing in a business that involves services. Based on Arora (2021), if their peers, colleagues, friends, and so on use and recommend e-hailing apps, many users will use them.

Moreover, according to Robinson (2015), the degree to which scholars believe that significant others trust they would use recently presented administrative and instructional technology is defined as social influence. According to the Unified Theory of Acceptance and Use of Technology (UTAUT), social influence is a significant determinant of a user's behavioural intention toward technology acceptance. Previous research has found that social influence has a significant optimistic impact on users' behavioural intention to accept a specific technology (Wu and Li, 2007). An earlier study discovered a good link between social influence and behavioural intention to use new technology (Hoque & Sorwar, 2017). The belief of a user's social associates, friends, and family may

support his or her insufficient knowledge of such new technology. As a result, there is an encouraging relationship between social influence and usage intent (Su & Jung, 2018).

2.4.3 Perceived Risk

The perception of risk is also growing in importance in the current digital and technological era. In the context of electronic and mobile commercial transactions, it has captured the attention of both academics and business executives. When consumers make purchases online, other risks such as subjective, physical, social, financial, quality of product, and time are becoming more significant than those that were previously considered to be the main risks, such as product quality and fraud (Sims and Xu, 2012). According to Jiang and Zhu (2018), consumers face various risks when transacting onlinebecause they must provide the seller with personal information such as their location, phone number, mailing address, and debit/credit card number. If technology does not produce the desired results, it will have a negative impact on user behaviour.

Concerns about privacy protection, mobile payment security, the possibility of being defrauded by an unlicensed taxi, an unsafe location function, and the disclosure of personal information accompany e-hailing apps. Trust and the intention to use e-hailing apps are negatively impacted by users' perceptions of risk when using these apps (Zhang et al., 2017).

2.5 Hypothesis statement

$H_{1:}$ There is a significant relationship between the perceived ease of use factor and consumer intention.

$H_{2:}$ There is a significant relationship between the social influence factor and consumer intention.

$H_{3:}$ There is a significant relationship between the perceived risk factor and consumer intention.

2.6 Conceptual framework

From the framework below, the researcher found that it could be the source of the build framework. This study is to focus on factors that influence consumer intention towards e-hailing. Therefore, the researchers selected perceived ease of use, social influence, and perceived risk.

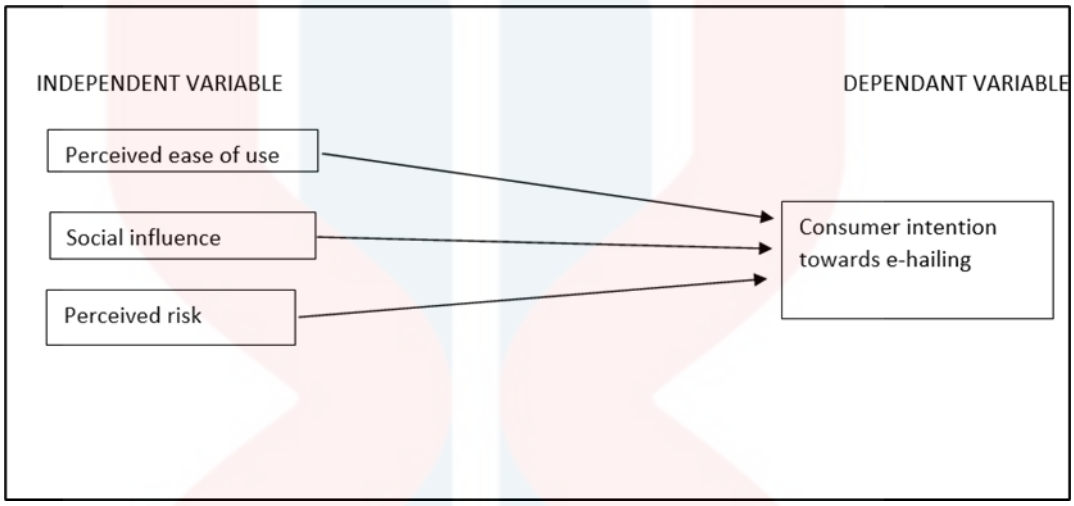


Figure 2.1: Conceptual Framework

Independent variable (IV): Variable the experimenter manipulates (I.e., changes) - assumed to have a direct effect on the dependent variable. Independent variables in this research are perceived ease, social influence and perceived price.

Dependent variable (DV): Variable the experimenter measures, after making changes to the IV that are assumed to affect the DV. In this research, the dependent variable is the consumer intention on e-hailing

2.7 Summary

The researcher used quantitative survey and the questionnaires were administered to collect data from respondent. The questionnaire has both closed and rating question and the respondent must be in Kota Bharu. The factor influence consumer intention on e-hailing are perceived ease, social influence and perceived risk. Questionnaire were distributed to ensure validity to subject.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The process of scientifically obtaining the correct answer by using the scientific method of gathering and interpreting information. Thus, this section described the methodology of the research that covered sections of research design, population and sampling, theoretical framework, data analysis and research instrument.

3.2 Research Design

Malhotra & Birks (2007), stated that a research design is a structure or blueprint to conduct the marketing research project. Research design includes way data has been collect, what kind instruments have been employed, how the instruments have been used and the intended means for analysing data collected. It also can be classified as the procedures that are essential to obtain the information needed to configuration. The researcher decided to use descriptive research that falls under conclusive research design in this study. The main objective of this research is to identify the factors that influence consumer intention on e-hailing at Kota Bharu.

3.3 Data Collection Method

Ingemarson et al. (2006), stated that the determination of the type of data needed and pre-set research design was used in the method of data collection. Two types of data were used in this research such as primary data and secondary data. This data was used to obtain information and collect the data to achieve research objectives.

3.3.1 Primary Data

Information with the variables of the study obtained firsthand by the researchers is defined as primary data. Mostly, primary data new information to answer the hypotheses and research

questions (Abdinoor & Mbamba, 2017). The primary data can be collected through the distribution of questionnaires, observation and interviews.

3.3.2 Secondary Data

Secondary data is existing sources. These data sources are mostly from past research data. Secondary data was used by researchers to find data from journals to write literature reviews based on a research framework by researchers. Sources from books and websites were also used in this research to determine the type of sampling.

3.4 Study populations

A theoretical population is a particular group of people that researchers focus on in order to generalize the findings.The total number of students enrolled in Campus Kota according to Academic Administration Department of Universiti Malaysia Kelantan is 6914 students in total. This study can be completed more easily by the mediator.

Table 3.1: Population students of UMK Campus City

UMK	**ENROLMEN**
BACHOK	2661
KAMPUS KOTA	6814
KAMPUS JELI	2490
TOTAL	11965

UMK	ENROLMEN
BACHOK	2661
KAMPUS KOTA	6814
KAMPUS JELI	2490
JUMLAH	11965

(SOURCE: Academic Administration Department of Universiti Malaysia Kelantan (UMK)

3.5 Sample size

Iliyasu and Etikan (2021), define sampling size as the sum of all samples used in the research and the sample of the target population. The establishment of "sample sizes bigger than 30 and fewer than 500" is appropriate for research investigations, as eloquently observed by (Hill, 1998). According to (Krejcie 37 & Morgan, 1970), 384 respondents would be selected as responders based on the sample size of a known population. For this research, the researchers are focused on the user of e-hailing in campus kota umk only to strengthen the hypotheses. The questionnaire will be distributed to 361 student respondents from UMK. The questionnaire will be distributed via online platform. The respondent will be mostly student who are using e-hailing platform as their daily transport.

Table 3.2: The Determining of Population and Sample Size

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
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

3.6 Sampling technique

Due to the investigation of various types of sampling approaches, it is vital to define sampling and the reasons why researchers were likely to target a sample. Sampling is the process of choosing a portion of a larger population or a specific sampling period. In order to draw inferences about a population or even to make generalisations about an existing theory, sampling is used. Generally speaking, it depends on the sampling technique employed (Kumar et al., 2013). In sampling technique, the term "probability sampling" refers to the fact that every member of the population has a chance of being chosen. It is most commonly used in quantitative research. For generating results that are representative of the entire population, probability sampling techniques are the best option. Sampling is the process of selecting an appropriate number of elements from a population so that we can generalize about the population's elements based on our understanding of the qualities and sample studies. 2017 (Etikan & Bala). The level of generalization required, the availability of resources in terms of time, as well as the purpose of the research, all have an impact on the selection from a particular sampling strategy.

In this study, researchers are using convenient sampling techniques to conduct this study. For instance, one of the simple methods for gathering information from respondents during an offline or online survey is the use of questionnaires. To complete this survey, the respondents' opinions will be gathered and recorded using google form questions as both primary and secondary data.

3.7 Research Instruments Development

Research instruments are tools used to collect and analyse data. An online survey questionnaire which is a common measurement tool was used as the method for gathering quantitative data.

3.7.1 Questionnaire Survey

A questionnaire is a list of questions that respondents or interviewers use to record their responses (Hair et al., 2007). A questionnaire is a standard set of questions that will be distributed to the selected respondents. The questionnaire will be an online questionnaire that each respondent will complete in order to collect the necessary data. The questionnaire was designed to collect information about e-hailing intention behaviour based on perceived ease of use, social influence, and perceived price. The information provided by all respondents was then examined using SPSS.

3.7.2 Questionnaire Design

The questionnaire design is a critical procedure that must ensure that precise data are obtained from respondents in order to answer research questions and achieve research goals. A three-part questionnaire, Section A, section B and section C, was created for the purpose of data collection. Section A collected data on the respondents' demographic characteristics, whereas Section B as well as dependent variables such as the respondent's behaviour intention. Plus, Section C will collect data on independent variables such as perceived ease of use, influence social, and perceived risk. There are several questions for each variable in the questionnaires.

Table 3.3: Variables measurement

Variables	Items
Behaviour intention	1. I have control over the e-hailing app 2. Throughout my study period, I'll keep using e-hailing apps. 3. I intend to continue using E-hailing apps on a regular basis. 4. I assume I will use E-hailing applications for as long as I have access to them. 5. I have the knowledge needed to use this e-hailing app
Perceived ease of use	1. I find e-hailing apps to be easy to use. 2. I don't need to learn a lot of things before I could use e-hailing app. 3. The process of using an e-hailing app requires little steps. 4. It is easy to become skillful at using e- hailing app. 5. I find e-hailing apps to be flexible to interact with.
Social influence	1. I use e-hailing apps because they are widely used. 2. The people around me think that I should use an e-hailing apps 3. I think I am more likely to use an e-hailing application if my friends and family used it. 4. I use e-hailing apps because it is the current trend. 5. The environment makes me feel that using e-hailing apps is a necessary.
Perceived risk	1. I think there is risk in private protection when using e-hailing apps. 2. It would be risky to give the e-hailing app service provider my personal information. 3. I think there is risk in mobile payment when using e-hailing ap 4. The location function of e-hailing apps makes me feel unsafe. 5. I think there is risk from other aspects when using an e-hailing application.

3.7.3 PILOT TEST

Before conducting proper questionnaire, a pilot test is used to test the reliability of the questionnaire and distributed to 30 respondents. This pilot test's reliability test is used to determine the validity variables. The researcher conducted a pilot study to determine the appropriateness and

accuracy of the items and format used. The goal of the pilot study is to assess the validity of a method that will be applied in a larger scale study.

3.8 Measurement of the Variables

To collect data, surveys and questionnaires use four basic levels of measurement scales: nominal, ordinal, interval, and ratio. However, only nominal and interval scales are used in this study.

3.8.1 Nominal Scale

This scale will be used in Section A of the questionnaire in this study. It will be closed-ended questions with pre-classified options, and respondents will be asked to select the ones that are most relevant to them.

3.8.2 Interval Scale

The study's outcome will be measured using a Likert scale 5 with numerical values of 1 (strongly disagree), 2 (disagree), 3 (slightly agree), 4 (agree), and 5 (strongly agree) (Rosly & Taib, 2020). This will be used for measurement scales throughout Section B and section C of the questionnaire. As a result, this section will reveal the overall factors influencing consumers' intent to use e-hailing.

3.9 Procedure for Data Analysis

Data that was collected via survey questionnaires was analysed using data. The analytical tools that are used to transform raw data into useful statistics and information are described in this section. Using SPSS, the data gathered for this study will be computed and analysed. Descriptive analysis, reliability test, univariate analysis, normality test and Spearman's correlation coefficient analysis will be used in this data study.

3.9.1 Descriptive analysis

The process of utilising statistical methods to describe or analyse a piece of data is known as descriptive analysis. To make data easier to interpret, descriptive statistics include summarising and categorising it (Narkhede, 2018). Demographic or biographical information about the respondents was described using descriptive analysis. One of the main types of data analysis is descriptive analysis, which is renowned for extracting useful data from otherwise unintelligible data. The descriptive study does not offer any prognostications. Instead, it only draws conclusions from previous data, which it then modifies to make it more significant. The frequency distribution can be used to illustrate the results of each variable individually. The frequency distribution will then be displayed in the form of intelligent art, such as a table, bar chart, pie chart, histogram, and others, to make the data easier to understand. The descriptive analysis will enable the researcher to pinpoint the demographic details of the study's respondents.

3.9.2 Reliability Test

A procedure's consistency in evaluating something is referred to as its reliability. When a measurement consistently produces the same result using the same procedures and under the same conditions, it is considered to be reliable (Fiona Middleton, 2022).

The internal consistency or reliability of a set of survey items is measured by the Cronbach's alpha coefficient. The accuracy of the questionnaire data was estimated and its quality was evaluated by the researchers using Cronbach's alpha. An analysis of Cronbach's alpha coefficient was performed on each variable. Use this statistic to guide your choice if a set of things regularly rates the same quality. On a 0–1 scale, Cronbach's alpha quantifies the level of agreement. Things with higher numbers are more agreeable (Jim Frost, 2022).

High participant response values are constant across several questions, according to Cronbach's alpha values. For instance, when participants rate one of the items highly, they are more likely to rate the other items highly as well. This agreement suggests that both the measurements and the items might be assessing the same attribute. Conversely, low scores show that the collection of things does not sufficiently convey the same concept. High ratings for one item don't necessarily

mean that participants also gave high ratings to the other things. The questions are unlikely to measure the same property because the measures are unreliable. Table 3.4 displays the frequency of interactions in accordance to the Cronbach's coefficients' alpha scale.

Table 3.4: Score Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

The range of Cronbach's alpha coefficients is explicitly mentioned in the table. The Cronbanch questionnaire's alpha value should not be less than 0.5 because it is of low quality.

3.9.3 Univariate Analysis

A single predictor's association with a single response variable is compared and examined in a univariate analysis. Indicating that only one variable's impact on a dependent variable is taken into account in the analysis is the adjectival form "uni," which meaning "one". Due to its lack of concern for correlations or causes, univariate analysis is regarded as one of the most fundamental types of data analysis. Using data, univariate analysis essentially creates a summary and any associated trends. The mean, standard deviation, and variance for each variable were calculated in this section to thoroughly explain their diversity and interrelationship, which show how respondents responded to the questionnaire. Using descriptive statistical analysis, the key characteristics of the data set were defined and highlighted from the respondents' viewpoints on all aspects of behavioural intention, perceived usability, social influence, and perceived risk.

3.9.4 Normality Test

Normality tests assist in the graphical assessment of normality. The Kolmogorov-Smirnov normalcy test is based on the most extreme distinction among actual appropriation and projected cumulative-normal dispersion (Ghasemi & Saleh Zahediasl, 2012). This exam has been

demonstrated to be less impressive than other tests in general. It is included because of its historical significance. The Shapiro-Wilk W test is frequently the most remarkable. The test is not run when a frequency variable is specified. (Das, 2016) The tests mentioned above compare the results of the experiment to a group of results that are normally distributed and share the same mean and standard deviation (Ghasemi & Saleh Zahediasl, 2012).

3.9.5 Spearman's correlation coefficient analysis

The Spearman's correlation coefficient, a test statistic, establishes the statistical relationship between two continuous variables (independent and dependent variables). Positive correlation, negative correlation, or no connection at all are the three outcomes that can come from a correlational analysis (DR. Saul McLeod, 2020).

This test must first establish whether the correlation coefficient is significant in order to evaluate whether hypotheses are accepted and should, thus, be rejected. The statistics in the following table indicate that there is a significant correlation between the independent and dependent variables because the P-value, which gauges significance, is less than alpha (0.05). In this study, the link between the independent and dependent variables was examined using Spearman's correlation coefficient. The Spearman's correlation coefficient will be utilised to determine the relationship between each variable and that intention because perceived ease of use, social influence, and perceived price all have an impact on behaviour intention.

Table 3.5: Correlation Coefficients

RANGE OF CORRELATION COEFFICIENTS	DEGREE OF CORRELATION
0.80-1.00	Very strong positive
0.60-0.79	Strong positive
0.40-0.59	Moderate positive
0.20-0.39	Weak positive
0.00-0.19	Very weak positive
0.00-(-0.19)	Very weak negative
(-0.20)-(-0.39)	Weak negative
(-0.40)-(-0.59)	Moderate negative
(-0.60)-(-0.79)	Strong negative
(-0.80)-(-1.00)	Very strong negative

3.10 Summary of the Chapter

After the introduction of this chapter, we briefly discussed the inquiry design before describing the methodology for data collection. An online survey made with a Google form will be used to collect the data. The questionnaire was broken down into three sections: the first asked for demographic details about the respondents; the second asked about the selected dependent; and the third asked about independent variables. Descriptive analysis will be used in the analysis's first stage, followed by reliability testing and Pearson Correlation analysis in the second. The analysis's conclusions and a discussion of the data collected are presented in the next chapter.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The findings of this study, based on a four-part questionnaire survey, are discussed in this chapter, starting with behaviour intention, perceived ease of use, social influence, and perceived risk. SPSS was used to analyse the collected data, and the final statistical analysis results were presented in this chapter. Response rate, reliability analysis using Cronbach's Alpha, descriptive analysis for demographics, and Spearman's Correlation Analysis were all used in this study.

4.2 Pilot Test

Tables 4.1 shows the results of the reliability analysis for the intention consumer to use e-hailing application among undergraduate students of campus city.

Table 4.1 Reliability Coefficient Alpha from Overall Reliability (Pilot Test).

Variable	Number of Items	Cronbach's Alpha
Behaviour Intention	5	0.809
Perceived Ease of Use	5	0.767
Social Influence	5	0.825
Perceived Risk	5	0.944
Overall Variables	20	0.779

According to the Table 4.1, it can be concluded that the coefficient Alpha for the reliability of independent variables and dependent variable is 0.779 which the good for consistency. It means that the overall variables of 20 items for this analysis could be accepted.

4.2.1 Actual Reliability Test

The minimum sampling theory of Krejcie and Morgan was used to guide the study's design, which aimed to collect data from 361 valid samples (1970). Finally, researchers received and collected 392 questionnaire sets. As a result, the sample size for this study was 392 people, and the response rate was 108.59%, as shown in the table.

Table 4.2: Sample Size and Response Rate

Sample Size (S)	**Number of Respondent (N)**
Target Sample	361
Actual Sample	392
Response Rate	(392/361) x 100% = 108.59%

Table 4.3: Result of Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.917	20

Based on table 4.9, all the variables are analysed for reliability was 0.911 represent Cronbach's alpha coefficient. As a result, the questionnaire is reliable and appropriate for use in the research.

Table 4.4: Results of the Reliability Analysis on Constructs

Variable	Number of Items	Cronbach's Alpha
Behaviour Intention	5	0.847
Perceived Ease of Use	5	0.830
Social Influence	5	0.859
Perceived Risk	5	0.935
Overall Variables	20	0.911

Table 4.4 shows that five questions are used for all dependent and independent variables. Then there were all of them using the Likert scale question form. The items in the table above were tested using a reliability test. All existing research variables have a Cronbach Alpha estimate that is greater than 0.7. As a result, the coefficient alpha for behavioural intention, which is a required variable across three items, is 0.847. Perceived ease of use has a significant coefficient alpha of 0.830. Aside from that, the alpha for the social influence factor is 0.859. The last component, Perceived risk, has an alpha of 0.935. Overall, the test results range from 0.830 to 0.935, which are considered good reliabilities and an encouraging indicator for the study. Furthermore, with a Cronbach Alpha of 0.911, all responses to the variables passed the reliability test. All four variables were discovered to have extremely high reliability consistency.

4.3 Descriptive Analysis

Descriptive analysis simplifies data consumption, making it easier for analysts to act on. Descriptive analysis can also aid in the removal of irrelevant data. This is due to the fact that the statistical techniques used in this type of analysis typically concentrate on data patterns rather than outliers.

4.4 Respondent Demographic Profile

In this chapter, the demographics of 392 young consumer respondents who used an e-hailing app are discussed. This section presented the findings for gender, age, faculty, programme, year study, and customer survey. Following that, as shown in table 4.3, respondents' demographic profiles were measured, analysed, and standardised.

Table 4.5: Descriptive of Demographic Analysis

No.	Category	Details	Frequency (392)	Percentage (%)
1	Gender	Male	213	54.3
		Female	179	45.7
2	Age	19-20 Years old	62	15.8
		21-22 Years old	126	32.1
		23-24 Years old	176	44.9
		25 Years old and above	28	7.1
3	Faculty	FKP	261	66.6
		FHPK	108	27.6
		FPV	23	5
4	Programme	SAB	74	18.9
		SAL	84	21.4
		SAR	56	14.3
		SAK	36	9.2
		SAE	23	5.9
		SAW	38	9.7
		SAP	26	6.6
		SAH	35	8.9
		SDV	20	5.1

5	Year Study	Year 1	69	17.6
		Year 2	91	23.2
		Year 3	76	19.4
		Year 4	155	39.5
		Year 5	1	0.3
6	Have You Ever Used An E-Hailing Application?	Yes	379	96.7
		No	13	3.3
7	How Many Times Have You Been Using The E-Hailing Application?	1 Year	92	23.5
		2 Year	129	32.9
		3 Year	95	24.2
		More Than 3 Year	76	19.4

4.4.1 Gender

Table 4.6 Percentage of Gender

GENDER				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**

Male	213	54.3	54.3	54.3
Female	179	45.7	45.7	100.0
Total	392	100.0	100.0	

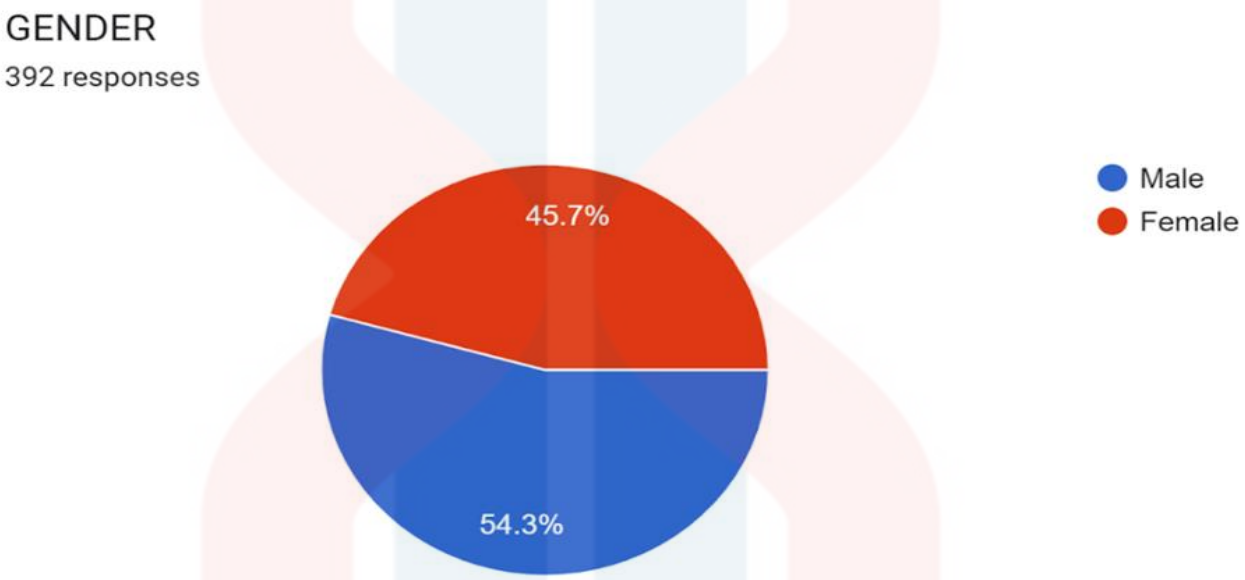


Figure 4.1 Percentage of Gender

Based on the table, the majority of respondents are male with a frequency of 213 and others are female with a frequency of 179. According to Figure 4.1, there are 54.3% of male respondents and 45.7% of female respondents in terms of percentage. This data shows that male respondents are more than female respondents of this survey about using an e-hailing application.

4.4.3 Age

Table 4.7 Percentage of Age

AGE				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**

19 - 20 Years old	62	15.8	15.8	15.8
21 - 22 Years old	126	32.1	32.1	48.0
23 - 24 Years old	176	44.9	44.9	92.9
25 Years old and above	28	7.1	7.1	100.0
Total	392	100.0	100.0	

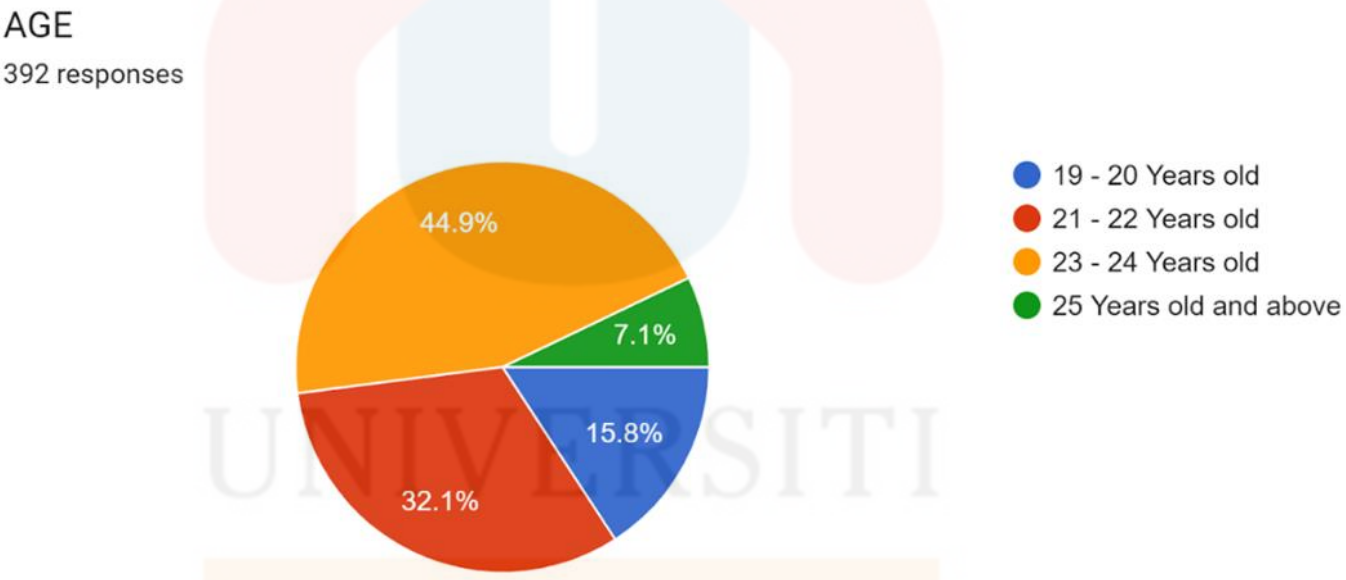


Figure 4.2 Percentage of Age

For the age category, 176 respondents are between 23-24 years old with the highest percentage, 44.9%. The second highest comes from respondents between 21-22 years old with the frequency of 126 and percentage of 32.1%. Then follow by respondents between 19-20 years old with the frequency of 62 and percentage of 15.8%, while 28 respondents with the percentage of 7.1%

are aged 25 years old and above. As a result, this data shows that the group of 23-24 year old age and 21-22 year old age are majority in respondent of e-hailing applications survey.

4.4.3 Faculty

Table 4.8 Percentage of Faculty

FACULTY				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
FKP	261	66.6	66.6	66.6
FHPK	108	27.6	27.6	94.1
FPV	23	5.9	5.9	100.0
Total	392	100.0	100.0	

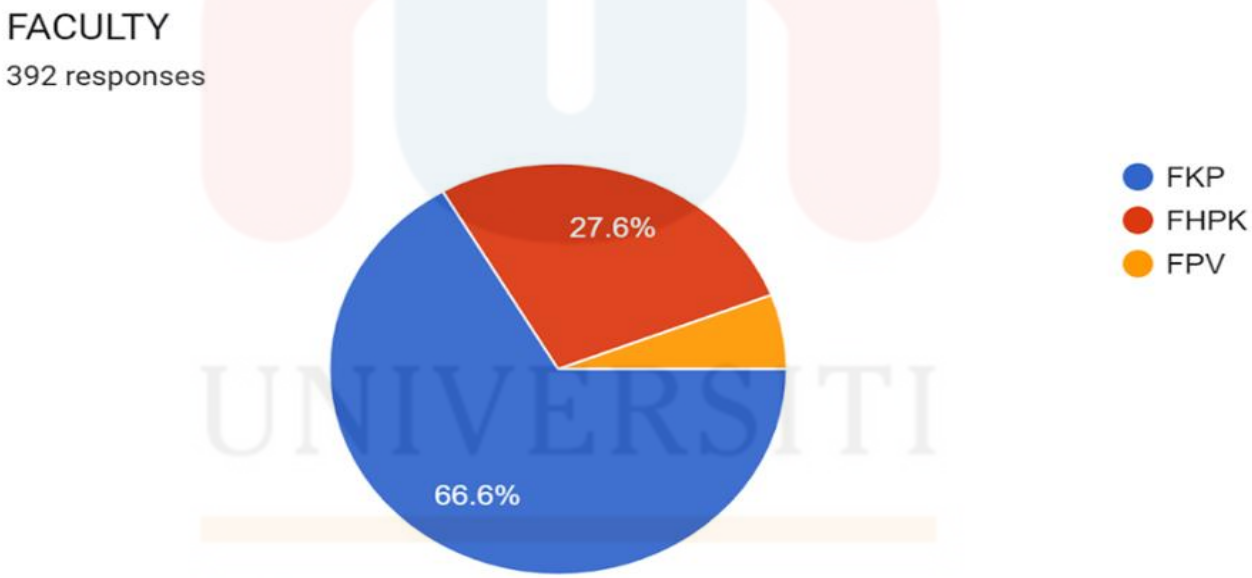


Figure 4.3 Percentage of Faculty

In this study, most of the respondents are students from Faculty of Entrepreneurship and Business (FKP) with the frequency of 261 respondents and percentage of 66.6%. 108 respondents with percentage of 27.6% are Faculty of Hospitality, Tourism and Wellness (FHPK) followed by 23 respondents of Faculty of Veterinary Medicine (FPV) with the percentage of 5.9%.

4.4.4 Programme

Table 4.9 Percentage of Programme

PROGRAMME				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
SAB	74	18.9	18.9	18.9
SAL	84	21.4	21.4	40.3
SAR	56	14.3	14.3	54.6
SAK	36	9.2	9.2	63.8
SAE	23	5.9	5.9	69.6
SAW	38	9.7	9.7	79.3
SAP	26	6.6	6.6	86.0
SAH	35	8.9	8.9	94.9
SDV	20	5.1	5.1	100.0
	392	100.0	100.0	

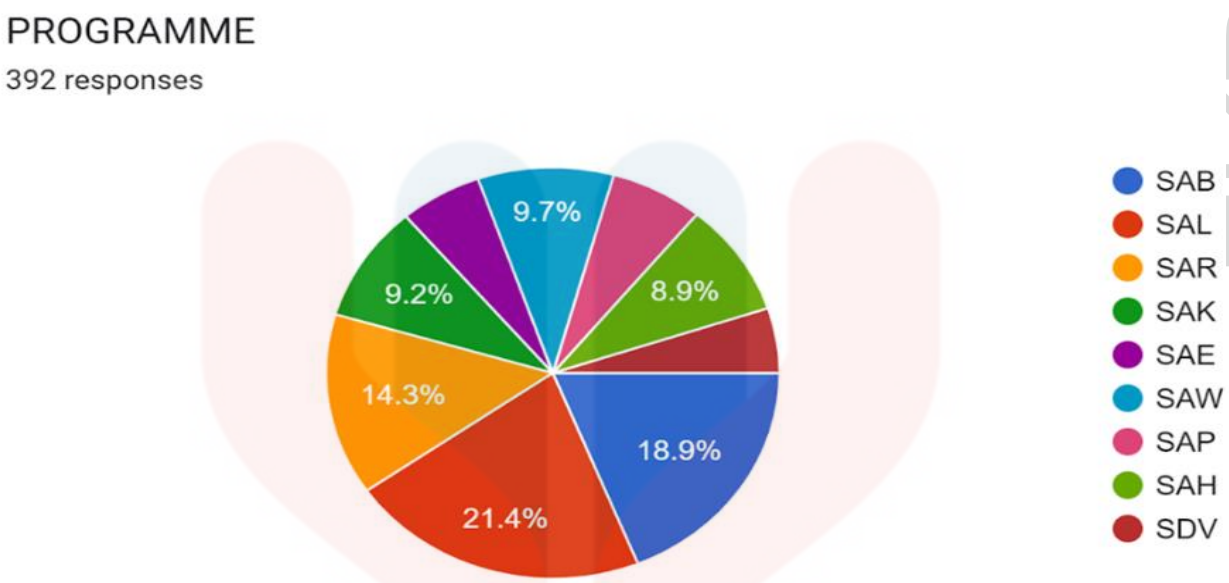


Figure 4.4 Percentage of Programme

For the programme, 84 respondents are SAL programme with the highest percentage, 21.4%. The second higher programme is 18.9% or 74 respondents are SAB programme. The third higher is 14.3% and 56 respondents are SAR programme. Then follow by 9.7% and 38 respondents (SAW), 9.2% and 36 respondents (SAK), 8.9% and 35 respondents (SAH), 6.6% and 26 respondents (SAP), 5.9% and 23 respondents (SAE) and 5.1% and 20 respondents (SDV) respectively.

4.4.5 Year Study

Table 4.10 Percentage of Year Study

YEAR STUDY				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Year 1	69	17.6	17.6	17.6

Year 2	91	23.2	23.2	40.8
Year 3	76	19.4	19.4	60.2
Year 4	155	39.5	39.5	99.7
Year 5	1	0.3	0.3	100.0
Total	392	100.0	100.0	

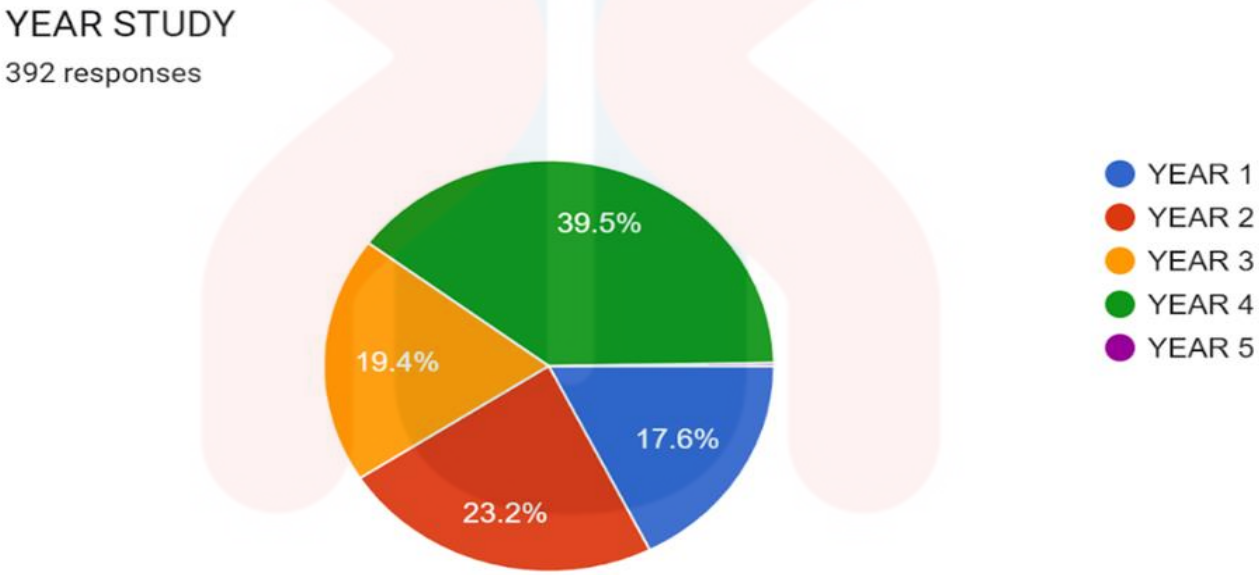


Figure 4.5 Percentage of Year Study

According to Figure, the highest year study of respondents' behaviour intention of using the e-hailing application is year 4 with 155 respondents and a percentage of 39.5%. 91 respondents from year 2 ranked second with a percentage of 23.2%, followed by 76 respondents from year 3 with a percentage of 19.4%. 69 respondents, or 17.6%, are in their first year, and one respondent is in their fifth year, with a percentage of 0.3%.

4.4.6 Have You Ever Used An E-Hailing Application?

Table 4.11 Percentage of survey question 1

HAVE YOU EVER USED AN E-HAILING APPLICATION?				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Yes	379	96.7	96.7	96.7
No	13	3.3	3.3	100.0
Total	392	100.0	100.0	

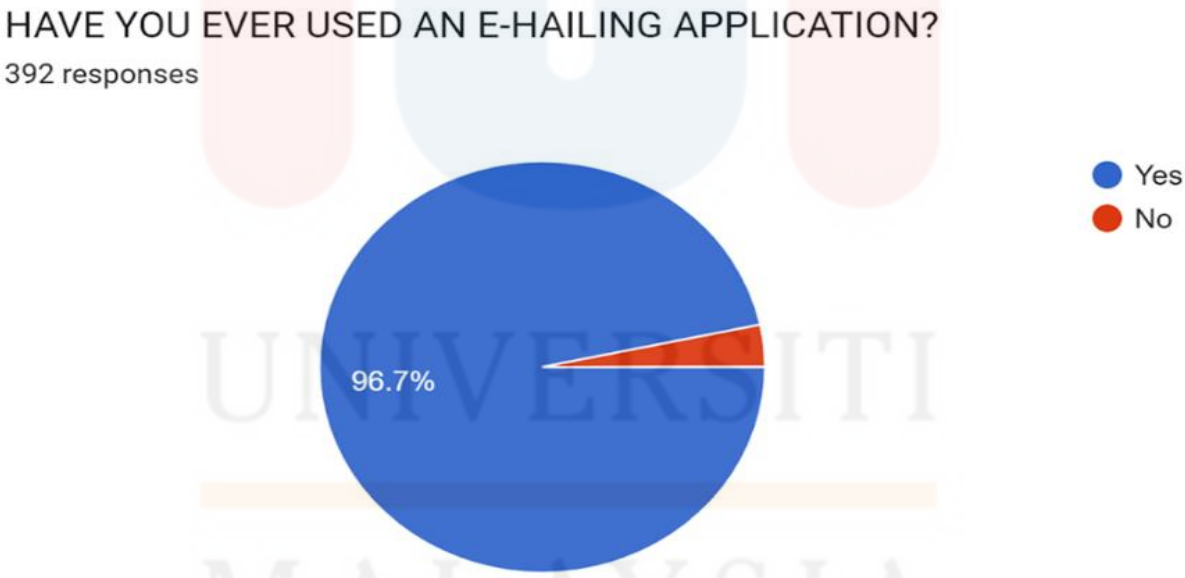


Figure 4.6 Percentage of survey question 1

For the first survey question, the majority of respondent have used an e-hailing application with the frequency of 379 and percentage of 96.7%. Only 3.3% of respondents, or 13 respondents, said they never use an e-hailing app.

4.4.7 How Many Times Have You Been Using The E-Hailing Application?

Table 4.12 Percentage of survey question 2

HOW MANY TIMES HAVE YOU BEEN USING THE E-HAILING APPLICATION?				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
1 Year	92	23.5	23.5	23.5
2 Years	129	32.9	32.9	56.4
3 Years	95	24.2	24.2	80.6
More Than 3 Year	76	19.4	19.4	100.0
Total	392	100.0	100.0	

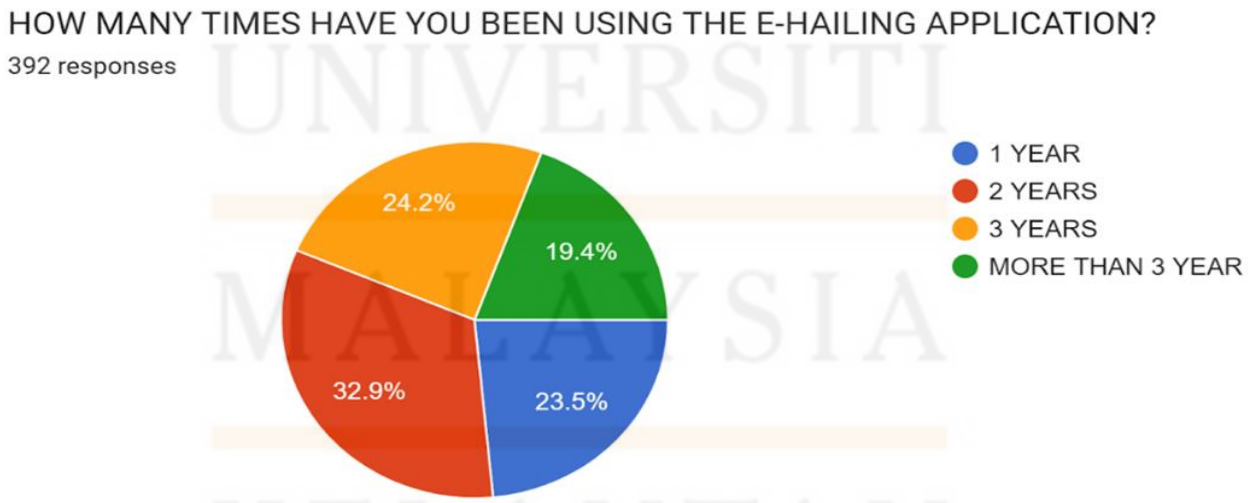


Figure 4.7 Percentage of survey question 2

In this study, there have 129 respondents are use the e-hailing application in 2 years with the percentages of 32.9%. Then, 24.2% or 95 respondents that use the e-hailing application in 3 years. Analysis result presented in Figure shows that 92 or 23.5% of respondents that use the e-hailing application in 1 year. Then, there have only 19.4% or 76 of respondents that use the e-hailing application more than 3 years.

4.5 Univariate Analysis

The mean value for all the constructs' variables from of the questionnaire form is shown in Table below. The five-point Likert scale was used in the study, with values ranging from 1 to 5.

Table 4.13: Mean and Standard Deviation of dependent variables (Behaviour Intention)

Items	**Label**	**Mean**	**Std. Deviation**
B1	I have control over the e-hailing app	4.7015	0.67107
B2	Throughout my study period, I'll keep using e-hailing app	4.5077	0.68595
B3	I intend to continue using E-hailing apps on a regular basis.	4.4184	0.69228
B4	I assume I will use E-hailing applications for as long as I have access to them	4.5179	0.66301
B5	I have the knowledge needed to use this e-hailing app.	4.5893	0.66493

The table 4.13 of mean value shows that most respondents agreed with the statement of behaviour intention. B1 (Mean=4.7015, SD=0.67107) was the highest value for dependent variables indicators which shows that almost all agree that they have control over of using e-hailing applications. The second highest is B5 (Mean= 4.5893, SD= 0.66493) which they agree that users have the necessary knowledge to use this e-hailing application. B4 (Mean=4.5179, SD=0.66301) received the third highest score of independent variable indicators which they agree to use e-hailing applications as long as they have access to them. B2 (Mean=4.5077, SD=0.68595) and B3 (Mean=4.4184, SD=0.69228) were the low values for dependent variable indicators that means not everyone agrees to continue using the e-hailing application on a regular basis.

Table 4.14: Mean and Standard Deviation of independent variables (Perceived Ease of Use)

Items	**Label**	**Mean**	**Std. Deviation**
C1	I find e-hailing apps to be easy to use	4.6607	0.66685
C2	I don't need to learn a lot of things before I could use e-hailing app.	4.4592	0.69221
C3	The process of using an e-hailing app requires little steps.	4.5408	0.71044
C4	It is easy to become skillful at using e-hailing app	4.5000	0.65938
C5	I find e-hailing apps to be flexible to interact with.	4.6122	0.59637

The table 4.14 of mean value shows that most respondents agreed with the statement of perceived ease of use. C1 (Mean=4.6607, SD=0.66685) and C5 (Mean=4.6122, SD=0.59637) were

the highest value for independent variables indicators which shows that almost all agree that they found e-hailing apps to be easy to use and flexible to interact with. The second highest are C3 (Mean= 4.5408, SD= 0.71044) and C4 (Mean= 4.5000, SD= 0.65938) which they agree that the process of using an e-hailing app requires little steps and easy to become skillful at using e-hailing app. In the other hand, C2 (Mean= 4.4592, SD= 0.69221) received the least highest score of independent variable indicators which they agree to do not need to learn a lot of things before use e-hailing app.

Table 4.15: Mean and Standard Deviation of independent variables (Social Influence)

Items	**Label**	**Mean**	**Std. Deviation**
D1	I use e-hailing apps because they are widely used.	4.3546	0.74961
D2	The people around me think that I should use an e-hailing apps.	4.3444	0.73025
D3	I think I am more likely to use an e-hailing application if my friends and family used it	4.3469	0.73776
D4	I use e-hailing apps because it is the current trend.	4.3699	0.76924
D5	The environment makes me feel that using e-hailing apps is a necessary.	4.4796	0.71132

Table 4.15 of mean value shows that most respondents agreed with the statement of social influence. D5 (Mean=4.4796, SD=0.71132) was the highest value for independent variables indicators which shows that almost all agree that the environment makes them feel that using e-hailing apps is a necessary. Other independent variable indicators have a range of 4.3444 to 4.3699

as their mean. It shows that social influence also affects the intention of e-hailing applications towards undergraduate students in using e-hailing applications.

Table 4.16: Mean and Standard Deviation of independent variables (Perceived Risk)

Items	**Label**	**Mean**	**Std. Deviation**
E1	I think there is risk in private protection when using e-hailing apps.	1.7806	1.04028
E2	It would be risky to give the e-hailing app service provider my personal information	2.0281	0.95512
E3	I think there is a risk in mobile payment when using e-hailing apps.	1.8776	0.99631
E4	The location function of e-hailing apps makes me feel unsafe	1.8673	0.84790
E5	I think there is risk from other aspects when using an e-hailing application.	1.8316	0.97131

The table 4.16 of mean value shows that most respondents disagreed with the statement of perceived risk. E1 (Mean=1.7806, SD=1.04028) was the highest value for independent variables indicators which shows that almost all disagree that there is risk in private protection when using e-hailing apps. The least highest is E2 (Mean= 2.0281, SD= 0.95512) which they disagree it would be risky to give the e-hailing app service provider my personal information. Other independent variable indicators have a range of 1.8316 to 1.8776 as their mean. Therefore, the findings of the study show that the influence of risk perception on the intention of e-hailing applications towards undergraduate students of the Kota campus is less influential.

Table 4.17: Descriptive Statistics for Each Construct

Items	N	Mean	Std. Deviation
Behaviour intention	392	4.5469	.53237
Perceived ease of use	392	4.5546	.51383
Social influence	392	4.3791	.59191
Perceived risk	392	1.8770	0.85972

In sum, the mean value for each construct reveals that perceived ease of use (Mean=4.5546, SD=0.51383) is the most important contributing factor for the behaviour intention to use E-hailing application, followed by social influence (Mean=4.3791, SD=0. 59191), as shown in Table 4.3. With a mean score of 1.8770 (SD=0.85972), perceived risk was the lowest component. This means that the most of the respondents agreed that perceived ease of use plays a key role in influencing their intention towards e-hailing application, whereas perceived risks are less effective in influencing respondent's intention towards e-hailing application.

4.6 Normality Test

The Kolmogorov-Smirnov and Shapiro-Wilk were used to test the normality. The results show that the data is abnormal since the significance value is less which is 0.001. The normality test results' details can be at the table 4.18 below.

Table 4.18 Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			**Shapiro-Wilk**		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**

Behaviour Intention	.254	392	<.001	.748	392	<.001
Perceived Ease of Use	.244	392	<.001	.760	392	<.001
Social Influence	.200	392	<.001	.822	392	<.001
Perceived Risk	.295	392	<.001	.759	392	<.001

4.7 Spearman's Correlations Analysis

Table 4.19: Spearman Correlation Coefficient Analysis Behaviour Intention and Perceived Ease of Use.

			Mean Behavioral Intention	Mean Perceived ease of use
Spearman's rho	Mean Behavioral Intention	Correlation Coefficient	1.000	.605**
		Sig. (1-Tailed)	.	<.001
		N	392	392
	Mean Perceived ease of use	Correlation Coefficient	.605**	1.000
		Sig. (1-Tailed)	<.001	.
		N	392	392

This assessment is to validate the relationship of behaviour intention and perceived ease of use. The result shows there is a strong positive significant relationship between behaviour intention and perceived ease of use, r=0.605, n=392, P<0.001. Therefore, hypothesis one is accepted. There is a strong positive significant relationship between behaviour intention and perceived ease of use.

Table 4.20: Spearman Correlation Coefficient Analysis Behaviour Intention and Social Influence

			Mean Behavioral Intention	Mean Social Influence
Spearman's rho	Mean Behavioral Intention	Correlation Coefficient	1.000	.485**
		Sig. (1-Tailed)	.	<.001
		N	392	392
	Mean Social Influence	Correlation Coefficient	.485**	1.000
		Sig. (1-Tailed)	<.001	.
		N	392	392

Next is second relationship of behaviour intention and social influence. The result shows there is a moderate positive relationship between behaviour intention and social influence, r=0.485 n=392, P<0.001. Therefore, hypothesis one is accepted. The analysis conclude that there is a moderate positive relationship between behaviour intention and social influence.

Table 4.21: Spearman Correlation Coefficient Analysis Behaviour Intention and Perceived Risk.

			Mean Behavioral Intention	Mean Perceived Risk
Spearman's rho	Mean Behavioral Intention	Correlation Coefficient	1.000	-.134**
		Sig. (1-Tailed)	.	.004
		N	392	392
	Mean Perceived Risk	Correlation Coefficient	-.134**	1.000
		Sig. (1-Tailed)	.004	.
		N	392	392

Lastly is relationship of behaviour intention and perceived risk. The result shows there is a very weak negative relationship between behaviour intention and perceived risk, r=-0.134, n=392, P=0.004. However, hypothesis one is accepted since p-value is p=0.004 which is less than 0.05. The analysis concludes that there is a very weak negative relationship between behaviour intention and perceived risk.

4.8 Hypothesis Testing

Table 4.22: Summary of Hypothesis

	Hypothesis	**Spearman's rank**	**Correlation**	**Result**
H1	There is a significant positive relationship between Behaviour Intention and Perceived Ease of Use	r=0.605, P<0.001	Strong positive	Supported
H2	There is a significant positive relationship between Behaviour Intention and Social Influence	r=0.485, P<0.001	Moderate positive	Supported
H3	There is a significant negative relationship between Behaviour Intention and Perceived Risk	r=-0.134, P=0.004	Very weak negative	Supported

Based on table 4.15, the hypothesis shows that there is a relationship between perceived ease of use, social influence and perceived risk toward the behaviour's intention to use the e-hailing application that was tested using spearman's rank correlation coefficient analysis. The relationship for the level of behaviour intention to use e-hailing application is a strong positive correlation for perceived ease of use recorded a value of r=0.605. For the relationship between behaviour intention to use e-hailing applications and social influence shows a moderate positive correlation recorded a value of r = 0.485. both r values were positive and significant at p <0.01. Besides, for the relationship between behaviour intention to use e-hailing application and perceived risk was very weak negative correlation recorded a value of r =-0.134, P=0.004. However, the p-value for all independents variable which was perceived ease of use, social influence and perceived risk is significant since p-value is less than 0.05. Therefore, all hypothesis is supported.

4.9 Conclusion

In conclusion, in this chapter, the analysis of the data gathered provides a result of the statistical tests. The results were obtained by the data analysis using Statistical Package for Social Sciences (SPSS) version 28. The descriptive analysis, frequency analysis, reliability analysis, univariate analysis, normality test and spearman's rank correlation coefficient were used to test the data and examine the relationship between independent variable (perceived ease of use, social influence and perceived risk) and the dependent variable (behaviour intention).

Therefore, based on the analysis it showed that perceived ease of use and social influence had a positive and significant relationship while perceived risk had a negative relationship with behaviour intention of users to use e-hailing application. It shows that the perceived risk is less influential for consumer behaviour intention to use e-hailing application. However, the p-value for all independents variable which was perceived ease of use, social influence and perceived risk is significant since p-value is less than 0.05. The next chapter will discuss the discussion, findings, recommendations and conclusion of the study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter summarizes the statistical analysis summaries from the previous chapter's discussion of significant results, limitations of the investigation, and study recommendations. In addition, a conclusion was prepared for the entire chapter in this study project.

5.2 Key Finding and Discussion

There are three independent variables which is perceived ease of use, social influence and perceived risk that will be discussed after the analysing the data.

5.2.1 Relationship between consumer intention and perceived ease of use towards e-hailing.

Based on the result generate, perceived ease of use has a significant impact on the intention of student in using e-hailing application at UMK campus Kota. The singnificant level of perceived ease of use is 0.001, which is lower than alpha value 0.01. Therefore the relationship between consumer intention and perceived ease of use towards e-haling as a positive relationship.

5.2.2 Relationship between consumer intention and social influence towards e hailing.

According to the finding, social influence has a significant on the intention of student in using e-haling application at UMK campus Kota. The significant level of social influence is 0.001, which is lower than alpha value 0.01.Therefore the relationship between consumer intention and social influence towards e haling as a positive relationship.

5.2.3 Relationship between consumer intention towards e-hailing and perceived risk

Furthermore, the finding reveals that, perceived risk has a significant on the intention of student using ehailing application at UMK campus Kota. The significant level of perceived risk is 0.004. It shows a negative relationship between consumer intention toward e hailing and perceived risk.

5.3 Implication of the Study

The finding of this research lead to understand the factors that influence the intention of student in University Malaysia Kelantan in the use of E-hailing. This study was mainly carried out with three main factors influence the students intention, which is perceived ease of use, social influence and perceived risk. The data that collected in this study are very useful and valuable, because that how we know the reasons why the student are comfortable in using e hailing as their daily transport in UMK without any hesitation. In this study, there are not specific e hailing service provider is chosen to investigate instead all e-hailing application are accepted for the research.

Through this study, we found that the variables in this study lead the students of UMK to use ehailing as daily transport to travel. This is because; the e haling application is very easy to access from any location. Other than that the application also provide many features to make things easy such as, online payment. This application indeed very much saving time and energy for students and also for the consumer of the application.

5.4 Limitation of the Study

Each study has its own obstacles. This study was also limited in term of time and cost. Because this study was conduct in short period which is less than one and half month to complete the study. Respondents frequently find it difficult to react due to a lack of time combined with an increase in activity. It only focused on student in Campus Kota University Malaysia Kelantan, Pengkalan Chepa. The average age of student is between 19- 25 and above with a sample size of 392 respondents. Due to this study based on a limited sample size, so it make us easy to distribute to respondents.

Next is the study included certain limitations that should be addressed while doing the research. The first constraint is the cooperation of the respondents. This is because some of them answered the question based on their emotions rather than on the questionnaire. As a result, the researchers removed unnecessary data. This study is desirable since it asks questions and limits the questions to the purpose. As a result, as an online user of e-hailing services, the responder is required to answer questions in the survey.

5.5 Recommendations for Future Research

The researcher may also quickly reveal and interpret various dialects to assist those respondents who do not understand English. This can prevent incorrect and misleading information from being acquired from respondents since their only response is to provide a precise experience in using e-hailing product, therefore the entire query will be answered with awareness and learning. Finally, in order to get a positive response from the respondent, we must first provide excellent air. This will help them answer the survey with no weight.

5.6 Overall Conclusion of the study

This study is focus on the study on factors affecting consumer intention to use e-hailing application among undergraduate's students in Universiti Malaysia Kelantan city campus. From the analysis of the entire variables, there has been the main factor that influencing consumer to use e hailing application was perceived ease of use and social influence. The data from the questioner-abstracted shows that the respondent are more agree to questions, which are relate to perceived ease of use and social influence. In the other hand most of the responded are disagree with the questions that are relate to perceived risk. This research had been complete successfully.

APPENDIX A – DRAFT OF QUESTIONNAIRE

QUESTIONNAIRE SURVEY ON FACTORS AFFECTING CONSUMER INTENTION TO USE E-HAILING APPLICATION AMONG UNDERGRADUATE STUDENTS IN UMK CITY CAMPUS

Dear respondents,

We are final year students of the Bachelor of Entrepreneurship (Logistic and Business Distribution) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting research to understand the factors affecting consumer intention to use e-hailing application among undergraduate students in UMK city campus. The goal of this study is to determine the relationship between the behaviour intention to use e-hailing application among undergraduate students in UMK citycampus with the perceived ease of use, social influence and perceived risk. All the information in this questionnaire will be kept confidential and used for academic purposes only. We would like to thank you for spending your time by giving kind cooperation and fair responses.

Regards,

Azyan Zuliana Binti Che Sub
Muhammad Hafizzul Bin Mohd Rosidi
Muhammad Khairul Anwar Bin Ishak
Uvamathi A/P Murthi

SECTION A: PERSONAL DETAIL

BAHAGIAN A: MAKLUMAT PERIBADI

Instruction: Please tick (/) the suitable answer at the space given.

Arahan: Sila tandakan (/) pada jawapan yang sesuai di ruang yang disediakan.

1.	Gender/*Jantina*	
		Male/*Lelaki*
		Female/*Perempuan*
2.	AGE/UMUR	
		19 - 20 Years old
		21 - 22 Years old
		23 - 24 Years old
		25 Years old and above
3.	FACULTY/FAKULTI	
		FKP
		FHPK
		FPV
4.	PROGRAMME/PROGRAM	
		SAB
		SAL
		SAR
		SAK
		SAE
		SAW
		SAP
		SAH
		SDV
5.	YEAR STUDY/TAHUN PENGAJIAN	
		YEAR 1
		YEAR 2
		YEAR 3
		YEAR 4
		YEAR 5

6.	HAVE YOU EVER USED AN E-HAILING APPLICATION?
	YES/YA
	NO/TIDAK
7.	HOW MANY TIMES HAVE YOU BEEN USING THE E-HAILING APPLICATION
	1 YEAR
	2 YEAR
	3 YEAR
	MORE THAN 3 YEAR

SECTION B: FACTORS AFFECTING CONSUMER INTENTION TO USE E-HAILING APPLICATION AMONG UNDERGRADUATE STUDENTS IN UMK CITY CAMPUS

Instruction: Please rating each item in this section with the Likert scale of 1 to 5. 1 being strongly disagree while 5 being strongly agree. Please tick (/) the suitable answer at thespace given.

Arahan: Sila nilaikan setiap item di dalam bahagian ini dengan skala likert 1 hingga 5. 1 merupakan sangat tidak setuju manakala 5 merupakan sangat setuju. Sila tandakan jawapan yang sesuai di ruang yang disediakan.

1	2	3	4	5
Strongly Disagree/ *Sangat tidak setuju*	Disagree/ *Tidak setuju*	Neutral	Agree/ *Setuju*	Strongly Agree/ *Sangat setuju*

Behaviour intention/ niat kelakuan pengguna

No	**Statement**	**1**	**2**	**3**	**4**	**5**
1	*I have control over the e- hailing app./ Saya mempunyai kawalan ke atas aplikasi e-hailing*					
2	*Throughout my study period, I'll keep using e- hailing apps./ Sepanjang tempoh pengajian, saya akan terus menggunakan aplikasi e- hailing.*					
3	*I intend to continue using E- hailing apps on a regular basis./ Saya berhasrat untuk terus menggunakan aplikasi E- hailing secara tetap.*					
4	*I assume I will use e-hailing applications for as long as I have access to them./ Saya menganggap saya akan menggunakan aplikasi E- hailing selagi saya mempunyai akses kepadanya*					

5	*I have the knowledge needed to use this e-hailing app./ Saya mempunyai pengetahuan yang diperlukan untuk menggunakan aplikasi e- hailing ini*					

Perceived Ease of Use

No	Statement	1	2	3	4	5
1	I find e-hailing apps to be easy to use. / saya mendapati aplikasi e-hailing mudah digunakan.					
2	I don't need to learn a lot of things before I could use e-hailing app. / Saya tidak perlu belajar banyak perkara sebelum saya boleh menggunakan aplikasi e- hailing.					
3	The process of using an e- hailing app requires little steps / Proses menggunakan aplikasi e- hailing memerlukan sedikit langkah.					
4	It is easy to become skillful at using e- hailing app / Mudah untuk menjadi mahir menggunakan aplikasi e-hailing.					
5	I find e- hailing apps to be flexible to interact with. /Saya mendapati aplikasi e- hailing adalah fleksibel untuk berinteraksi.					

Social Influence

No	Statement	1	2	3	4	5
1	I use e-hailing apps because they are widely used. / Saya menggunakan aplikasi e-hailing kerana ia digunakan secara meluas.					
2	The people around me think that I should use an e-hailing apps. */ Orang di sekeliling saya berfikir bahawa saya harus menggunakan aplikasi e-hailing.*					
3	I think I am more likely to use an e- hailing application if my friends and family used it. / Saya rasa saya lebih cenderung menggunakan aplikasi e-hailing jika rakan dan keluarga saya menggunakannya.					

4	I use e-hailing apps because it is the current trend/Saya menggunakan aplikasi e-hailing kerana ia adalah trend semasa.					
5	The environment makes me feel that using e- hailing apps is a necessary. / Persekitaran membuatkan saya berasa bahawa menggunakan aplikasi e-hailing adalah satu keperluan					

Perceived Risk

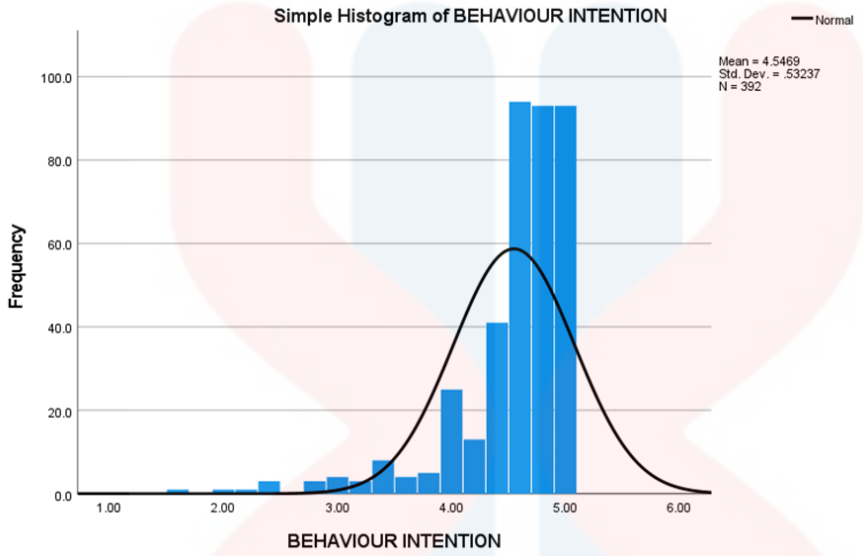
No	Statement	1	2	3	4	5
1	I think there is risk in private protection when using e-hailing apps. /Saya fikir terdapat risiko dalam perlindungan peribadi apabila menggunakan aplikasi e-hailing.					
2	It would be risky to give the e-hailing app service provider my personal information. / Adalah berisiko untuk memberikan maklumat peribadi saya kepada pembekal perkhidmatan aplikasi e- hailing.					
3	*I think there is risk in mobile payment when using e-hailing apps. /Saya rasa terdapat risiko dalam pembayaran mudah alih apabila menggunakan aplikasi e- hailing.*					
4	The location function of e- hailing apps makes me feel unsafe / Fungsi lokasi aplikasi e- hailing membuatkan saya berasa tidak selamat					
5	*I think there is risk from other aspects when using an e-hailing application. /Saya rasa ada risiko dari aspek lain apabila menggunakan aplikasi e- hailing.*					

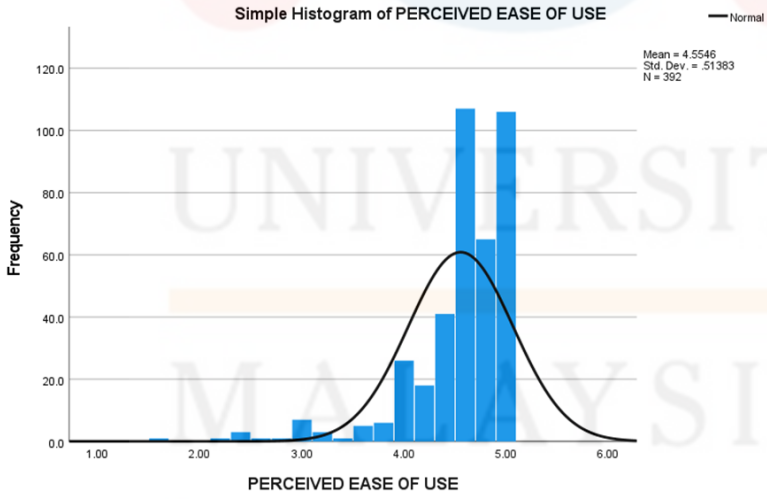
THANK YOU

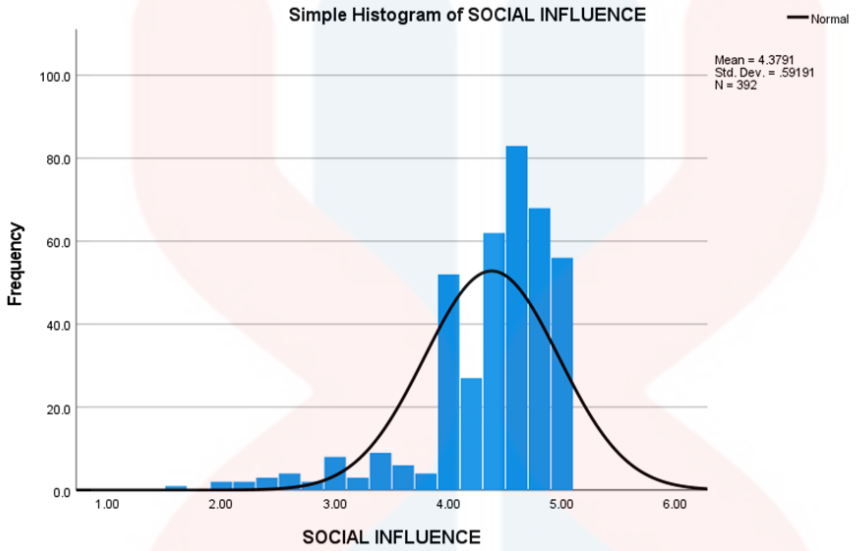
APPENDIX B: GANTT CHART

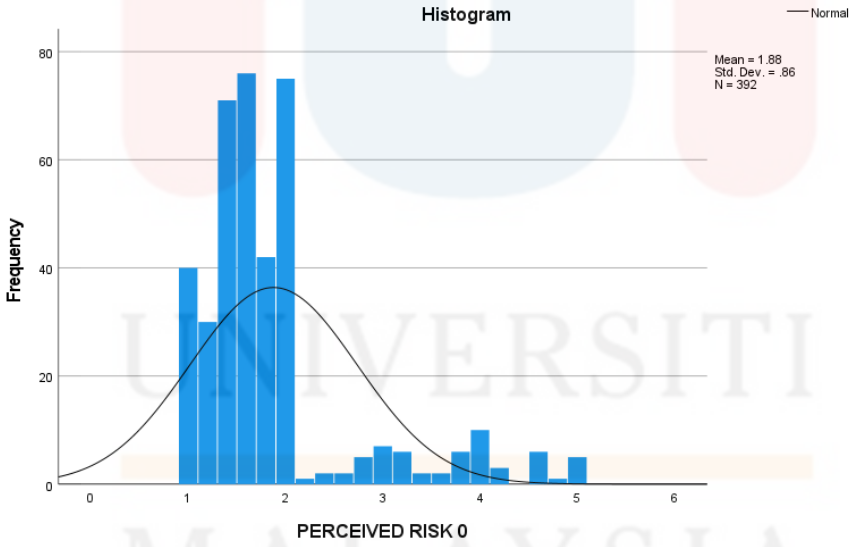
Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Selection of Research Title A) Discussion with supervisor B)Collect information from journal, books and past thesis.														
Writing Research Proposal														
Submission Proposal to Supervisor and do the Correction After Checking														
Research Proposal Presentation A) Presentation to supervisor and examiner														
Questionnaire Distribution														
Actual Data Collection														
Data Analysis														
Discussion of Findings														
Conclusion / Final Touch-up														
Multidisciplinary Research on The Entrepreneurship and Business Colloquium 2023														

APPENDIX C – SPSS OUTPUT OF NORMALITY TEST









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FINAL REPORT RUBRIC

Student's Name: AZYAN ZULIANA BINTI CHE SUB(A19A0082), MUHAMMAD HAFIZZUL BIN MOHD ROSIDI(A19A0345), MUHAMMAD KHAIRUL ANWAR BIN ISHAK(A19A0354), UVAMATHI A/P MURTHIE(A19A0961).
Name of Supervisor: ENCIK ROOSHIHAN MERICAN BIN ABDUL RAHIM MERICAN
Name of Programme: SAL
Research Topic: THE STUDY ON FACTORS AFFECTING CONSUMER INTENTION TO USE E-HAILING APPLICATION AMONG UNDERGRADUATES STUDENTS IN UMK CITY CAMPUS.

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	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and	____ x 1.25 (Max: 5)	

			unsearchable topic.	with fairly researchable topic.	researchable topic.	scientific with very good researchable topic.		
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 and Discussion** **(20 MARKS)**		Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (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	Interpretation on analyzed	____ x 1	

				data is satisfactory.	data is excellent	(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)		

REFLECTIVE NOTES

Student's Name: AZYAN ZULIANA BINTI CHE SUB(A19A0082), MUHAMMAD HAFIZZUL BIN MOHD ROSIDI(A19A0345), MUHAMMAD KHAIRUL ANWAR BIN ISHAK(A19A0354), UVAMATHI A/P MURTHIE(A19A0961).
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Research Topic: THE STUDY ON FACTORS AFFECTING CONSUMER INTENTION TO USE E-HAILING APPLICATION AMONG UNDERGRADUATES STUDENTS IN UMK CITY CAMPUS.

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	Make the initiative to do the research with minimal	Makes very good initiative to do the research with	____ x 1 (Max: 4)	

			consistent monitoring.	monitoring required.	very little monitoring required.		
	TOTAL (20 MARKS)						/20

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Kod/Nama Kursus*:* **Projek Penyelidikan Logistik II**
Code/ Course Name: **Research Project Logistics II**
Sesi/*Session:* **September 202220231**
Semester*:* **7**
Nama Program/*Name of Programme:* **SAL**
Fakulti/Pusat/*Faculty/Centre:* **Fakulti Keusahawanan Dan Perniagaan/**
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Kami **Azyan Zuliana Binti Che Sub(A19A0082), Muhammad Hafizzul Bin Mohd Rosidi(A19A0345), Muhammad Khairul Anwar Bin Ishak(A19A0354), Uvamathi A/P Murthie(A19A0961)** dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak **29%.**
We **Azyan Zuliana Binti Che Sub(A19A0082), Muhammad Hafizzul Bin Mohd Rosidi(A19A0345), Muhammad Khairul Anwar Bin Ishak(A19A0354), Uvamathi A/P Murthie(A19A0961)** *hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of* ***29%.***
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Nama Pelajar/*Student Name*: Azyan Zuliana Binti Che Sub(A19A0082), Muhammad Hafizzul Bin Mohd Rosidi(A19A0345), Muhammad Khairul Anwar Bin Ishak(A19A0354), Uvamathi A/P Murthie(A19A0961).

Tarikh/*Date*: 24/1/2023

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