FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARD E-HAILING SERVICES IN KELANTAN

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Factors Influencing Customer Satisfaction Toward E-Hailing Services In Kelantan

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABSTRAK

Tujuan kajian ini adalah untuk mendapatkan gambaran yang jelas mengenai faktor-faktor yang memainkan peranan yang besar dalam kepuasan pelanggan terhadap perkhidmatan e-hailing di Kelantan. Keselesaan, keselamatan, sikap dan kebolehcapaian akan digunakan sebagai pemboleh ubah bebas dalam kajian ini, manakala pemboleh ubah bersandar adalah kepuasan pelanggan dalam perkhidmatan e-hailing. Kami memilih 384 responden di Kelantan yang menggunkan perkhidmatan e-hailing untuk menjalankan tinjauan soal selidik. Kajian ini menggunakan Statistical Package for Social Science (SPSS) versi 26, untuk menganalisis data dan memperoleh analisis deskriptif, analisis kebolehpercayaan dan analisis korelasi Pearson untuk menguji objektif dan hipotesis kajian. Hasilnya menunjukkan bahawa keselesaan, keselamatan, sikap dan kebolehcapaian mempunyai hasil yang signifikan terhadap kepuasan pelanggan.

Kata kunci: kepuasan pelanggan, keselesaan, keselamatan, sikap, kebolehcapaian.

vi

ABSTRACT

The purpose of this study is to get a clear picture of the factors that play a large role in customer satisfaction with e-hailing services in Kelantan. Comfort, safety, attitude and accessibility will be used as independent variables in this study, while the dependent variable is customer satisfaction in e-hailing services. We selected 384 respondents in Kelantan who use e-hailing services to conduct a questionnaire survey. This study uses Statistical Package for Social Science (SPSS) version 26, to analyze data and obtain descriptive analysis, reliability analysis and Pearson's correlation analysis to test the objectives and hypotheses of the study. The results show that comfort, safety, attitude and accessibility have a significant effect on customer satisfaction.

Keywords: customer satisfaction, comfort, safety, attitude, accessibility.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Chapter 1 provided an introduction part of this study. It has eight sections in this chapter, which are background of study, problem statement, research questions, research objectives, scope of study, significance of study, definitions of terms and also organization of proposal.

1.2 BACKGROUND OF THE STUDY

The e-hailing online transportation service is regarded by customers as the best in the transportation industry and encourages interaction between service providers and consumers (Md Nor et al., 2021). In this context, the transportation industry have be seen a significant shift in the demand for e-hailing services as these services offer users an easy way to schedule transportation online (Cheng et al., 2016). Customers are interested in e-hailing because it offers reasonably priced point-to-point rides and a convenient way to request a car with a smartphone tap. E-hailing also allowed the customers to interact with the e-hailing company through the customer's service in any matters to produce a value co-creation concept. Co-creation of value is entitled under the field of Service Science. Therefore, it has been used to highlight company-customer interactions that give customer satisfaction.

In Malaysia, e-hailing services such as GrabCar, MyCar and maxim are the most popular in the community. This is due to the reality that service is easy to use whenever needed, that the price method payment, and information about the drivers are provided, and that it may pick up and drop off customers at any location they want. The integration of the global mobile positioning system (GPS) and electronic with the continuous need for flexible travel has caused

the grab e-hailing services to become one of the most prominent on demand private driver platforms (Ubaidillah et al., 2019). Public delivery is usually vital to human beings in particular the ones within side the sub-urban area. The call for public delivery maintains growing swiftly because of the needs of the citizens withinside the area. An e-hailing carrier is a carrier that makes use of a region-sharing community to attach passengers with non-public drivers via websites and cell phone apps.

In Malaysia, the Ministry of Transport is responsible for regulating the e-hailing industry (MoT). Apart from that, additional regulations that all e-hailing drivers must follow include getting a public service vehicle (PSV) registration, complying with and passing background checks for both criminal and medical history, and having e-hailing vehicles inspected annually at Computerised Vehicle Inspection(Nathan, 2019).

Traditional public transportation in Malaysia, such as buses, taxis, light railway trains LRT, MRT, express rail link (ERL), trains, and monorail, requires passengers to wait in a designated areas, such as a bus stop or train station, before boarding (Herald, 2022). In this context, the development of e-hailing services in Malaysia have given transportation a new dimension. The Pick-up and drop-off locations may now be selected from any place using a smartphone's built-in map. In 2012, Grab (formerly MyTeksi) made its debut in Malaysia, beginning the country's e-hailing history. Since then, other registered e-hailing service providers in the Malaysian market, such as EzCab, MULA, and MyCar, have emerged to compete directly with Grab (Grab, 2015). These companies provide drivers a platform to take reservations from customers using mobile applications that can be downloaded on iOS or Android smartphones. By tapping from their mobile devices at anytime and anywhere, users of the e-hailing smartphone application can reserve a ride.

One of the critical factors in clients; control is the customer satisfaction. Understanding those issues should assist e-hailing carriers in enhancing their offerings. With the increasing

demand for e-hailing in recent years, it has been critical for e-hailing services providers to understand how to improve their services. Critical alerts such as passenger safety, comfort, attitude, and accessibility are determinants of passenger behaviour related to travel intentions.

The main issues facing e-hailing providers were comfort, safety, attitude and accessibility, all of which could be improved by better understanding passenger behaviour toward e-hailing. Concerned about the problems, this study aims to look into how comfort, safety, attitude and accessibility on e-hailing services satisfaction in Kelantan.

1.3   PROBLEM STATEMENT

Few recent studies have dwelled into the e-hailing services sector highlighting mainly the key challenges and effects that have affected its widespread adoption (Furuhata et al., 2013). The demand for e-hailing has increase over the past several years, particularly among young adults, therefore it has become increasingly important for the e-hailing service provider to figure out how to enhance their services. Customers using e-hailing services have reportedly experienced a number of issues. A passenger's behaviour toward their intended journey is influenced by major alarms including passenger comfort safety, attitude and accessibility (Teo et al., 2018).

Safety issues remain one of the main problems in e-hailing services. There have been several complaints about safety problems with e-hailing including driver abuse and aggression, sexual harassment and assault, and mishaps as a result of transport accidents. There have also been cases of sexual assault and robbery involving e-hailing company drivers (TheStar, 2021). Thus, this study determined the factors of safety should that be one of the major concerns for e-hailing services providers. Drivers do not obey the rules of the road for example, by not obeying the speed limit, texting while driving. In addition, vehicles that are not inspected can also affect the safety of customers when using e-hailing.

3

Another problem with e-hailing services is comfort issues. In this context, the most important factor that influencing customer satisfaction towards e-hailing services is comfort, as this factor is primarily regulated by globally recognised quality standards in the transport industry (Le-Klähn et al., 2014). These factors (accommodation, openness, advising, time or duration, passenger care, ride comfort, security, and ecological impacts) can be divided into four categories: normal riding comfort, assessed riding comfort, comfort issues that arise quickly, and the effects of vibrating and development issues. (Bhat & Dubey, 2014).

Besides that, attitude also the problem influence customer satisfaction towards e-hailing. People have different beliefs about various objects, and typically their beliefs lead them to the objects and change their attitude, which can form a positive or negative reaction. Attitude is a summary of how someone evaluates an object, and it was stated that beliefs are very important in a person's attitude because of their stability in the mind (Malhotra, 2005). Driver behaviour is commonly described in the region as "rude," "dangerous," and "unsafe." (ASEAN, 2019). This issue is caused by problem that are related to the demanding, incentive-driven environment that drivers operate in. In addition, attitude and environment responsiveness are closely associated because, according to Maio and Haddock (2010), people can choose how to respond to their surroundings by sticking to their attitude.

Next, another problem in e-hailing is accessibility. Accessibility has a significant impact on customers' intent when choosing a transportation method. This is because passengers always choose accessible services to reach their destination. The lack of drivers, particularly during peak hours, is to blame for the accessibility issue in e-hailing. Due to worsening traffic in cities, during rush hours, a lot of drivers refuse to pick up passengers, which exacerbates the driver shortage and raises costs by up to 40%(Kaur, 2022). On the other hand, traffic congestion, particularly in cities, has only worsened since the pandemic, leading to an increase in complaints.

Hence, this study be investigated the factors that influences customer satisfaction toward e-hailing service as public transportation for people. In addition, it is an excellent chance to develop your capacity for producing high-quality research rather than just completing the study as required.

1.4 RESEARCH QUESTION

The main purpose of this study was to identified the factors influenced customer satisfaction toward e-hailing services in Kelantan. Based on the study objective, there are five research questions about this study have found out:

1) what is the relationship between the comfort and customer satisfaction that influence e-hailing service in Kelantan?

2) what is the relationship between the safety and the customers satisfaction that influence e-hailing service in Kelantan?

3) what is the relationship between the attitude and the customers satisfaction that influence e-hailing service in Kelantan?

4) what is the relationship between the accessibility and the customers satisfaction that influence e-hailing service in Kelantan?

5) what are the most dominant factor (comfort, safety, attitude, and accessibility) influencing customer satisfaction towards e hailing service in Kelantan?

1.5   RESEARCH OBJECTIVES

The objective of this study is to determine the factors influenced customer satisfaction toward e-hailing services in Kelantan. To be more specific about this study, there are five research objective that was highlighted in this study. These objectives as follows:

1) to determine the relationship between the comfort and the customers satisfaction that influence e-hailing service in Kelantan.

2) to determine the relationship between the safety and the customers satisfaction that influence e-hailing service in Kelantan.

3) to determine the relationship between the attitude and the customers satisfaction that influence e-hailing service in Kelantan.

4) to determine the relationship between the accessibility and the customers satisfaction that influence e-hailing service in Kelantan.

5) to identify the association between factors (comfort, safety, attitude, and accessibility) influencing customers satisfaction towards e-hailing service in Kelantan.

1.6   SCOPE OF THE STUDY

This study the factors influencing customer satisfaction toward e-hailing services in Kelantan. This study, examine the factors: comfort, safety, attitude and accessibility which may influence use of e-hailing. The focus of this study be on users of e-hailing in Kota Bharu, Kelantan.

1.7   SIGNIFICANCE OF STUDY

Significance of this study is very important due to identify the significance factor that influencing customer satisfaction toward e-hailing services in Kelantan. The significance of this study is about the e-hailing company and consumers.

1.7.1   E-Hailing Company

This study helps e-hailing companies such as Grab, Maxim, and MyCar to able realize the reason for user of e-hailing choose the transportation services provide. With this study, it can also identify which are strengths and weaknesses to improve the quality of e-hailing

services. Next, through this study, e-hailing companies can also find out that the services provided have deficiencies among these factors (comfort, safety, attitude, and accessibility) or facing problems, they can improve factors to attract customers and increase the level of satisfaction for users.

1.7.2 Consumers

Through this study, the consumers realize the factors that influence why they choose E-Hailing as their daily transportation to move to a certain place. They consider factors such as comfort, safety, attitude, and accessibility when choosing to use e-hailing services. However, consumers can also use this factor to consider using other types of transport such as public transport. For example, public buses and trains. This study not only has an impact on e-hailing companies and consumers in Kelantan but also on society in Malaysia.

1.7.3 Future Research

This study be interesting to other researcher to do the research. This analysis would assist them to be better analyst, and, in the future, it can be an aid as a future guide for further studies.

1.8 DEFINITION OF TERM

It is important to have a clear understanding of the terminology used before continuing with the study's topic. The definitions that follow are based on the paradigms of the theoretical model for the study.

1.8.1 Customer Satisfaction

Customer satisfaction is characterised as a person's satisfaction or dissatisfaction with a product as measured by comparing the product's perceived performance or outcome to the expectation (Kotler, 2001). This study will be focused on customer satisfaction in e-hailing services.

1.8.2 Comfort

Comfort is a state of "well-being" that is described by psychological, and physical harmony between a human being and their surroundings (Pineau, 1982). In this context, comfort needs to be considered because it affects the experience of the customers.

1.8.3 Safety

Safety is described as the condition of being safe from undergoing or causing hurt, injury, or loss (Ericson, 2011). In this context, Safety is for service quality, trip attributes like personal safety, journey time, connection reliability, transfer time, and transfer information are the key indicators for users' perceptions which have been revealed to be the most sensitive factors in users' choices to use e-hailing (Ceder et al., 2013).

1.8.4 Attitude

An individual's overall evaluation of engaging in a behaviour is referred to as their attitude (Davis, 1989). Behaviour control can reflect on how easy or difficult to perform an attitude behaviour and whether the performance of the attitude is controlled or limited.

1.8.5 Accessibility

Accessibility refers to the ease with which goods, services, destinations, and activities can be reached, and it is the goal of most transportation operations, with the exception of the small percentage of travel in which mobility is an objective in itself (Litman, 2022).

1.9   ORGANIZATION OF THE THESIS

The organization of this proposal is organized into three chapters. Chapter one, introduce in detail about e-hailing. We list out all the problems that relate to e-hailing customer satisfaction. This chapter provides the basics of understanding satisfaction e-hailing which will drive the development of additional chapters of this research. The last section in Chapter one is focusing on key terms such as customer satisfaction, comfort safety, attitude, and accessibility.

Chapter two consists of a brief literature review. This chapter discussed the underpinning theory, previous studies, and the hypothesis statement of this study. Then, through the conceptual framework, we easily spot the independent variable and the independent variable.

Chapter three discuss the methods of this study. This chapter focus on the design of the research and the data collection methods, sampling techniques, and instrument procedures. In this study, we describe an overview of the data collection and the procedures for data analysis.

Chapter four, discussed of the study's findings after analyzing the data gathered to meet the standards established by the objectives and hypothesis of the previous chapters. The responses of the 384 respondents from Kota Bharu, Kelantan who engaged in the survey in its full online were measured and entered into an SPSS spreadsheet.

Chapter five was discussed and examines the findings from the previous chapter that related to the research questions and hypothesis. The study's implications and limitations were discussed, along with recommendation for future studies.

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

In this chapter, researchers will discuss literature reviews from the relevant issues, including the underpinning theory and previous studies to highlight the characteristics of the research variables, hypothesis statement, and conceptual framework. The dependent variable in this study is factors that influence customer satisfaction towards e-hailing. The independent variables which are Comfort, Safety, Attitude, and Accessibility are the intention to factors of e-hailing service satisfaction.

2.2   UNDERPINNING THEORY

2.2.1 The Value Percept Theory

The Value Percept Theory is one of the customer satisfaction theories. The Value Percept Theory emerged in 1967 by Locke as an alternative to the Expectation Disconfirmation paradigm (Yuksel & Yuksel, 2008). According to Westbrook and Reilly (1983)value Percept Theory, is a product's expectations might not match its value and wants. In this context, the value of services e-hailing may or may not correspond to what is expected. According to this theory, satisfaction is an emotional reaction caused by a cognitive evaluative process in which one compares their impressions of an offer to their values, needs, wants, or desires (Westbrook & Reilly, 1983).

Hence, this theory is effective for assisting in this study which is factors that influence customer satisfaction towards e-hailing services. The level of customer satisfaction toward e-hailing services in Kelantan will be evidence of the factor that influences customer satisfaction.

10

2.3   PREVIOUS STUDIES

2.3.1 Customer Satisfaction Towards E-Hailing

Customer satisfaction referred to how make choices about a good or service, including how they are satisfied or dissatisfied with it (Kotler & Keller, 2006). Customer satisfaction may be the main focus of organisational management and promotion. It can encouraged people to attain their goals by purchasing the goods or services provided, which they may view as the most fundamental factors in success and a source of opportunity in the marketplace (Bismo et al., 2018). Study of customer satisfaction with transportation systems should all be capable of estimating how satisfied customers are focused on the advantages of using those services (Balachandran & Hamzah, 2017). Since customer satisfaction may support consumers' desires and requirements and increase the revenue from goods that a firm provides, this is critical to measure it for e-hailing services (Phuong & Dai Trang, 2018). Users' perceptions of their experiences with Malaysia's e-hailing services were used to determine whether they were happy or unsatisfied in this survey (Kotler & Keller, 2006).

2.3.2 Comfort and Customer Satisfaction Towards E-Hailing

Particularly during using e-hailing service, the structural features of the vehicle and environment include a powerful effected on customers' comfort (Eboli et al., 2016). According to Eboli et al. (2016) created that customer systems' usefulness, a vehicle's place for valuables and seating, and ride comfort throughout trips are also significant factors that affect how comfortable passengers feel. In this context, the importance of the driver's disposition and car cleanliness is for making passengers feel at ease (Eaton et al., 2010).

In this context, the consumer may pick when and where to ride at the convenience of their choice of the fare, vehicle type, model, and condition with the aid of the straightforward usage of the smartphone application. The introduction and availability of these ride-hailing

11

services has led to the convenience of booking these transportation services and given commuters the freedom to choose the pick-up and drop-off locations. Despite the fact that many academics have examined this problem of comfortable, most of the other essential questions in the situations of emerging markets are unfamiliar and the results are noticeable. These e-hailing services have another benefit over traditional public transportation and taxi services in that they may provide pick-up and drop-off services at sites that are inaccessible to or difficult for traditional transit services to provide. By simply marking the drop-off locations in the urban system, these ride-hailing services greatly assist commuters. In urban areas, e-hailing services are a more attractive alternative and the preferred means of the transportation because they frequently have shorter wait periods (Rayle et al., 2016).

Customer satisfaction with public transportation was most strongly influenced by comfort. Therefore a several public transportation researchers state that comfort is a crucial component that must be considered in this business (Samson & Thompson, 2007).

2.3.3 Safety and Customer Satisfaction Towards E-Hailing

Reason of causes along with the regarding the safety features on e-hailing systems, notably the SOS button which means morse code to call for help during emergency, and inadequate safety requirements by governments, safety is currently one of the main issues of concern in the e-hailing sector. E-hailing service providers understood how important client safety was. Safety had an impact on the needs of the customer in the e-hailing service provider (Arumugam et al., 2020). Every e-hailing driver in Malaysia is now required to submit to a mandatory criminal background check under new regulations from the Ministry of Transportation. This improved the perception of safety because it is a key element in user happiness.

In addition, it can be difficult to ensure customers' safety, especially if they was female passenger who want to use an e-hailing service. One of the main issues that might be quite important for female passengers, particularly in traditional nations. It was because of their privacy and safety checks, these e-hailing services might be an excellent alternative to traditional transportation systems. For passengers using these e-hailing services, there are essential norms and regulations in place that provide proof of protection. The safety worries of female passenger in conservative settings might thus be significantly increased if these rules and it seems that customer satisfaction and safety are favourably associated. According to laws and guidelines were in place to guarantee the safety of e-hailing clients. A quantity of needs must be met by e-hailing drivers, including those pertaining to different vehicles, designs, and situations, the exact point-to-point road that its vehicles guides, the minimal level fuel mileage level and measurement methods, the car's age not to exceed five years, and implementation and monitoring standards. Regulations are effectively implemented in their best interests.

It seemed that customer satisfaction and safety was favourable associated. Laws and regulations was in place to ensure the safety of customers who use e-hailing services (Suhaimi et al., 2018). A quantity of needs must be met by e-hailing drivers, including those pertaining to different vehicles, designs, and situations, the exact point-to-point road that its vehicles guides, the minimal level fuel mileage level and measurement methods, the car's age not to exceed five years, and implementation and monitoring standards (Ngo, 2015).

2.3.4 Attitude and Customer Satisfaction Towards E-Hailing

The character's behaviour that might affected customer satisfaction was measured by attitude. Behaviour is driven by a process of satisfaction and can be categorized into two types which is social and economic behaviour. In this context, a person's attitude can be summarised as an evaluation of an object, and it is claimed that because beliefs are stable in the mind, they

13

play a big role in a person's attitude (Malhotra, 2005). This shown that every person in the e-hailing industry has a unique perspective on the service they wish to use since each service has advantages of its own. In addition, attitude and environmental responsiveness are strongly related since people can choose how to react their surroundings by adhered to their attitude (Maio et al., 2010).

Therefore, e-hailing attitude is defined as a way of thinking about things (Amirkiaee & Evangelopoulos, 2018). They contend that an individual's desire to participate in e-hailing was a sign that they are prepared to use the services. A person's attitude toward a behaviour was often their belief about whether it is good or bad to carry out a certain conduct. People who have a positive attitude e-hailing are most likely to act in an e-hailing manner (Amirkiaee & Evangelopoulos, 2018).

2.3.5 Accessibility and Customer Satisfaction Towards E-Hailing

Apart from a small percentage of travel where movement was an objective in itself, accessibility referred to the ease of obtaining products, services, destinations, and activities collectively known as opportunities (Litman, 2022). The amount of transportation access for a person was swiftly determined by their requirements, abilities, and opportunities. Through a single smartphone application, e-hailing firms offer a wide range of transportation services and associated payment mechanisms. The requested e-hailing car's current position is communicated by the e-hailing service. Customers who use mobile devices to monitor the procedure can prevent any possible complications and skip waiting for a traditional taxi.

Accessibility was the extent to which a group of persons are able to reach a place or engage in an activity using a method of transportation" (Lessa et al., 2019). According to this concept, mobility, or the capacity to start moving intimately related to accessibility. The character. Individual traits in terms of their requirements, opportunities, and talents were

readily able to alter one's level of access to transportation. Through a single smartphone application that had been downloaded over 90 million times, the application grab has provided various facilities in terms of payment and transportation services. The Grab app has the extra benefit of being user-friendly (Geradin, 2015).

2.4   HYPOTHESIS STATEMENT

The hypothesis for this study are among below that has been prepared by the researchers.

Hypothesis 1

H0: There is no significant relationship between comfort and customer satisfaction that influence e-hailing service in Kelantan.

H1: There is significant relationship between comfort and customer satisfaction that influence e-hailing service in Kelantan.

Hypothesis 2

H0: There is no significant relationship between safety and customer satisfaction that influence e-hailing service in Kelantan.

H1: There is significant relationship between safety and customer satisfaction that influence e-hailing service in Kelantan.

Hypothesis 3

H0: There is no significant relationship between attitude and customer satisfaction that influence e-hailing service in Kelantan.

H1: There is significant relationship between attitude and customer satisfaction that influence e-hailing service in Kelantan.

Hypothesis 4

H0: There is no significant relationship between accessibility and customer satisfaction that influence e-hailing service in Kelantan.

H4: There is significant relationship between accessibility and customer satisfaction that influence e-hailing service in Kelantan.

2.5 CONCEPTUAL FRAMEWORK

In the framework of this concept, for us to use in the process of conducting research that is e-hailing Service Satisfaction in Kelantan. It is a visual representation of the relationship between the dependent and independent variables.
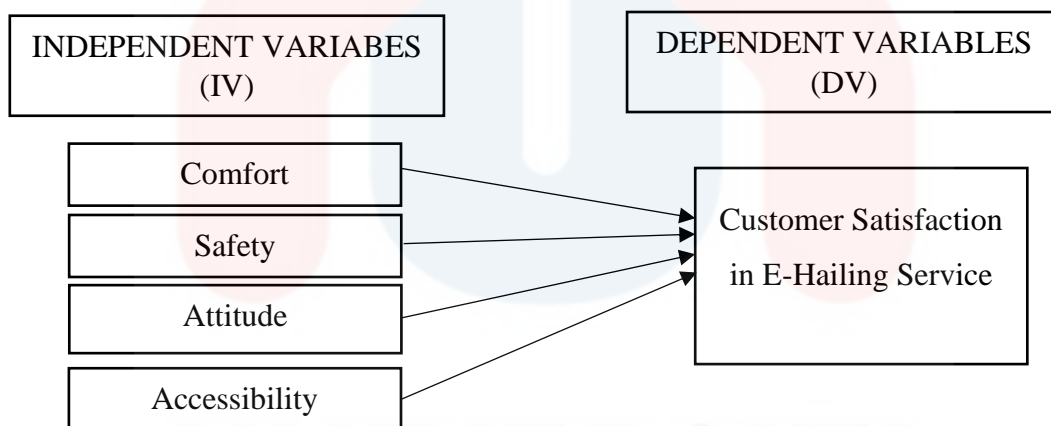
Figure 2.1: Conceptual Research Framework

Source: Lee (2022)

2.6 CHAPTER SUMMARY

In conclusion, based on literature review we develop a conceptual framework was formed to examine the relationship between the factors influencing customer satisfaction toward e-hailing services in Kelantan. This chapter also discusses the hypothesis that has been built for the purpose of the study. Hypothesis is used to find out the significant relationship.

CHAPTER 3

RESEARCH METHODS

3.1   INTRODUCTION

In this chapter 3, the research methodology was discussed about research design, data collection methods, study population, sample size, sample techniques, development of the research instrument, measurement of the variables, procedure for data, and the chapter's conclusion.

3.2   RESEARCH DESIGN

The research design of this study is used the quantitative method that evaluated result and distributed to questionnaire to the respondent. The type of the research was descriptive. The use of descriptive approaches, one may evaluate and apply sample results to the entire population. The ability to given accurate and reliable variables that were pertinent to the study was the main component of doing descriptive research. An example of a research design that collected data about individuals across time was the cross-sectional study. This cross-sectional study can observe the variables. In this investigation, quantitative data were gathered and analysed. The study's goal is to look at the relationship between variables that affect customer satisfaction and e-hailing services. To collect the data and the necessary data, the study employs questionnaires that are directed at the appropriate respondents. The investigation was also formal using the use of primary.

3.3   DATA COLLECTION METHODS

In this study, data collection was using the questionnaire that made in google form and it was promote in social media. This data collection was an important part of research study

which had a specific goal to get data regarding the topic discussed in this research. Data collection is the process of gathering the data or information to enable the researcher to answer the stated research questions, test the hypothesis and evaluate the outcome for study. Primary data have been used to collect the data in this study. Because of the time and money limitation, the primary data source for this research was obtained through the online questionnaire survey. In this study, samples were generated from target population, so this research was using the questionnaire survey.

3.4 STUDY POPULATION

Based on this study, the target population of this study is a random group that uses e-hailing services, either active users or inactive users in Kota Bharu, Kelantan. This study chose residents around Kota Bharu, Kelantan because residents in Kota Bharu, Kelantan are more likely to use e-hailing services and it is close to urban areas. The total number of population people in Kota Bharu, Kelantan is 358 000 (Malaysia Area Metro Population, 2022). This population will be choose because of residents around the new city are more likely to use e-hailing services and they are close to urban areas.

3.5 SAMPLE SIZE

The number of observations used to develop estimates for a specific population is referred to as the sample size. By taking a sample from the population, the sample size was established. Sampling is the practise of choosing a portion of the population to deduce characteristics about the complete population. The number of entities in a population's subgroup is selected for analysis (Raveendran, 2022).

In this study, the sample size will be choose based on the sample size calculation which using the Krejcie and Morgan (1970). They have simplified the process of determining the

sample size for a finite population. In avoiding the invalid of information by respondents, this study will gather 384 questionnaires that answered by respondents.

Formula of Krejcie and Morgan's:

$$n = \frac{x^2\, Np\, (1-p)}{e^2(N-1) + x^2\, p(1-p)}$$

n = sample size

N = population size

e = acceptable sampling error

x^2 = chi-square of degree of freedom 1 and confidence 95%

= 3.841

p = proportion of population (if unknown, 0.5)

$$n = \frac{3.841 \times 358\,000 \times 0.5 \times 0.5}{(0.05)^2 \times (358\,000 - 1) + (3.841 \times 0.5 \times 0.5)}$$

$$= \frac{343\,769.5}{894.9975 + 0.96025}$$

n = 384

Therefore, a total of sample size is 384 respondents.

3.6 SAMPLING TECHNIQUES

Choosing a sufficient number of elements from a population is known as a sampling techniques (Santoso et al., 2019). Non-probability sampling is the basis for the sample method used in this study. The researchers utilized the non-probability sampling techniques known as purposive sampling. Selecting a sample with respondents who are chosen for a specific reason rather than based on level or region is known as "purposeful sampling." With purposeful sampling, the researcher chooses a sample in accordance with the requirements of the study. In this study, the researcher took people who were active or inactive in using e-hailing services to make the data more valid. Therefore, the researcher is interested investigate people who use e-hailing in Kota Bharu, Kelantan by distributing a questionnaire through Google Form. The sample size was used in this study to evaluate the factors that influence customer satisfaction

19

with e-hailing services in Kota Bharu, Kelantan for the convenience of quickly and cost-effectively accommodating a large number of surveys.

3.7   RESEARCH INSTRUMENT DEVELOPMENT

In this study, a research instrument had been developed in the form of a questionnaire. A questionnaire is a set of questions or items used to know more about the attitudes, experiences, or opinions of respondents (Bhandari, 2021). The questionnaire was in both Malay and English versions. In this study, the questionnaire consists of three sections which are Sections A, B, and C.

Section A represents a demographic variable that is collected to reveal the details of the composition and characteristics of the sample. This Section is in a closed-end format which use for personal information as well as age, gender, occupation, level of education, and simple questions about e-hailing to the respondent. Section B is an independent variable that indicates the factors influencing customer satisfaction (comfort, safety, attitude, and accessibility) toward e-hailing services in Kelantan. This section has divided into four subsections that indicated each of the independent variables. Section C consists of the dependent variable which is customer satisfaction in e-hailing services in Kelantan.

3.8   MEASUREMENT OF THE VARIABLES

In this study, a questionnaire be used as an instrument. The Likert Scale is the measurement scale that be applied in this study. In the questionnaire, respondents need to choose an answer from a selection of choices for the multiple-choice questions. A 6-point Likert Scale be used to measure the target of respondents' responses to the factors that influence customer satisfaction towards e-hailing in Kelantan. A 6-point scale ranged from 1 to 6 which 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 =

strongly agree. In the questionnaire, respondents are asked to evaluate the statements' level of agreement on a scale from strongly agree to strongly disagree. A six-point scale allows participant to give the question more thought before selecting an answer that either leans or negatively (Thompson, 2018). The questionnaire will be created in clear and common terminology for the respondents easily understand the questions. Furthermore, the questions are designed based on the objectives and issues of this study. The Likert Scale questionnaire will be created as closed-ended questions. Hence, respondents can select the answer that is closest according to their opinion.

Table 3.1: The Six-Point Likert Scale

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6

Source: Taherdoost (2019)

3.9   PROCEDURE FOR DATA ANALYSIS

This section describes the statistical analysis data used during this study. Data from the questionnaire form distributed to the respondents were collected, categorized, analyzed, restricted and summarized into a coding sheet than, from the coding sheet the researchers analyzed the data using Statistical Package for the Social Sciences, Version 26 (SPSS). By using computer software, researchers can save their time required to calculate data and facilitate quantitative analysis quickly and easily.

3.9.1   Reliability Test

In this study, the research used internal consistency to measure the reliability of the instrument. The questionnaire instrument measures concepts while Cronbach's Alpha is used

to establish a reliable Likert scale used for the questionnaire. The Cronbach's Alpha is a reliability coefficient that measures the degree of internal consistency or homogeneity between the variables that measure a construct or concept. The questionnaire is acceptable and reliable if the value of Cronbach's Alpha is 0.6-0.7 and if 0.8 or greater, it is considered as a very good level of reliability (Hulin et al., 2001). Following the table of Cronbach's Alpha as below:

Table 3.2: Table of Cronbach's Alpha

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

Source: Stangroom (2016)

3.9.2 Pilot Test

In this study, we chose 30 people users of e-hailing to answer the questionnaire. Those 30 respondents participated in the cognitive interview session, during which the researcher asked them if any terms or phrases were unclear and how well they understand the questionnaire's instructions (Streiner et al., 2016). This was because we wanted to experiment that the questionnaire was understood by everyone, and they were able to answer it correctly.

3.9.3 Descriptive Statistics

Descriptive analysis is the topic of quantitatively describing the key elements of information collection. In this analysis, descriptive statistics are used to reveal the ordinary

pattern of response, summarize, and identify the respondent characteristics. The researcher can classify and explain the data of demographic respondents by doing descriptive analysis in this study such as gender, race, age and occupation.

3.9.4 Pearson Correlation Analysis

In this study, the Pearson Correlation was applied to verify the factors influencing customer satisfaction toward e-hailing services in Kelantan. The objective of this analysis is to identify the relationship between independent and dependent variables and to determine which hypothesis should be accepted and which should be rejected. Following the Pearson Correlation Indicator as below:

Table 3.3: Pearson Correlation Indicator Table

Person R Indication	Indication
0.80 – 1.00	High Correlation
0.60 – 0.79	Moderately High Correlation
0.40 – 0.59	Moderately Correlation
0.20 – 0.39	Low Correlation
0.10 – 0.19	Very Low Correlation

Source: Stangroom (2016)

3.9.5 Multiple Linear Regression Analysis

In this study, multiple linear regression was used when examining the value of an independent variable to explain a dependent variable. Therefore, there are multiple linear and non-linear regressions. In this study it conducted a study on the factors influencing customer satisfaction which represents as the independent variable (comfort, safety, attitude, and

23

accessibility) where it going to attempt on one dependent variable (customer satisfaction in e-hailing services). From those, independent variables the most effective factor will be selected and analyzed as the result.

The sample Multiple Linear Regression Analysis is:

$$\gamma 1 = \beta 0 + \beta 1 X 1 + \dot{\varepsilon} 1$$

Y= The factors influencing customer satisfaction towards e-hailing services

X= the customer satisfaction

β**0**= a model variable that, when the value of the independent variable (X) is zero, represents the mean value of the dependent variable (Y). It is the regression line's Y-intercept.

β**1**= a model parameter that depicts the change in the value of the dependent variable (Y) when the independent variable changes by four units (x)

$\dot{\varepsilon}$**=** an error term that describes how every element other than X affects the outcome variable Y.

3.10   CHAPTER SUMMARY

Finally, in this chapter presents about the method that be used in the study to collect information from the respondents. This method is good for making sure it works properly based on the needs. In this chapter also, gives details on how to model the data used in the research. This section is an important section because it explains how the researcher collected the information that has been highlighted in this chapter. An effective research methodology helps the researcher conduct the research accurate

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter discusses the study's findings after analyzing the data gathered to meet the standards established by the objectives and hypothesis of the previous chapters. The total number of 384 respondents which was from Kota Bharu, Kelantan who participated in the surveyed in its complete online would have their responses converted into numbers and entered into a SPSS spreadsheet. The demographic structure of the studied sample was fully covered in this section. The respondent's demographic data included gender, age, occupation, academic qualification, e-hailing experience, and how often they use e-hailing services. The questionnaires that had already been collected will be analyzed and described by used Descriptive Analysis, Pearson Correlation Analysis, Multiple Regression, and Reliability Analysis.

4.2 PRELIMINARY ANALYSIS

4.2.1 Pilot Test

This study was conducted a pilot test using 30 respondents in Kelantan to examine the validity and accuracy of the questionnaire. Saunders (2007) stated that pilot test should be used and tested before collecting the actual data. The point out that pilot test was important to refine the questionnaire so that the respondents have no problems in answering the question and find out any question that will make respondents feel uncomfortable and the estimated time needed to complete the survey.

25

Table 4.1: Reliability Analysis for Each Variable

Note: N = 30

Construct	No of Items	Cronbach's Alpha	Relationship
(IV 1) Comfort	5	0.882	Good
(IV 2) Safety	5	0.701	Acceptable
(IV 3) Attitude	5	0.877	Good
(IV 4) Accessibility	5	0.661	Questionable
(DV) Customer Satisfaction in E-hailing Service	5	0.843	Good

The value of the Cronbach's Alpha coefficient for the independent and dependent variables in this study was demonstrated based on the reliability analysis. According to table 4.1 all the variables were above the value of 0.6 which meant the question in the questionnaire are reliable.

Table 4.1 show the result of Cronbach's alpha comfort is (0.882), safety is (0.701), attitude is (0.877), accessibility is (0.661) and customer satisfaction in e-hailing service is (0.843). The Cronbach's Alpha value of 0.6 to 0.7 indicates that the questionnaire is acceptable and reliable, and 0.8 or greater is regarded as a very good level of reliability. (Hulin et al., 2001).

4.3   DEMOGRAPHIC PROFILE OF RESPONDENTS

Six questions were posed in this study under the respondent demographic section such as gender, age, occupation, academic qualification, e-hailing experience and how often you use e-hailing services.

4.3.1 Gender

Table 4.2: Gender

	Gender	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percent (%)
Valid	Male	137	35.7	35.7	35.7
	Female	247	64.7	64.3	100.0
	Total	**384**	**100.0**	**100.0**	
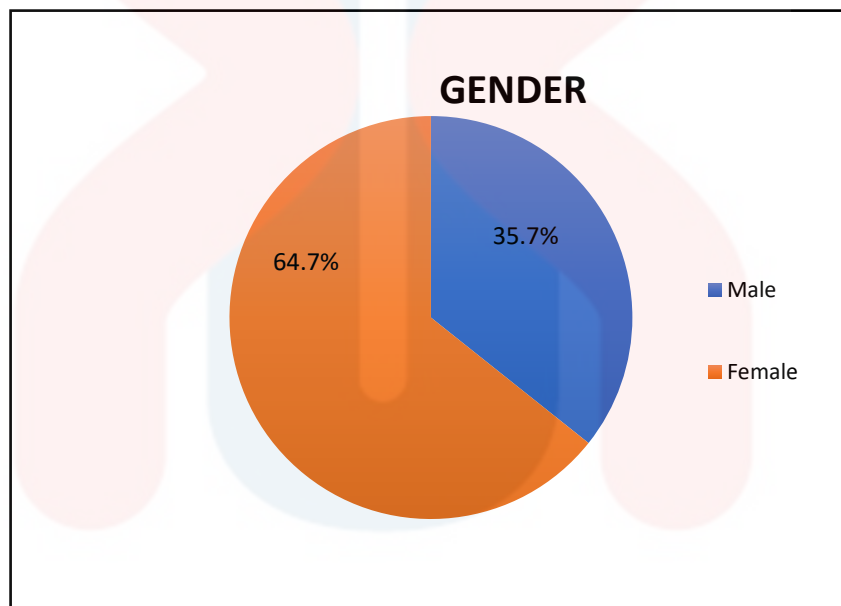
Figure 4.1: Percentage of Respondents by Gender

Based on the table 4.2 and figure 4.1, it indicates that 247 (64.7%) female respondents and 137 (35.7) male respondents were involved in this research study. The total number of respondents is 384.

4.3.2 Age

Table 4.3: Age

	Age	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percent (%)
Valid	18-20 years old	43	11.2	11.2	11.2
	21-23 years old	224	58.3	58.3	69.5
	24-26 years old	87	22.7	22.7	92.2
	27 years old and above	30	7.8	7.8	100.0
	Total	**384**	**100.0**	**100.0**	
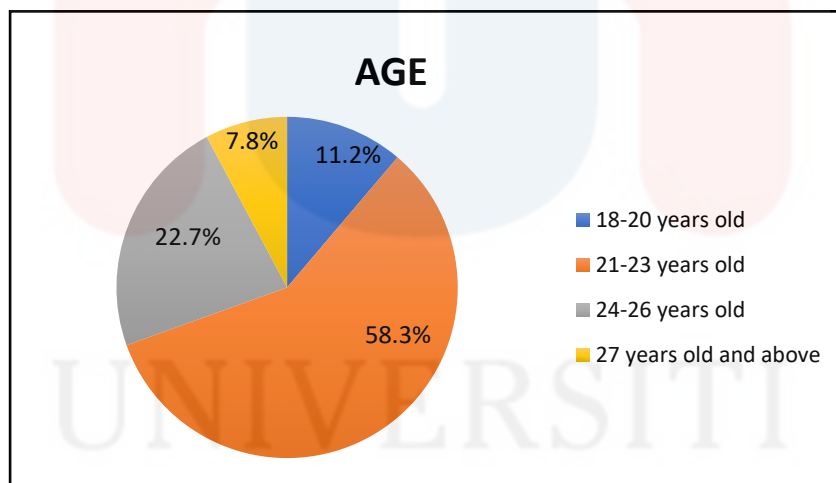
Figure 4.2: Percentage of Respondents by Age

Table 4.3 and figure 4.2 shows the number of respondents based on age in this study, there are four age categories provided in the questionnaire. The respondents who age from 18 to 20 years old consists of 43 respondents with (11.2%). The age range between 21 to 23 years old eventually become the higher proportion, consists about 224 respondents with (58.3%). This followed by respondents who age between 24 to 26 years old is 87 respondents with

(22.7%). Lastly, the lowest age is 27 years old and above with approximately 30 respondents (7.8%).

4.3.3 Occupation

Table 4.4: Occupation

	Occupation	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percent (%)
Valid	Government Sector	12	3.1	3.1	3.1
	Private Sector	37	9.6	9.6	12.8
	Self-Employment	28	7.3	7.3	20.1
	Student	300	78.1	78.1	98.2
	Unemployed	7	1.8	1.8	100.0
	Total	**384**	**100.0**	**100.0**	
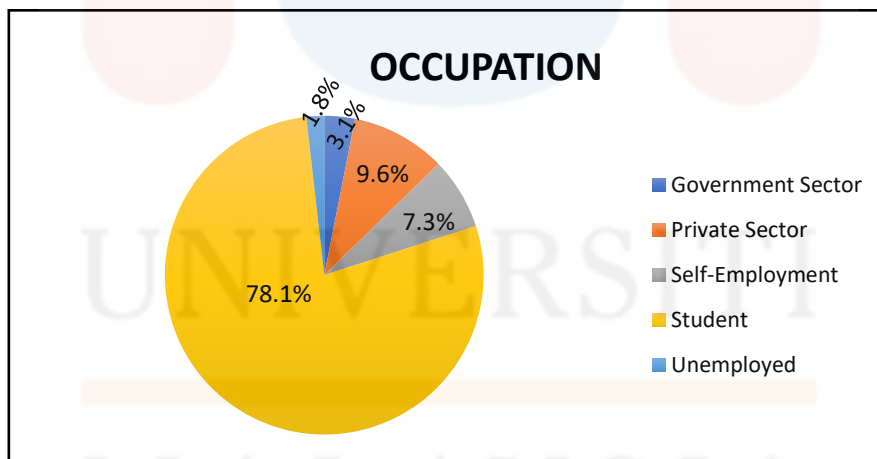
Figure 4.3: Percentage of Respondents by Occupation

Based on table 4.4 and figure 4.3, it has been sated that the highest number of respondents of occupation is from students which consists of 300 respondents with (78.1%). This statistic is followed by the occupation of government sector which consists of 12 respondents with (3.1%), then followed by private sector which consists of 37 respondents with

29

(9.6%). Next, occupation of self-employment which is 28 respondents with (1.8%) and the least number of respondents are from the group of unemployed which consists of 7 respondents with (1.8%).

4.3.4   Academic Qualification

Table 4.5: Academic Qualification

	Academic Qualification	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percent (%)
Valid	SPM	30	7.8	7.8	7.8
	DIPLOMA	55	14.3	14.3	22.1
	DEGREE	291	75.8	75.8	97.9
	MASTER	7	1.8	1.8	99.7
	PHD	1	0.3	0.3	100.0
	Total	**384**	**100.0**	**100.0**	
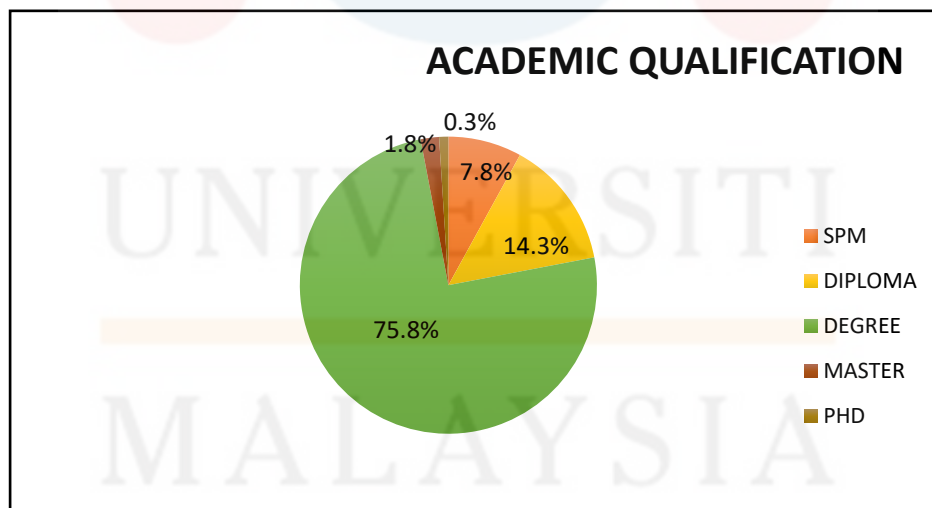
Figure 4.4: Percentage of Respondents by Academic Qualification

Table 4.5 and figure 4.4 shows the academic qualification of respondents. The highest number of academic qualifications are from Degree which consist of 291 respondents with

30

(75.85). While the second-higher from Diploma which is 55 respondents with (14.3%). Next, this followed by the SPM level which is 30 respondents with (7.8%) and 7 respondents with (1.8%) which consist of Master. Lastly, the lowest number of respondents is from PHD which is about 1 respondent (0.3%).

4.3.5 E-Hailing Experience

Table 4.6: E-Hailing Experience

	Academic Qualification	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percent (%)
Valid	Yes	383	99.7	99.7	99.7
	No	1	0.3	0.3	100.0
	Total	**384**	**100.0**	**100.0**	
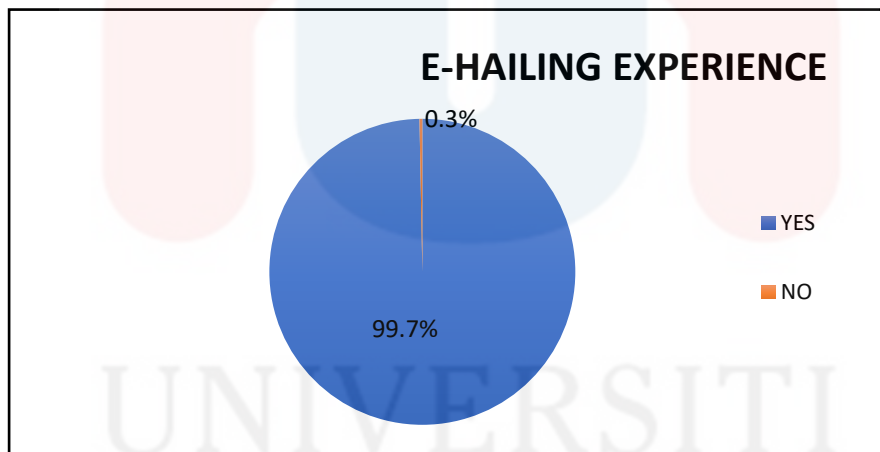
Figure 45: Percentages of Respondents by E-Hailing Experience

Based on table 4.6 and figure 4.5, shows that e-hailing experience. The survey indicates 383 respondents (99.7%) people using e-hailing service in Kelantan. Meanwhile, only 1 respondent (0.3%) who do not use e-hailing.

31

4.3.6 How Often You Use E-hailing Service

Table 4.7: How Often You Use E-hailing Service.

	How Often You Use E-hailing Services	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percent (%)
Valid	Once a week	68	17.7	17.7	17.7
	More than once a week	93	24.2	24.2	41.9
	Once a month	87	22.7	22.7	64.6
	A few time	136	35.4	35.4	100.0
	Total	**384**	**100.0**	**100.0**	
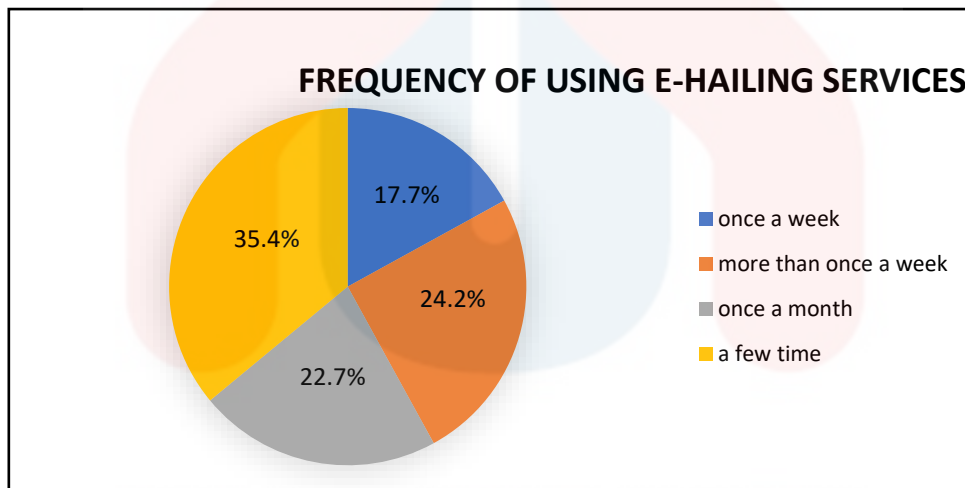
Figure 4.6: Percentages of Respondents by Frequency of Using E-hailing Service

Table 4.7 and figure 4.6 shows the frequency of using e-hailing service pf respondents. The highest number are from a few times which is 136 respondents with (35.4%). The second higher from more than once a week which is 93 with (24.2%), meanwhile 87 respondents (22.7%) which is once a month. Lastly, the lowest number of respondents from once a week which is 68 respondents (17.7%).

4.4 DESCRIPTIVE ANALYSIS

In descriptive analysis, researchers would come out with the analysis of mean for every statement of independent and dependent variable.

4.4.1 Comfort (IV 1)

Table 4.8: Descriptive Analysis of Comfort

No	Comfort	N	Mean	Standard Deviation
1.	I feel comfort when I can put my belongings in e-hailing services	384	5.00	0.921
2.	I feel enough space when I went out with my friend in e-hailing services	384	5.03	0.904
3.	Drivers keeps the car clean for the comfort of customers	384	5.09	0.811
4.	Drivers are the customer friendly	384	4.69	1.214
5.	E-hailing service can use anytime	384	4.66	1.057

Table 4.8 show the number of respondents, mean and standard deviation analysis on the independent variable (IV) which is comfort. The highest mean value was item 3 which is 5.09 (Standard Deviation: 0.811). Next, mean value was item 1 and 2 just a little different which is 5.00 (Standard Deviation: 0.921) and 5,03 (Standard Deviation: 0.904). The lowest mean value was item 4 and 5 which consist 4.69 (Standard Deviation: 1.214) and 4.66 (Standard Deviation: 1.057).

4.4.2 Safety (IV 2)

Table 4.9: Descriptive Analysis of Safety

No.	Safety	N	Mean	Std. Deviation
1	I feel safe when check driver's background about licensing and criminality	384	4.98	0.954
2	I feel safe when the e-hailing app giving security check	384	4.99	0.918
3	Detailed safety policies and regulations followed by drivers	384	5.13	0.808
4	Sharing the travel location, phone number, license plate number and fare estimate in advance makes passengers feel safer and less anxious	384	5.03	0.911
5	E-hailing drivers comply with traffic rules	384	5.16	0.844

Based on table 4.9, showed the mean and standard deviation analysis of respondents on the second independent variable which consist safety. The highest mean value was item 5 which is 5.16 (Standard Deviation: 0.844) and second higher is item 3 which consist 5.13 (Standard Deviation: 0.808). Meanwhile, mean value was item 1,2 and 4 which is 4.98 (Standard Deviation: 0.954), 4.99 (Standard Deviation: 0.918) and 5.03 (Standard Deviation: 0.911).

4.4.3 Attitude (IV 3)

Table 4.10: Descriptive Analysis of Attitude

No.	Attitude	N	Mean	Std. Deviation
1	E-hailing drivers are punctuality	384	5.01	0.895
2	E-hailing drivers are pleasant and helpful	384	5.05	0.847
3	The complaint center help me to complaint about the behaviour of e-hailing drivers	384	5.03	0.868

34

4	I can contact e-hailing customer services if there any problem that involves derivers	384	5.07	0.874
5	E-hailing drivers are reliable	384	5.06	0.837

Table 4.10 show the mean and standard deviation analysis of respondents on the third independent variable which was attitude. The mean for item 1 which was 5.01 (Standard Deviation: 0.895). Next, for item 2 which is 5.05 (Standard Deviation: 0.847). Meanwhile, for item 3, 4 and 5 which is 5.03 (Standard Deviation: 0.868), 5.07 (Standard Deviation: 0.874) and the lastly 5.06 (Standard Deviation:0.837).

4.4.4   Accessibility (IV 4)

Table 4.11: Descriptive Analysis of Accessibility

No.	Accessibility	N	Mean	Std. Deviation
1	E-hailing provides an accessibility platform for all users	384	5.05	0.876
2	Booking e-hailing can be done easily through the navigation button provided	384	5.08	0.791
3	E-hailing has designed a user-friendly system with an easy access	384	5.05	0.849
4	E-hailing is accessible at any time without system failure	384	5.09	0.839
5	I can access information that e-hailing provides anywhere any problem	384	4.92	0.967

Table 4.11 show the mean and standard deviation analysis of respondents on the last independent variable which was accessibility. Item 4 scored the highest mean value which was 5.09 (Standard Deviation: 0.839). The second highest item 2 was 5.08 (Standard Deviation: 0.791). Next, item 1 and 3 have the same mean value which is 5.05. The standard deviation for

item 1 and 3 which is 0.876 and 0.849. Lastly, the lowest mean item 5 was 4.92 (Standard Deviation: 0.967).

4.4.5   Customer Satisfaction in E-hailing Service (DV)

Table 4.12: Descriptive Analysis of Customer Satisfaction in E-hailing Service

Customer Satisfaction in E-hailing Service	N	Mean	Std. Deviation
I think it's worth to use e-hailing service	384	5.11	0.813
I will recommend others to use e-hailing service	384	5.13	0.842
I feel easy when use e-hailing service	384	5.14	0.867
I think it's easy when compared to own vehicle	384	5.07	0.863
I can get a promotion and coupon redemption when use e-hailing service	384	5.09	0.870

The mean and standard deviation analysis of respondent on the dependent variable that is customer satisfaction in e-hailing service can be seen in table 4.12. The mean value for item 1 which was 5.11 (Standard Deviation: 0.813). Next, for item 2 which is 5.13 (Standard Deviation: 0.842). Meanwhile, for item 3, 4 and 5 which is 5.14 (Standard Deviation: 0.867), 5.07 (Standard Deviation: 0.863) and the lastly 5.09 (Standard Deviation:0.870).

4.5   VALIDITY AND RELIABILITY TEST

The purpose of the reliability study was to show the researchers' data collection method and analysis techniques might be duplicate or recreate by other researchers. The validity test to determine the extent which the tool was valid or invalid that demonstrate the relationship between a scale and a measure for independent variables. The Cronbach's Alpha value from reliability test used to determine this study's reliability test.

Table 4.13: Reliability for Comfort

Reliability Statistics

Cronbach's Alpha	N of Items
.873	5

In this study, there was five questions that acted as item in this test used to measure the comfort as the independent variable. In this table shown that the Cronbach's Alpha coefficient of comfort factor was 0.873 which was resulted as a good strength of internal consistency. Due to coefficient obtained for the questions of comfort had a good consistency and reliability, therefore all questions used for this variable is valid and reliable.

Table 4.14: Reliability for Safety

Reliability Statistics

Cronbach's Alpha	N of Items
.893	5

In this study, there was five questions that acted as item in this test used to measure the safety as the independent variable. In this table shown that the Cronbach's Alpha coefficient of safety factor was 0.893 which was resulted as a good strength of internal consistency. Due to coefficient obtained for the questions of safety had a good consistency and reliability, therefore all questions used for this variable is valid and reliable.

Table 4.15: Reliability for Attitude

Reliability Statistics

Cronbach's Alpha	N of Items
.925	5

In this study, there was five questions that acted as item in this test used to measure the attitude as the independent variable. In this table shown that the Cronbach's Alpha coefficient of attitude factor was 0.925 which was resulted as a highest good strength of internal consistency. Due to coefficient obtained for the questions of attitude had a highest good consistency and reliability, therefore all questions used for this variable is valid and reliable.

Table 4.16: Reliability for Accessibility

Reliability Statistics

Cronbach's Alpha	N of Items
.896	5

In this study, there was five questions that act as item in this test used to measure the accessibility as the independent variable. In this table shows that the Cronbach's Alpha coefficient of accessibility fact was 0.896 which was resulted as a good strength of internal consistency. Due to coefficient obtained for the questions of accessibility had a good consistency and reliability, therefore all questions used for this variable is valid and reliable.

Table 4.17: Reliability for Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.920	5

In this study, there was five questions that act as item in this test used to measure the customer satisfaction in e-hailing service as the dependent variable. In this table shows that the Cronbach's Alpha coefficient of customer satisfaction in e-hailing service was 0.920 which was resulted as a good strength of internal consistency. Due to coefficient obtained for the questions of customer satisfaction in e-hailing service had a good consistency and reliability, therefore all questions used for this variable is valid and reliable.

4.6   NORMALITY TEST

In this study, a normality test was used to evaluate if the sample was normally distributed or not.

Table 4.18: Normality Test

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Comfort	.178	384	.000	.893	384	.000
Safety	.204	384	.000	.868	384	.000
Attitude	.211	384	.000	.869	384	.000
Accessibility	.195	384	.000	.874	384	.000
Customer Satisfaction in E-hailing Service	.230	384	.000	.853	384	.000
a. Lilliefors Significance Correction						

Table 4.18 shows the normality test for the independent variable (Comfort, Safety, Attitude, and Accessibility) and dependent variable (Customer Satisfaction in E-hailing services). Kolmogorov-Smirnov was used in this study due to more than 50 respondents. It can see that significance was .000 which is less than 0.05. It assumes as a normal data and significance.

4.7   HYPOTHESES TESTING

A correlation was used to examine the relationship between independent variables (Comfort, Safety, Attitude, and Accessibility) and Customer satisfaction toward E-hailing Service in Kelantan.

Table 4.19: Pearson Correlation Coefficient

Correlations

		Comfort	Safety	Attitude	Accessibility	Customer Satisfaction in E-hailing Service
Comfort	Pearson Correlation	1	.762**	.719**	.717**	.697**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Safety	Pearson Correlation	.762**	1	.807**	.851**	.834**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Attitude	Pearson Correlation	.719**	.807**	1	.850**	.809**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Accessibility	Pearson Correlation	.717**	.851**	.850**	1	.862**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384

Customer	Pearson	.697**	.834**	.809**	.862**	1
Satisfaction	Correlation					
in E-hailing	Sig. (2-tailed)	.000	.000	.000	.000	
Service	N	384	384	384	384	384

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

Based on the table 4.19, it showed a significant relationship between independent variable and dependent variables. The value between comfort and customer satisfaction in e-hailing service is 0.697, safety is 0.834, while attitude is 0.809, and accessibility is 0.862. As a result, Accessibility had the strongest positive relationship with customer satisfaction in e-hailing service which is (r=0.862), followed by safety (r=0.834), attitude (r=0.809), and comfort (r=0.697).

4.7.1 Comfort and Customer Satisfaction in e-hailing service.

Based on the results in the table above, it shown the correlation between comfort and customer satisfaction in e-hailing service. In this context, a significance level of 0.00 for Pearson correlation showed a value of 0.697. This shown that there is moderately high correlation between comfort and customer satisfaction in e-hailing service (r=0.697, N=384, P<0.001). As a result, this study rejects H0 and accepts H1 which is there is a significant relationship between comfort and customer satisfaction that influence e-hailing service in Kelantan.

4.7.2 Safety and Customer Satisfaction in e-hailing service.

As shown by the results in the table above, safety and customer satisfaction in e-hailing services are significant relationships. A significance level of 0.00 for Pearson correlation in this context revealed a result of 0.834. This shown that there is a high correlation (r=0.834, N=384, P<0.001) between safety and consumer satisfaction in the e-hailing service. As a result,

41

this study rejects H0 and accepts H1 which is there is a significant relationship between safety and customer satisfaction that influence e-hailing service in Kelantan.

4.7.3 Attitude and Customer Satisfaction in e-hailing service.

Based on the results in the table above, attitude and customer satisfaction in e-hailing services are significant relationships. A significance level of 0.00 for Pearson correlation in this context revealed a result of 0.809. This shown that there is high correlation (r=0.809, N=384, P<0.001) between attitude and consumer satisfaction in the e-hailing service. As a result, this study rejects H0 and accepts H1 which is there is a significant relationship between attitude and customer satisfaction that influence e-hailing service in Kelantan.

4.7.4 Accessibility and Customer Satisfaction in e-hailing services

As shown by the results in the table above, safety and customer satisfaction in e-hailing services are significant relationships. A significance level of 0.00 for Pearson correlation in this context revealed a result of 0.862. This shown that there is high correlation (r=0.862, N=384, P<0.001) between accessibility and consumer satisfaction in the e-hailing service. As a result, this study rejects H0 and accepts H1 which is there is a significant relationship between accessibility and customer satisfaction that influence e-hailing service in Kelantan.

4.8 MULTIPLE LINEAR REGRESSION

In this study, multiple linear regression was utilised to forecast the outcome of customer satisfaction on e-hailing service based on the independent variables which are comfort, safety, attitude, and accessibility. Furthermore, this analysis helps the researchers to find out the strongest factor of influence customer satisfaction toward e-hailing services.

42

Table 4.20: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.792	.790	.44660

a.Predictors: (Constant), MEAN_4, MEAN_1, MEAN_3, MEAN_2

The Table 4.20 shows that the strength of the model's correlation with the customer satisfaction toward e-hailing services. The multiple correlation coefficient (R) indicates 0.890 where a large value is a strong relationship between variables. The coefficient of determination, R square, demonstrate that 79.2% of using e-hailing service can be explained through the element of customer satisfaction which comfort, safety, attitude and accessibility.

Table 4.21: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	288.237	4	72.059	361.291	.000[c]
	Residual	75.591	379	.199		
	Total	363.828	383			

a. Dependent Variable: MEAN_5

b. Weighted Least Squares Regression - Weighted by Gender

c. Predictors: (Constant), MEAN_4, MEAN_1, MEAN_3, MEAN_2

Based on the Table 4.21, the value of F is 361.291, with p-value of 0.000 indicate a significance which is less than 0.05 alpha level. It means that there is a statistically significant difference between factor influence customer satisfaction and e-hailing services. Therefore, comfort, safety, attitude, and accessibility do predict the percentage of factor influencing customer satisfaction toward e-hailing services in Kelantan.

Table 4.22 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.335	.127		2.631	.009
	Comfort	.008	.034	.009	.228	.820
	Safety	.303	.051	.305	5.946	.000
	Attitude	.162	.047	.165	3.482	.001
	Accessibility	.472	.054	.459	8.675	.000

a. Dependent Variable: MEAN_5

b. Weighted Least Squares Regression - Weighted by Gender

From the Table 4.22 above, the result shows that the p value for comfort (0.009) is less than α (0.05). It explained that comfort is influence the customer satisfaction in e-hailing services. Besides that, the p value for safety, attitude and accessibility is 0.305, 0.165 and 0.459 is much higher than alpha value which 0.05. It indicates that these variables are no significant factor influence customer satisfaction toward e-hailing services.

4.9   CHAPTER SUMMARY

This chapter, the researcher had described the data analysis which conducted the factors influencing customer satisfaction toward e-hailing services in Kelantan. Other than that, reliability test and correlation have been carry out to get the result of data analysis for the relationship between independent variable (comfort, safety, attitude and accessibility), and dependent variable (customer satisfaction). Based on those analysis, in chapter 5 an extensive discussion will be provide.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this chapter, the researcher was discussed the result of the study, which present in chapter 4. This chapter discusses the key finding and discussion about the relationship between comfort, safety, attitude and accessibility among customer satisfaction toward e-hailing services in Kelantan. Furthermore, this chapter also explains about the implication and limitations of the study. Lastly, recommendation for future research and overall conclusion of the study are discussed at the last part.

5.2 KEY FINDINGS

With reference to the findings by previous research on factors influencing customer satisfaction toward e-hailing services, this study has further investigated the factors influencing customer satisfaction toward e-hailing services in Kelantan. As presented in chapter one, there were five main objectives of this research, which were: (1) to determine the relationship between the comfort and the customers satisfaction that influence e-hailing service in Kelantan; (2) to determine the relationship between the safety and the customers satisfaction that influence e-hailing service in Kelantan; (3); to determine the relationship between the attitude and the customers satisfaction that influence e-hailing service in Kelantan, (4) to determine the relationship between the accessibility and the customers satisfaction that influence e-hailing service in Kelantan and (5) to identify the association between factors (comfort, safety, attitude, and accessibility) influencing customers satisfaction towards e-hailing service in Kelantan.

Hence, this research was commenced to derive answers for the following research questions: (1) " what is the relationship between the comfort and customer satisfaction that influence e-hailing service in Kelantan?", (2) "what is the relationship between the safety and

the customers satisfaction that influence e-hailing service in Kelantan?", (3) "what is the relationship between the attitude and the customers satisfaction that influence e-hailing service in Kelantan?", as well as (4) "what is the relationship between the accessibility and the customers satisfaction that influence e-hailing service in Kelantan?" and (5) "what are the most dominant factor (comfort, safety, attitude, and accessibility) influencing customer satisfaction towards e hailing service in Kelantan?".

As described in Chapter 4, data was gathered using an online questionnaire distributed to a random group of e-hailing service users, either active or inactive, in Kota Bharu, Kelantan via social media groups such as WhatsApp and Instagram. This study collected 384 questionnaires from target respondents and then analysed the data. Furthermore, all instruments' internal consistency was evaluated by comparing their reliability coefficients (Cronbach's alpha). Correlation analysis is then used to determine the relationship between all the independent variables and the dependent variable. Finally, Pearson's Correlation Analysis was used to test the hypothesis of this study, and the results were able to answer the research questions stated above.

Table 5.1: Summary of Correlation Analysis

Research objective	Hypothesis	Significant p-value	Person Correlation (r)	Decision
To determine the relationship between the comfort and the customers satisfaction that influence e-hailing service in Kelantan.	**H1:** There is a significant relationship between comfort and customer satisfaction that	0.001	0. 697	Accepted

	influence e-hailing service in Kelantan			
To determine the relationship between the safety and the customers satisfaction that influence e-hailing service in Kelantan.	**H2:** There is a significant relationship between safety and customer satisfaction that influence e-hailing service in Kelantan.	0.001	0.834	Accepted
To determine the relationship between the attitude and the customers satisfaction that influence e-hailing service in Kelantan.	**H3:** There is a significant relationship between attitude and customer satisfaction that influence e-hailing service in Kelantan.	0.001	0.809	Accepted
To determine the relationship between the accessibility and the customers satisfaction that influence e-hailing service in Kelantan.	**H4:** There is a significant relationship between accessibility and customer satisfaction that influence e-hailing service in Kelantan	0.001	0.862	Accepted
To identify the association between factors (comfort, safety, attitude, and accessibility) influencing customers satisfaction	**H5:** There is a most dominant value relationship between accessibility and customer satisfaction that influence e-	0.001	0.862	Accepted

towards e-hailing service in Kelantan	hailing service in Kelantan.				

Correlation analysis was used to determine the strength and significant between independent variable (IV), which is the comfort, safety, attitude, and accessibility with the dependent variable (DV), which is customer satisfaction toward e-hailing services in Kelantan. It is the important test to determine the strength of a linear connection between the two variables of IV and DV. Correlation analysis was summarized in Table 5.1, it shown that accessibility has the most significant influences customer satisfaction toward e-hailing services in Kelantan because the Correlation result is =0.862 which mean that there is a strong correlation.

5.3   DISCUSSION

The research question in relation to the objectives are covered in detail in the following subsection. These four research goals and research topics are thus covered in the next section. Based on the goals of the study, which are to evaluate the correlations between all the independent variable four key research question have been identified which are comfort, safety, attitude and accessibility on customer satisfaction towards e-hailing services.

5.3.1   Comfort

H1: There is a significant relationship between comfort and customer satisfaction that influence e-hailing service in Kelantan.

The researcher has identified that there is significant relationship between comfort and customer satisfaction that influence e-hailing services. According to the result the index of Pearson Correlation Coefficient, this research accepting significant relationship between comfort and customer satisfaction toward e-hailing services in Kelantan which is the result is

48

0.697 with significant value p<0.001. It shows that there is a significant relationship between comfort dan customer satisfaction toward e-hailing services in Kelantan. r-value = 0.697.

The findings are align with the previous study of Tverdokhlebova and Rozhkov (2019); Wang et al. (2019); Balachandran and Hamzah (2017); Sadik and Alhassan (2021). Comfort is important and positively on customer satisfaction while riding e-hailing service. These attached target respondents think that they feel comfortable based on transportation environment and emotions occur from the driver. Customers will rather choose a comfortable vehicle when they are travelled by e-hailing service or a taxi.

5.3.2 Safety

H2: There is a significant relationship between safety and customer satisfaction that influence e-hailing service in Kelantan.

The researcher has identified that there is significant relationship between safety and customer satisfaction that influence e-hailing services. According to the result the index of Pearson Correlation Coefficient, this research accepted significant relationship between safety and customer satisfaction toward e-hailing services in Kelantan which is the result is 0.834 with significant value p<0.001. It shows that the significant relationship between safety and customer satisfaction toward e-hailing services in Kelantan. r-value = 0.834.

The findings are aligned with the previous study of Horsu and Yeboah (2015); Rahman et al. (2017); Sukhov et al. (2021). All of the studies reach the same conclusion, which is in the transportation sector, safety and customer satisfaction are correlated.

5.3.3 Attitude

H3: There is a significant relationship between attitude and customer satisfaction that influence e-hailing services in Kelantan.

The researcher has identified that there is significant relationship between the attitude and customer satisfaction that influence e-hailing services. According to the result the index of Pearson Correlation Coefficient, this research accepting significant relationship between safety and customer satisfaction toward e-hailing services in Kelantan which is the result is 0.809 with significant value $p<0.001$. It shows that there is a significant relationship between safety and customer satisfaction toward e-hailing services in Kelantan. r-value = 0.809.

This shown that every person in the e-hailing industry has a unique perspective on the service they wish to use since each service has advantages of its own. In addition, attitude and environmental responsiveness are strongly related since people can choose how to react their surroundings by adhered to their attitude.

5.3.4 Accessibility

H4: There is a significant relationship between accessibility and customer satisfaction that influence e-hailing services in Kelantan.

The researcher has identified that there is significant relationship between the accessibility and customer satisfaction that influence e-hailing services. According to the result the index of Pearson Correlation Coefficient, this research accepting significant relationship between safety and customer satisfaction toward e-hailing services in Kelantan which is the result is 0.862 with significant value $p<0.001$. It shows that there is a significant relationship between safety and customer satisfaction toward e-hailing services in Kelantan. r-value = 0.862.

The findings are aligned with the previous study of Friman et al. (2020); Sani Abdullahi et al. (2018); Muluka et al. (2015). According to the experts, customer satisfaction in the public transportation sector is correlated with accessibility.

50

5.4 IMPLICATION OF THE STUDY

People are increasingly dependent on the internet's convenience as technology advances. The transportation sector undergoes a significant transformation when it used technology and the internet to streamline the e-hailing procedure for customers. E-hailing is the term used to describe hailing conducted using electronic applications. In ensure customer pleasure when using the services, many e-hailing providers run numerous promotions and set up different policies. Eventually, the e-hailing providers and drivers must comprehend the factors influences customer satisfaction toward e-hailing services in order to ensure customer pleasure of e-hailing services. Hence, this study serves as an instrument for service providers and drivers to better understand the elements that influence customer satisfaction.

This study focused on the factors influencing customer satisfaction toward e-hailing services. The factors included in this research are the comfort, safety, attitude and accessibility as the independent variables and customer satisfaction as a dependent variable.

The results of this study have provided several theoretical contributions to future research. In addition, it has led to the satisfaction of emotional reactions brought about by the cognitive evaluation process in which a person compares their perception of an offer with value, need, want, or desire. Additionally, it is evident enough to affirm that this study contributes to the body of knowledge regrading e-hailing both theoretically and experimentally. The hypothesis framework of this study is supported by The Value Percept Theory.

As shown in the findings, safety has the highest p-value, which remains under 0.05 and its thought to have a high impact on how satisfied customers are with e-hailing services. The government and e-hailing service providers should collaborate to develop relevant laws, regulations, and policies to ensure that e-hailing app is safe for users to use and that passengers are safe when going in the drivers' self-prepared vehicles. In order to protect the passengers' safety, all parties must ensure that the e-hailing drivers abide by the rules.

51

5.5 LIMITATIONS OF THE STUDY

There are a few limitations that are found during this study. First and foremost, the limitation of the study is in terms of cooperation from the respondent. This study was limited which the limitation of respondents only in Kota Bharu. The respondents are only limited to the users of e-hailing in Kota Bharu, Kelantan. The limitation that we have is the respondent did not sensitive to the google forms that have been spread which requires us to find the other respondents to complete the questionnaire.

Next, the limitation of this study is only focused on 4 independent variables which were comfort, safety, attitude, and accessibility. It shown that this study is limited in terms of the ability to examine other aspects of this study. In this context, researchers could not manage the samples expression.

Lastly, is a limitation for inadequate of data from respondents. This is because the answer from the respondent is not the answers the entire question given and most probably the respondent just answers without read the questions given.

5.6 RECOMMENDATIONS/ SUGGESTION FOR FUTURE RESEARCH

There are several suggestions for future research. From this study, it can provide a better understanding of customer satisfaction with e-hailing services in measuring the independent variables of comfort, safety, attitude, and accessibility.

The researcher suggested to select more samples that can represent the entire population in Malaysia that can provide insight into customer satisfaction with e-hailing services. This is because, a larger population will increase the number of sample sizes that can help to know more details especially the factors that influence customer satisfaction with e-hailing services. In addition, future studies may be considered in order to identify other factors that will influence customer satisfaction toward e-hailing services.

52

The extend of the research model is the other suggestions for upcoming researcher. For a better and deeper knowledge of the elements influencing consumer satisfaction on e-hailing services, some of the service quality factors, such as tangible, dependability, responsiveness, assurance, and empathy, can be added in the future study.

Finally, in this research all researchers especially students must check the results of this study and care about it. This is because, the findings of this study can contribute many advantages to them to improve the factors that affect customer satisfaction with e-hailing services from various aspects, especially all the factors used in this research. In order to deeply understand the factors that affect customer satisfaction using e-hailing services, future researchers should manipulate the level of each independent variable by using experiments or come out with other factors that can collect more feedback from respondents that can make the objective of this study want to achieve.

5.7   CHAPTER SUMMARY

In conclusion, this study was carried out to give an in-depth analysis of the factors influencing customer satisfaction toward e-hailing services in Kelantan. The objective of this study as a whole was established, and the data findings are discussed. In this study, all the independent variables which are comfort, safety, attitude, and accessibility, had a significant influence on customer satisfaction toward e-hailing services in Kelantan.

E-hailing become a trend nowadays due to the accessibility. The purpose of this study is to determine the relationship between comfort, safety, attitude, accessibility, and customer satisfaction in e-hailing service in Kelantan. Based on the results, it can be stated that customer satisfaction toward e-hailing services in Kelantan has been influenced by safety, attitude, and accessibility.
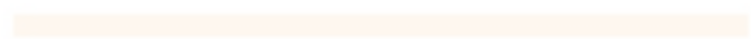
Last but not least, the study influences how acknowledged input is presented in the future by understanding the factors that influencing customer satisfaction toward e-hailing services in Kelantan.
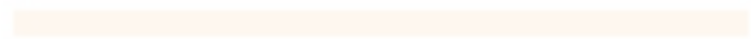
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57

APPENDIX A

DRAFT OF QUESTIONNAIRE

UNIVERSITI
MALAYSIA
KELANTAN

FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARD E-HAILING SERVICES IN KELANTAN

Dear Respondent,

We are final year students of Bachelor Entrepreneurship (LOGISTICS AND BUSINESS DISTRIBUTION) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan.

We are conducting a study on the title "FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARD E-HAILING SERVICES IN KELANTAN". The survey will only take few minutes, kindly need your assist to fill up this survey. We would really appreciate it if you could spare a moment of your time to help us complete this survey. THANK YOU!

Researchers:

1) NORAQILAH BALQIS BINTI NORHISHAM (A19A0471)

2) NUR AFIQAH BINTI KAMIL (A19A0492)

3) SITI NURFATIHA HANIM BINTI HAMDAN (A19A0878)

4) THARMA SHANGAR A/LGUNESEGRAN (A19A0947)

58

SECTION A: DEMOGRAPHIC

Please tick only one answer in the relevant box for each of the following statements.
Tandakan hanya satu jawapan di kotak yang berkenaan untuk setiap pernyaatan berikut.

1. **GENDER**
    - ☐ Male (*Lelaki*)
    - ☐ Female (*Perempuan*)

2. **AGE**
    - ☐ 18-20 years old (*18-20 tahun*)
    - ☐ 21-23 years old (*21-23 tahun*)
    - ☐ 24-26 years old (*24-26 tahun*)
    - ☐ 27 years old and above (*27 tahun dan keatas*)

3. **OCCUPATION** *(Pekerjaan)*
    - ☐ Government Sector (*Sektor Kerajaan*)
    - ☐ Private Sector (*Sektor Swasta*)
    - ☐ Self- Employment (*Bekerja Sendiri*)
    - ☐ Student (*Pelajar*)
    - ☐ Unemployed (*Tidak Bekerja*)

4. **ACADEMIC QUALIFICATION** *(Kelayakan Akademik)*
    - ☐ SPM
    - ☐ DIPLOMA
    - ☐ DEGREE
    - ☐ MASTER
    - ☐ PHD

5. **E-HAILING EXPERIENCE?** *(Pengalaman menggunakan E-hailing)*
    - ☐ Yes / Ya
    - ☐ No / Tidak

6. **HOW OFTEN YOU USE E-HAILING SERVICES?** *(Berapa Kerap Anda Menggunakan Perkhidmatan E-hailing?)*
    - ☐ More Than Once A Week (*Lebih Daripada Sekali Seminggu*)
    - ☐ Once A Week (*Sekali Seminggu*)
    - ☐ Once or Twice A Week *(Satu Atau Dua Kali Seminggu)*
    - ☐ Once a Month (*Sekali Sebulan*)
    - ☐ A Few Times (*Beberapa Kali*)

SECTION B: DEPENDENT VARIABLES

Please tick ONLY 1 CHOICE for each of the question below. *(Sila tandakan HANYA 1 PILIHAN bagi setiap soalan di bawah.)*

Please indicate how strong you agree or disagree to each statement by placing a circle from 1 (Strongly Disagree) to 5 (Strongly Agree), where: (*Sila nyatakan seberapa kuat anda bersetuju atau tidak bersetuju dengan setiap pernyataan dengan meletakkan bulatan daripada 1 (Sangat Tidak Setuju) hingga 5 (Sangat Setuju), di mana;)*

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree

	CUSTOMER SATISFACTION						
1.	I think it's worth to use e-hailing service *(Saya fikir ia berbaloi untuk menggunakan perkhidmatan e-hailing)*	1	2	3	4	5	6
2.	I will recommend others to use e-hailing service *(Saya akan mengesyorkan orang lain kepada pengguna perkhidmatan e-hailing)*	1	2	3	4	5	6
3.	I feel easy when use e-hailing service *(Saya berasa mudah apabila menggunakan perkhidmatan e-hailing)*	1	2	3	4	5	6
4.	I think it's easy when compared to own vehicle *(Saya rasa ia mudah jika dibandingkan dengan kenderaan sendiri)*	1	2	3	4	5	6
5.	I can get a promotion and coupon redemption when use e-hailing service. *(Saya boleh mendapat promosi dan penebusan kupon semasa menggunakan perkhidmatan e-hailing)*	1	2	3	4	5	6

SECTION C: INDEPENDENT VARIABLE

Please tick ONLY 1 CHOICE for each of the question below. *(Sila tandakan HANYA 1 PILIHAN bagi setiap soalan di bawah.)*

Please indicate how strong you agree or disagree to each statement by placing a circle from 1 (Strongly Disagree) to 5 (Strongly Agree), where: (*Sila nyatakan seberapa kuat anda bersetuju atau tidak bersetuju dengan setiap pernyataan dengan meletakkan bulatan daripada 1 (Sangat Tidak Setuju) hingga 5 (Sangat Setuju), di mana;)*

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree

a)	Comfort *(Keselesaan)*						
1.	I feel comfort when I can put my belongings in e-hailing services *(Saya berasa selesa apabila saya boleh meletakkan barang-barang saya di dalam perkhidmatan e-hailing)*	1	2	3	4	5	6
2.	I feel enough space when I went out with my friend in e-hailing service *(Saya berasa cukup ruang apabila saya keluar dengan rakan saya dalam perkhidmatan e-hailing)*	1	2	3	4	5	6
3.	Drivers keeps the car clean for the comfort of customers *(Pemandu memastikan kereta sentiasa bersih untuk keselesaan pelanggan)*	1	2	3	4	5	6
4.	Drivers are the customer friendly *(Pemandu mesra pelanggan)*	1	2	3	4	5	6
5.	E-hailing service can use any time *(Perkhidmatan e-hailing boleh digunakan pada bila-bila masa)*	1	2	3	4	5	6

61

b)	**Safety** (*Keselamatan*)						
1.	*I feel safe when check driver's background about licensing and criminality* (*Saya berasa selamat apabila menyemak latar belakang pemandu tentang pelesenan dan jenayah*)	1	2	3	4	5	6
2	I feel safe when the e-hailing app giving security check *Saya berasa selamat apabila aplikasi e-hailing memberikan pemeriksaan keselamatan*)	1	2	3	4	5	6
3	Detailed safety policies and regulations followed by drivers (*Polisi dan peraturan keselamatan terperinci diikuti oleh pemandu*)	1	2	3	4	5	6
4	I can sharing the ride location, phone number, plate number and the estimated fare beforehand to a certain degree the passengers feel more secure and less anxious (*Saya boleh berkongsi lokasi perjalanan, nombor telefon, nombor plat dan anggaran tambang terlebih dahulu sehingga tahap tertentu penumpang berasa lebih selamat dan kurang cemas*)	1	2	3	4	5	6
5	E-hailing drivers comply with traffic rules. (*Pemandu e-hailing mematuhi peraturan lalu lintas*)	1	2	3	4	5	6
c)	**Attitude** (*Sikap*)						
1	E-hailing drivers are punctuality (*Pemandu e-hailing menepatu masa*)	1	2	3	4	5	6
2	E-hailing drivers are pleasant and helpful (*Pemandu e-hailing adalah menyenangkan dan membantu*)	1	2	3	4	5	6
3	The complaint center help me to complaint about the behaviour of e-hailing drivers.	1	2	3	4	5	6

	(Pusat aduan membantu saya untuk membuat aduan tentang sikap pemandu e-hailing)						
4	I can contact e-hailing customer services if there any problem that involves drivers. (Saya boleh menghubungi perkhidmatan pelanggan e-hailing jika terdapat sebarang masalah yang melibatkan pemandu*)*	1	2	3	4	5	6
5	E-hailing drivers are reliable. *(Pemandu e-hailing boleh dipercayai)*	1	2	3	4	5	6
d)	**Accessibility** *(Kebolehcapaian)*						
1	E-hailing provides an accessibility platform for all users *(Tempahan e-hailing boleh dilakukan dengan mudah melalui butang navigasi yang disediakan)*	1	2	3	4	5	6
2	Booking e-hailing can be done easily through the navigation button provided *(E-hailing menyediakan platform kebolehaksesan untuk semua pengguna)*	1	2	3	4	5	6
3	E-hailing has designed a user-friendly system with an easy access *(E-hailing telah mereka bentuk sistem yang mesra pengguna dengan akses mudah)*	1	2	3	4	5	6
4	E-hailing is accessible at any time without system failure *(E-hailing boleh diakses pada bila-bila masa tanpa kegagalan system)*	1	2	3	4	5	6
5	I can access Information that e-hailing provides anywhere without any problem *(Saya boleh mengakses Maklumat yang disediakan oleh e-hailing di mana-mana tanpa sebarang masalah)*	1	2	3	4	5	6

GANTT CHART

WEEKS / TASK	1	2	3	4	5	6	7	8	9	10	11	12	13	14
RESEARCH ACTIVITIES / MONTHS														
Briefing on PPTA I and PPTA II	██													
Discussion on the Title	██													
CHAPTER 1: INTRODUCTION														
Discussion about the problem statement, research question and research objective (draft of PPTA 1)		██												
Making of hypothesis		██												
Starting up with chapter 1			██											
Submission of chapter 1			██											
CHAPTER 2: LITERATURE REVIEW														
Review on literature of the research studies based on the independent variables and Dependent variables			██											
Starting up with chapter 2				██										
Submission of chapter 2				██										

Task														
CHAPTER 3: RESEARCH METHODOLOGY		65												
Discussion on questionnaire				■										
Discussion on the methods used in research				■										
Starting up with questionnaire					■									
Starting up with chapter 3					■									
Submission of chapter 3 and questionnaire					■									
Submission of first draft of PPTA I					■									
Submission of second draft of PPTA 1						■								
FINAL SUBMISSION OF PPTA 1						■								
PRESENTATION FOR PPTA 1							■							
CHAPTER 4								■	■					
CHAPTER 5										■	■			
SUBMISSION OF PPTA 2														■

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