# THE FACTOR THAT INFLUENCE THE INTENTION TO USE E-HAILING SERVICES AMONG UMK STUDENTS IN KELANTAN

MUHAMAD ZAID BIN MOHAMAD ROZALI (A19A0317)
NOOR NABILAH BINTI ABDUL RAZAK (A19A0430)
SHARON CELINE A/P KRISHNAN (A19A0836)
NURUL AIN SYAFIQAH BINTI JAMIL SULONG (A19A0701)
NUR LAILA ATIRA BINTI ZAHARI (A19A0593)
MOHAMAD RAZIN BIN MOHAMAD RIDZUAN (A18A0278)

DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION (LOGISTICS AND DISTRIBUTIVE TRADE) WITH HONORS, UNIVERSITI MALAYSIA KELANTAN

2023

# THE FACTOR THAT INFLUENCE THE INTENTION TO USE E-HAILING SERVICES AMONG UMK STUDENTS IN KELANTAN

PREPARED BY:

Muhamad Zaid bin Mohamad Rozali (A19A0317)

Noor Nabilah binti Abdul Razak (A19A0430)

Sharon Celine A/P Krishnan (A19A0836)

Nurul Ain Syafiqah binti Jamil Sulong (A19A0701)

Nur Laila Atira binti Zahari (A19A0593)

Mohamad Razin bin Mohamad Ridzuan (A18A0278)

A thesis submitted in fulfilment of the requirement for the degree of Bachelor of Business Administration (Logistics and Distributive Trade) with Honors

**Faculty of Entrepreneurship and Business**

**UNIVERSITI MALAYSIA KELANTAN**

**2023**

**FACULTY ENTREPRENEURSHIP AND BUSINESS**

## THESIS DECLARATION

I hereby certify that the work embodied in this thesis is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

☒ **OPEN ACCESS** I agree that my thesis is to be made immediately available as hardcopy or on-line open access (full text).

☐ **EMBARGOES** I agree that my thesis is to be made available as hardcopy or on-line (full text) for a period approved by the Post Graduate Committee.
Dated from _____ until _____.

☐ **CONFIDENTIAL** (Contain confidential information under the Official Secret Act 1972)*

☐ **RESTRICTED** (Contains restricted information as specified by the organization where research was done)*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follows:

1. The thesis is the property of Universiti Malaysia Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the thesis for academic exchange.

*Muhammad Zaid*
SIGNATURE
NAME: Muhammad Zaid bin Mohamad Rozali

*Noor Nabilah*
SIGNATURE
NAME: Noor Nabilah binti Abdul Razak

*Sharon Celine*
SIGNATURE
NAME: Sharon Celine A/P Krishnan

*Nurul Ain*
SIGNATURE
NAME: Nurul Ain Syafiqah binti Jamil Sulong

_____
SIGNATURE OF SUPERVISOR
NAME: Dr. Kasmaruddin Che Hussin

Date:

*Laila Atira*

SIGNATURE

NAME: Nur Laila Atira binti Zahari

*Mohamad Razin*

SIGNATURE

NAME: Mohamad Razin bin Mohamad Ridzuan

Date: 18 January 2023

## ACKNOWLEDGMENT

First of all, thanks to God for his compassion and direction to complete this study in 'The factors that influence the intention to use e-hailing services among UMK students in Kelantan'. Despite our challenges in finishing this work, we were capable of successfully completing it. Fortunately, all of the problems are solvable, allowing us to adjust responsibly and effectively.

Many thanks to our supervisor, Dr. Kasmaruddin Che Hussin, for all of his direction and assistance in assisting us to complete our assignment and generate a satisfactory conclusion from the study that was studied. Without his assistance, we would not be able to do our duty effectively. Muhamad Zaid bin Mohamad Rozali, Noor Nabilah binti Abdul Razak, Sharon Celine A/P Krishnan, Nurul Ain Syafiqah binti Jamil Sulong, Nur Laila Atira binti Zahari, and Mohamad Razin bin Mohamad Ridzuan deserve special recognition and thanks for always sticking together and working hard to produce a good task with all affords and responsibility. I'm hoping that all of our materials will be useful to us and our group. We also owe thanks to all of our classmates who helped us by sharing suggestions and ideas on our project, helping us to enhance it in a various ways.

# TABLE OF CONTENT


| ITEMS | | PAGE NO. |
|---|---|---|
| Cover Page | | |
| Blank page | | |
| Title Page | | |
| Thesis Declaration | | |
| Acknowledgment | | I |
| Table Of Content | | II-IV |
| List of Tables | | V-VII |
| List of Figures | | VIII |
| Abstract | | IX |
| **CHAPTER 1: INTRODUCTION** | | |
| 1.1 | Background of the study | 1-2 |
| 1.2 | Problem Statement | 2 |
| 1.3 | Research Questions | 3 |
| 1.4 | Research Objectives | 3-4 |
| 1.5 | Research Motivation | 4 |
| 1.6 | Significance of Study | 5 |
| 1.7 | Definition of Term | 5-7 |
| 1.8 | Summary | 8 |
| **CHAPTER 2: LITERATURE REVIEW** | | |
| 2.1 | Introduction | 9 |
| 2.2 | Underpinning Theory | 10 |
| 2.3 | Previous Study | 11-17 |

| | | | |
|---|---|---|---|
| 2.4 | Hypothesis Statement | | 17 |
| 2.5 | Conceptual Framework | | 18 |
| 2.6 | Summary | | 19 |
| **CHAPTER 3: RESEARCH METHODS** | | | |
| 3.1 | Introduction | | 20 |
| 3.2 | Research Design | | 21 |
| 3.3 | Data Collection Methods | | 21-22 |
| 3.4 | Study population | | 22 |
| 3.5 | Sample size | | 22-23 |
| 3.6 | Sampling method | | 23-24 |
| 3.7 | Research instruments development | | 24-25 |
| 3.8 | Data analysis | | 25 |
| | 3.8.1 | Descriptive Statistics | 25-26 |
| | 3.8.2 | Reliability Test | 26-27 |
| | 3.8.3 | Correlation Test | 27-28 |
| 3.9 | Summary | | 29-30 |

| | | | |
|---|---|---|---|
| **CHAPTER 4: DATA ANALYSIS AND FINDINGS** | | | |
| 4.1 | Introduction | | 31 |
| 4.2 | Preliminary Analysis | | 31-32 |
| 4.3 | Demographic Profile of Respondents | | 32-41 |
| 4.4 | Descriptive Analysis | | 42-52 |
| 4.5 | Reliability Test | | 52-54 |
| 4.6 | Normality Test | | 55-59 |
| 4.7 | Hypotheses Testing | | 59-61 |
| | 4.7.1 | Hypothesis 1 | 61-62 |
| | 4.7.2 | Hypothesis 2 | 63-64 |
| | 4.7.3 | Hypothesis 3 | 64-65 |
| | 4.7.4 | Hypothesis 4 | 65-66 |
| | 4.7.5 | Hypothesis 5 | 66-67 |
| 4.8 | Summary | | 67 |
| **CHAPTER 5: DISCUSSION AND CONCLUSION** | | | |
| 5.1 | Introduction | | 68 |
| 5.2 | Key Findings and Discussion | | 68-73 |
| 5.3 | Implications of the Study | | 74 |
| 5.4 | Limitations of the Study | | 74-75 |
| 5.5 | Recommendations/ Suggestion for Future Research | | 76 |
| 5.6 | Overall Conclusion of the Study | | 77 |
| **REFERENCES** | | | 78-81 |
| **APPENDIX A – Draft of Questionnaire** | | | 82-86 |
| **APPENDIX B – Gantt Chart** | | | 87-88 |
| **APPENDIX C – Rubric** | | | 89-94 |

**LIST OF TABLES** **PAGES**

Table 3.8.1: The relationship between Mean and Level of Agree 27

Table 3.8.2: The rules of thumb about Cronbach Alpha Coefficient 28

Table 3.8.3: The Rules of Thumb about Correlation Coefficient Size 29

Table 3.9: Data Analysis Summary 31

Table 4.3.1: Number of Respondents by Gender 34

Table 4.3.2: Number of Respondents by Age 35

Table 4.3.3: Number of Respondents by Race 37

Table 4.3.4: Number of Respondents by Level Education 38

Table 4.3.5: Number of Respondents by Have You Ever Used An E-hailing Application 40

Table 4.3.6: Number of Respondents by How Many Times Have You Been Using The E-hailing Application 41

Table 4.4.1: Safety Using E-hailing 43

Table 4.4.2: Price of E-hailing 45

Table 4.4.3: Convenient Factor of E-hailing 47

Table 4.4.4: Accessibility Factor of E-hailing 49

Table 4.4.5: Payment Method of E-hailing 50

Table 4.4.6: Intention to Use E-hailing 52

Table 4.5.1: Safety 53

Table 4.5.2: Price 53

Table 4.5.3: Convenient 54

Table 4.5.4: Accessibility 54

Table 4.5.5: Payment method 55

Table 4.5.6: Intention to use e-hailing service among UMK students in Kelantan 55

Table 4.6: Test of Normality 56

Table 4.7: Pearson Correlations 60

Table 4.7.1: There is a significant relationship between safety and the intention to use e-hailing among UMK students in Kelantan. 62

Table 4.7.2: There is a significant relationship between price and the intention to use e-hailing among UMK students in Kelantan. 63

Table 4.7.3: There is a significant relationship between convenient and the intention to use e-hailing among UMK students in Kelantan. 65

Table 4.7.4: There is a significant relationship between accessibility and the intention to use e-hailing among UMK students in Kelantan. 66

Table 4.7.5: There is a significant relationship between payment methods and the intention to use e-hailing among UMK students in Kelantan. 67

Table 5.2.1: The finding of Hypothesis 1 70

Table 5.2.2: The findings of Hypothesis 2 71

Table 5.2.3: The findings of Hypothesis 3 72

Table 5.2.4: The findings of Hypothesis 4 73

Table 5.2.5: The findings of Hypothesis 5 74

**LIST OF FIGURES** **PAGES**

Figure 3.5: Table for Determine Sample Size from a Given Population 24

Figure 4.3.1: Percentage of Respondents by Gender 34

Figure 4.3.2: Percentage of Respondents by Age 36

Figure 4.3.3: Percentage of Respondents by Race 37

Figure 4.3.4: Percentage of Respondents by Level of Education 39

Figure 4.3.5: Percentage of Respondents by Have You Ever Used An E-hailing Application 40

Figure 4.3.6: Percentage of Respondents by How Many Times Have You Been Using The E-hailing Application 42

Figure 4.6.1: Safety 57

Figure 4.6.2: Price 57

Figure 4.6.3: Convenient 58

Figure 4.6.4: Accessibility 58

Figure 4.6.5: Payment Method 59

Figure 4.6.6: Intention to use e-hailing service among UMK students in Kelantan 59

## ABSTRACT

E-hailing is a service that allows customers to schedule public transportation services at any time and from any location by utilizing an electronic application. E-hailing is a service that allows consumers to book services using an electronic smartphone. This is commensurate with modern technology, which offers a wide range of services entirely through smartphone applications. Because not all students are eligible for these privileges, some must live in leased homes and rely on transportation services or their own automobiles to get to campus. As a result, research is needed to identify the characteristics that impact whether UMK students utilize e-hailing or another mode of transportation. The study aims to gain a better knowledge of UMK students' intentions to utilize e-hailing in Kelantan. The findings of the study are of interest to the researcher because they may present an opportunity for e-hailing service providers to improve their services. It will concentrate on students at the Universiti Malaysia Kelantan. The data was collected by sending a questionnaire to 300 students at the Universiti Malaysia Kelantan, and the data was analyzed using a few statistical approaches. The study's findings show that price, safety, convenience, accessibility, and payment methods influence UMK students' intentions to use e-hailing services in Kelantan. According to the conclusions of this survey, students have knowledge and expertise with e-hailing services.

# CHAPTER 1: INTRODUCTION



## 1.1 BACKGROUND OF THE STUDY

This research aims to study the factors that influence the intention to use e-hailing services among UMK students in Kelantan. In Kelantan especially in the main city such as Kota Bharu, the traffic flow congested with private vehicles entering and exiting this area, especially on weekdays. The traffic situation worsened at peak hours in the morning when residents came to work and, in the evening, when they returned to their homes (Ooi & Nazar, 2021). This is due to the fact that, locals favour using their own vehicles over public transportation. However, when this kind of situation occurs, we cannot blame the residents because when we look back at the public transport services provided in certain areas, we can see that the lack of public transportation services in those areas and lack of familiarity with public transport. As we know, taxis have previously been the people's choice when they want to go to a certain place, but the trend of using taxis seen to be decreasing when various issues related to taxis arise, such as the service charge being too expensive, the use of taxis being less convective and some other problems. The pricing strategy of cab operators had been positively influencing customers to book a cab instead of traditional mode of transportation like autos and local buses etc (M.P.Prathiba, 2019). Thus, the problem faced has been considered serious by some parties until the realization of e-hailing service. The introduction of e-hailing seen to be economical and dependable. In 2012, the launch of e-hailing applications in Malaysia was viewed as a solution for alleviating transportation problems in big cities (Salim et al., 2020). The existence of this e-hailing service closely related to the increasing use of smartphones among the population nowadays. People rely on their smartphones for a variety of reasons. Hence, using smartphone applications to hail taxis are both practical and logical. Since the use of smartphones has become one of the daily and

important needs nowadays, so the introduction to e-hailing applications such as Grab Taxi, Uber, Maxim and JomRides can be directly accessed through smartphones. They can make reservations using their respective mobile devices as long as they have an internet connection. The use of e-hailing is seen to be a trend and the main choice among students of higher education institutes because e-hailing services are thought to be available in areas that lack or do not have public transport besides having other advantages.

## 1.2 PROBLEM STATEMENT

Universiti Malaysia Kelantan (UMK) in Pengkalan Chepa Kota Baharu has two residential colleges named Pengkalan Chepa (PC) and Kemumin residential college. PC residential college is strategically located beside the UMK's campus, and near stores to make it easy for students to obtain their daily essentials. This is distinct from Kemumin's residential college, which is around 5 kilometres away from campus. To make it easier for students to attend classes and programmes on campus, UMK has nonetheless offered bus transportation from Kemumin to campus. However, not all UMK students are able to live in PC or Kemumin deck residential colleges due to their limited room capacities. Due to the fact that not all students have access to these benefits, others must live in rented apartments and they need transportation services or their own vehicles to reach the campus. Therefore, a study is required to determine the factors that influence whether UMK students use e-hailing or another means of transportation. According to Arumugam et al. (2020), about A Review and Conceptual Development of the Factors Influencing Consumer Intention Towards E-Hailing Service in Malaysia, there have been relatively few studies undertaken in this field. Consequently, this research was conducted.

## 1.3 RESEARCH QUESTIONS

The following research questions provide a more in-depth look at the issues that this study is investigating:

1. What is the relationship between price and the intention to use e-hailing service among UMK students in Kelantan?
2. What is the relationship between safety and the intention to use e-hailing service among UMK students in Kelantan?
3. What is the relationship between convenient and the intention to use e-hailing service among UMK students in Kelantan?
4. What is the relationship between accessibility and the intention to use e-hailing service among UMK students in Kelantan?
5. What is the relationship between payment methods and the intention to use e-hailing service among UMK students in Kelantan?

## 1.4 RESEARCH OBJECTIVES

The overall objective of this study is to examine the factors that influence the intention to use e-hailing service among UMK students in Kelantan. More specifically, this study attempts:

1. To determine the relationship between price and the intention to use e-hailing service among UMK students in Kelantan.
2. To examine the relationship between safety and the intention to use e-hailing service among UMK students in Kelantan.
3. To determine the relationship between convenient and the intention to use e-hailing service among UMK students in Kelantan.
4. To examine the relationship between accessibility and the intention to use e-hailing service among UMK students in Kelantan.

5. To determine the relationship between payment methods and the intention to use e-hailing service among UMK students in Kelantan.

## 1.5 RESEARCH MOTIVATION

E-hailing is a service that allows clients to book public transportation services using an electronic application at any time and in any location. The researcher is motivated to investigate this problem due to the growing demand for e-hailing services among Malaysians. This growth in demand provides an opportunity for e-hailing companies to expand their businesses and improve their service quality further. E-hailing firms must improve the quality of their services to fulfil consumer demand, making the research of the characteristics that lead individuals to prefer e-hailing services over other modes of transportation crucial. However, all the researcher is not entirely available to the student in university especially in UMK. Hence, we will find out. This is due to the fact that the use of e-hailing by students at Universiti Malaysia Kelantan will impact demand for e-hailing services. Through this study, compatibility between the demand and needs of e-hailing customers (UMK's students) and the supply of e-hailing providers will be determined.

In addition, earlier research has revealed that the information acquired regarding e-hailing is incomplete and inadequately described. The study on the characteristics that led Malaysian users to choose e-hailing did not focus on particular categories, including college students. Prior study has focused mostly on the attitudes of the general public regarding e-hailing services. Consequently, one of the purposes of this study is to comprehend this setting from the viewpoint of students. This study's finding is of interest to the researcher since it may present an opportunity for e-hailing service providers to enhance their services in the university area.

## 1.6 SIGNIFICANT OF THE STUDY

This study's findings will be used again to help e-hailing companies understand the reasons why people pick e-hailing as a solution to their concerns. Moreover, e-hailing firms can improve their service by enhancing its quality and competitiveness. Since the usage of smartphones and convenience technology has expanded rapidly, e-hailing firms can indirectly use technology to improve the quality of service they provide to the community when it comes to e-hailing. This study analysis is to get knowledge about the factors why UMK students choose e-hailing as transportation. Also, to better understand user's satisfaction and service quality providers in the future.

## 1.7 DEFINITION OF THE TERMS

### E-HAILING

In general, e-hailing is described as a platform where individuals can hail and pay for a ride from a professional or part-time driver through an app (Clewlow & Mishra, 2017). Rayle et al. (2014) stated that e-hailing is a type of app-based, on demand ride service, third party services (TNCs). In detail, e-hailing can be defined as the vehicle consisted of 4 passenger seats and not more than 11 passenger seats (inclusive driver), used for transporting a passenger in return for a fare, facilitated by an electronic application and furnished by intermediaries' business operators (Government of Malaysia, 2017). E-hailing services are known to be on-demand vehicle acquisition that relies on network dependency and use of a specific digital application through the internet (Jais & Marzuki, 2020). In Malaysia, the e-hailing service has been exclusively used to describe the shared mobility service facilitated by apps (Government of Malaysia, 2017).

**PRICE**

Price can determine as the signals of world economy that are visible, discussed and intercepted by mass people to exchange item ownership. Price also can be determined by the change of demand and supply in economic (Çal şkan, 2009).

**CONVENIENT**

When a product or service saves customers time, it is considered convenient. The perceived time and effort needed to complete an activity can also be used to define convenience. Perceived convenience is a significant element affecting customer behaviour in the sharing economy. According to Zhang et al. (2016), there are five aspects of a product's or service's convenience, which are time, place, usage, acquisition, and execution. Convenience has a beneficial relative impact on customer intention. Because the ride-sharing service idea is always centered on offering a secure and convenient form of transportation with the assurance of a fixed fee, it will give them an edge in dealing with customers. Furthermore, with a convenient application-based taxi system such as e-hail apps, customers look for convenience and ease when booking a ride and getting a driver, which can increase passenger interest in using their services.

**ACCESSIBILITY**

As per Litman (2008), accessibility refers to the ease of obtaining commodities, services, destinations, and activities collectively known as opportunities, and it is the purpose of most transportation activities, with the exception of the tiny percentage of travel in which mobility is an end in itself. Passengers always choose services that are accessible to get to their destinations of

interest, so accessibility has a significant impact on customers' intentions when it comes to mode of transportation. Smartphones with internet access are required to use e-hailing applications. This model allows us to determine whether the user needs to be familiar with the mobile application's interface.

## SAFETY

Safety is typically defined as the condition of being protected against physical harm or loss (Ericson, 2011). According to military standard MIL-STD-882D (2000), safety is defined as freedom from those conditions that can cause death, injury, occupational illness, damage to or loss of equipment or property, or damage to the environment.

## INTENTION TO USE E-HAILING

The definition of behavioural intention is a person's intent to make a decision, plan, or commitment to attain a goal or carry out an activity (Fayolle & Gailly, 2015). Lin (2017) asserts that service satisfaction, travel convenience, and the quality of the service offered influence a passenger's intent to re-board public transportation. E-hailing firms must identify the factors that can influence the intention to ride or utilise their services. Therefore, past research has identified a variety of criteria that influence the desire to use e-hailing services, including subjective norms, ease of use, accessibility, convenience, and dependability. However, research continues to be conducted in order to gain the most recent study results that will aid e-hailing businesses in enhancing their services.

## 1.8 SUMMARY

This study seeks to examine the factors that influence UMK students' use of E-hailing in Kelantan. E-hailing is a service that allows users to reserve services using an electronic application. This is consistent with contemporary technology, which provides numerous service facilities exclusively via smartphone applications. Governments and multinational corporations invested over €3.4 trillion on software, hardware, and telecommunications equipment in 2015. By 2020, worldwide investment is anticipated to increase by around €3.55 trillion (Laudon & Laudon, 2004). In 2019, the number of mobile device users is projected to reach 4.68 billion (Arumugam et al., 2020). This is because mobile devices are getting more inexpensive, efficient, and user-friendly (Nassuora, 2012). McKinsey projected in 2017 that the market revenue for e-hailing exceeded $53 billion in 2016. 70% of the 16 billion global e-hailing journeys were performed in Asia globally (Arumugam et al., 2020). According to Transport Minister Anthony Loke, roughly 200,000 e-hailing drivers are registered in Malaysia (Arumugam et al., 2020). The beginning of e-hailing in Malaysia dates back to 2012, when Grab (then known as MyTeksi) debuted in the country. E-hailing has been used exclusively to refer to the shared mobility service enabled by apps (Jais & Marzuki, 2020). Anthony Tan, co-founder of Grab, claimed that the development of Grab was a response to the complex taxi service system in Malaysia from 2012 to 2013 (Freischlad, 2015). Since then, registered ride-hailing service providers such as EzCab, MULA, and MyCar have entered the Malaysian market to directly compete with Grab. Since then, consumers have chosen e-hailing as a direct result of the high rate of automobile use on the road, significant traffic congestion, parking issues, and inadequate public transportation facilities (Jais & Marzuki, 2020). Therefore, the purpose of this article is to investigate the characteristics that influence UMK students in Kelantan to utilise e-hailing services.

# CHAPTER 2: LITERATURE REVIEW

## 2.1 INTRODUCTION

The aim of this chapter is to outline the development of the research questions through the analysis and synthesis of the literature. The literature review in this chapter consists of six different but interconnected bodies of literature. Starting with Section 2.2 discussed the intention to use e-hailing which is dependent variable, followed by the next section which is Section 2.3 discussed the relationship between safety and dependent variable. The independent variable II was discussed in Section 2.4. For Section 2.5, it reviewed about the significant relationship between convenient and the factors that influence the intention to use e-hailing among UMK students in Kelantan. While for another two independent variable which are accessibility will be discussed in Section 2.6 and payment method in Section 2.7.

In Section 2.8, it elaborates on some relevant underpinning theory and the appropriate underpinning to be used in this study has been identified. As for Section 2.9, it will review the hypothesis. There are five significant relationships between independent variables and dependent variable were built. Section 2.10 discussed about the conceptual framework. In this section, the conceptual framework shows the relationship between independent variables (safety, price, convenient, accessibility, payment method) and dependent variable (intention to use e-hailing). The summary in Section 2.11 synthesizes the reviews from the six bodies of literature discussed to formulate the research objectives and questions for this study. Thus, in conclusion this chapter will discuss “the factors that influence the intention to use e-hailing service among UMK students in Kelantan”.

## 2.2 UNDERPINNING THEORY

The Theory of Reasoned Action (TRA) was created by (Fishbein et al., 1975) to explain the link between existing attitudes and subjective standards regarding behavioural intentions. This viewpoint emphasises that one's personal opinions, values, beliefs, and attitude influence their actions. Ajzen enhanced TRA in 1991 by developing the Theory of Planned Behaviour (TPB) and incorporating perceived behavioural control as one of the predictive abilities. Based on theory TPB, a person's attitudes, subjective norms, and behavioural control have a significant impact on his or her intentions and conduct. Both theories frequently applied to the study of the antecedents of the intention to use information systems and technology, in addition to marketing, public relations, healthcare, sustainability, etc. Subjective norms are considerably affected by a person's intention to use e-hailing services again (Lim et al., 2018). Davis et al. (1989) created the Technology Acceptance Model (TAM) to explain consumer acceptance of technology. This idea indicates that perceptions of usefulness and usability are external influences that influence acceptance behaviour. Typically, these dimensions are utilised as predictors of consumer attitudes and behavioural intentions toward the usage of information technologies. This theory is the most widely employed paradigm for examining the adoption of e-hailing technology (Ruangkanjanases & Techapoolphol, 2018). Numerous theories have been established and proposed to the public in order to investigate the elements influencing users' intent to use e-hailing. Researchers would like to use Diffusion of Innovations Theory and the Technology Acceptance Model (TAM) as the study's basis.

## 2.3 PREVIOUS STUDIES

### INTENTION TO USE E-HAILING

Several variables impact consumers' intention to underutilized e-hailing services, including price, safety, convenience, and accessibility. According to Button & Hensher (2001), price is a critical factor in the transportation business since it impacts how reasonable fares are. Price, on the other hand, impacts client loyalty (Khuong & Dai, 2016). According to Chowdhury & Ceder (2013), trip attributes such as personal safety, journey time, connection reliability, transfer time, and transfer information have been shown to be key indicators for traveller perception of transfer routes, with personal safety at stations being the most sensitive factor in traveller decision to use public transportation. These are the most essential elements influencing passengers' perceptions of service quality. According to Zhang et al. (2016) convenience has a favourable relative influence on consumer intention. Despite the fact that accessibility, as defined by Litman (2019), refers to how easily opportunities for obtaining goods, services, destinations, and activities can be attained, with the exception of a small portion of travel in which mobility is a goal in and of itself, it is also the main objective of the majority of transportation activities.

### SAFETY

The companies that provide e-hailing services and the drivers who use those services have a responsibility to prioritise passenger safety. Customers always focusing on price but that doesn’t meant that they ignore about their safety (Yunoh & Ibrahim, 2020). Security inspection is an essential factor that can attract customers to take up e-hailing services (Md Nor et al., 2021). Since the demand for the use of e-hailing has been increasing significantly among teenagers and adults in recent years,

the e-hailing service provider takes seriously the importance of understanding the needs of customers and the improvements that the e-hailing service provider can make to improve the quality of their services over time. However, there is information and evidence showing that the clients who used e-hailing services have encountered a number of difficulties. Complaints on e-hailing have been reported in many cases concerning safety issues such as driver abuse and violence, sexual harassment and assault, overloading of fares and mishaps due to transport accidents (Md Nor et al., 2021). Apart from the fact that, as reported by The Star in March 2021, there were also cases concerning sexual assault and robbery cases involving the drivers of e-hailing companies. Therefore, when it comes to sharing the driving, especially with strangers, passengers will be prejudiced even though it is an e-hailing service. Their perceived safety concerns are regarding the drivers, passenger privacy, vehicle condition as well as insurance coverage while using the service and these may affect their intention to ride (Teo et al., 2018).

As is common knowledge, the launch of e-hailing applications like Grab came bundled with a set of features that successfully satisfy the prerequisite safety requirements. The passengers can obtain information regarding the driver, including the driver's face, the distance to the destination, the fact that the driver experienced and registered, and a variety of other safety measures. In addition, all of the Grab drivers' vehicles have to be in good condition and safe for passengers to ride in. Before the driver got the license, they must pass the driver examination first (Wan et al., 2016) and the most important thing is that there is no criminal record, so the driver must confirm liability insurance with the certificate (Nor et al., 2021). According to the Ngo (2015), rules and regulations are all set to ensure the safety of e-hailing customers where e-hailing drivers must fulfil several conditions, which include the

vehicle types, model, and condition, the actual point-to-point route that the car follows, the minimum fuel efficiency standard and data reporting, the car should not exceed five years as well as the requirements for monitoring and evaluation.

Grab e-hailing service emphasizes customer safety and security on every ride (Ubaidillah et al., 2019). Previous empirical research has found that, there is a relationship between security and intention to use e-hailing. Privacy, performance, security and conflict risks were all found to shape consumers' concerns about the use of mobile ride hailing services, which conditions their subsequent behavior and purchase intention (Al-Masaeed et al., 2022). Alemi et al. (2018) discovered that safety, waiting time and accessibility are key attributes that may influence a consumer's decision in the actual uptake of ride-hailing service. This is also supported by Teo et al. (2018) that stated the perception of passengers with respect to price, safety, convenience and accessibility were important factors in affecting a passenger's intention to use ride-hailing service.

**PRICE**

Price is also a significant influence in consumer impression of e-hailing because consumer satisfaction and acceptable prices are closely associated. People frequently pick e-hailing services since their charges are lower than those of traditional taxis. Moreover, users occasionally obtain discount codes from e-hailing companies that might save their money. Moreover, if more passengers share the ride, e-hailing services will be very cost-effective. This indirectly encourages individuals to select e-hailing over traditional cabs. Therefore, moderate and relatively inexpensive charges will encourage consumer satisfaction with the e-hailing sector. Furthermore,

the passenger's ability to pay with a credit card through the e-hailing application in a secure and convenient manner is unquestionably a security and convenience feature (Juma, 2016). When placing an order, customers may have the choice to pay with either a credit card or a debit card (Sean, 2017). Malaysians continue to favour cash payments for e-hailing services, despite the fact that this way is more convenient. Combining the existing cash and card payment methods, e-hailing services provide a variety of payment options to satisfy the needs of their users. This method cannot be equated to the usual method of hailing a cab, where the driver will only accept cash as payment.

**CONVENIENT**

According to the definition of convenience, it must be appropriate for the needs or purpose, well-suited for the facility or ease of use and favourable, simple or comfortable to use. According to Ubaidillah et al. (2019), convenience can also be defined as the perceived time and energy taken to achieve a task goal. A product or service is considered to be convenient when it lowers the cognitive, physical burdens and emotional for a user (Chang et al., 2012). Ubaidillah et al. (2019), also stated that a product and service is considered convenient when it saves time for users. Convenience has a positive relative impact on customers' intention (Zhang et al., 2016). For example, the application of various mobile-side travel apps have brought great convenience to Chinese consumers' travel and have gradually become the preferred tools for assisting travel planning and activities (Wu et al., 2022).

Todd et al. (2018) stated that e-hailing services offer greater convenience and accessibility, with consumers able to summon a ride to their destination rather than having to hail a car in the street. E-hailing services also offered better fares structured,

affordability and convenience , which was lacking in other modes of public transport (Adriano & Su, 2017). The convenient application-based taxi system such as e-hail apps, customers look for convenience and ease to book a ride and get a driver, hence it can increase passenger ride intention in using their services (Teo et al., 2018). Teo et al. (2018) also stated that payment system must be convenient for their customers for example cabs in New York and Las Vegas are accepting Alipay, China's nearly ubiquitous mobile payment mode allowing Chinese travellers to scan a QR code and pay in a more familiar way when the ride is over. Salim et al. (2021) found that convenient was ranked as first because most of the respondents agreed that it enables them to quickly find an available grab nearby and reach their destination faster than other transport services. The President of Malaysia Consumers Movement, Dhillon (2017) acknowledged the convenience and efficiency of the e-hailing services compared to the conventional taxi services. E-hailing provides a lot of convenience to users in terms of payment, ordering or booking a vehicle to make it easier for users to reach their destination.

**ACCESSIBILITY**

Ride-hailing in Malaysia already has a wide range accessibility. This is shown by Grab data, there are more than 10,000 GrabCar drivers all over Klang Valley. In Kuala Lumpur, there are 10,000 drivers while in Johor Bahru along, there are almost 5,000 drivers in 2019. In addition, GrabCar will be accessible in Mersing and Segamat beginning at the end of September 2020, followed by the launch of GrabFood and GrabMart services in the fourth quarter of this year. Grab will may include cities such as Cameron Highlands, Pantai Remis, and Baling in the Northern area. Besides that, GrabCar operations seven days a week, 24 hours a day, depending

on availability of vehicles at the time of booking. Therefore, most of e-hailing services are available around the clock and in both urban and rural areas.

Besides that, e-hailing transportation also have accessible for People With Disabilities (PWD). According to the Grab has increased the number of PWD partners it serves from 245 to over 500 as a result of its efforts to provide a more welcoming atmosphere for Malaysia's deaf population. This situation will bring a comfortable zone for disabilities user. Furthermore, "Those registered with e-hailing operators (EHO) like Grab, MyCar, Dacsee, and EZcab are excluded from the RM320 licence fees, since the operators have committed to cover the cost as part of their corporate social responsibility," stated Transport Minister Anthony Loke. Also, this will end the discrimination towards disability people as both operators and users of e-healing services get a speciality and equality.

**PAYMENT METHOD**

Payment method was a way for customer to pay the cost of service that has been use. There are 7 way of payment method that can be use in modern days. According to the Polasik & Fiszeder (2010), those method are included bank transfer, payment in person, cash delivery, pay by link, virtual payment provider, online payment provider and card payment. All payment method have been used to make sure the convenience of customer in transaction. The payment method that has been choose by customer will be influence by some factor which are cost of use, certainty of acceptance and convenience. Customer will use the most familiarity and friendly user of payment method for every transaction they do. The faster payment transaction was major important for customer to choose because it will decrease the time of customer to pay up their shopping or service charge (Polasik et al., 2013). The

researcher wanted to find the best payment method to use in e-hailing system that will have a friendly and the most convenience for student. The mobile payment was a payment that was carrier with a handheld as a personal digital assistance (PDA) or mobile phone. This payment was involved a direct and indirect of exchange value between two party (Emilie V, 2005). The era of technology has many friendly and convenience payment method. Therefore, it makes this study interesting to find the answer.

## 2.4 HYPOTHESIS STATEMENT

H1: There is a significant relationship between safety and the intention to use e-hailing among UMK students in Kelantan.

H2: There is a significant relationship between price and the intention to use e-hailing among UMK students in Kelantan.

H3: There is a significant relationship between convenient and the intention to use e-hailing among UMK students in Kelantan.

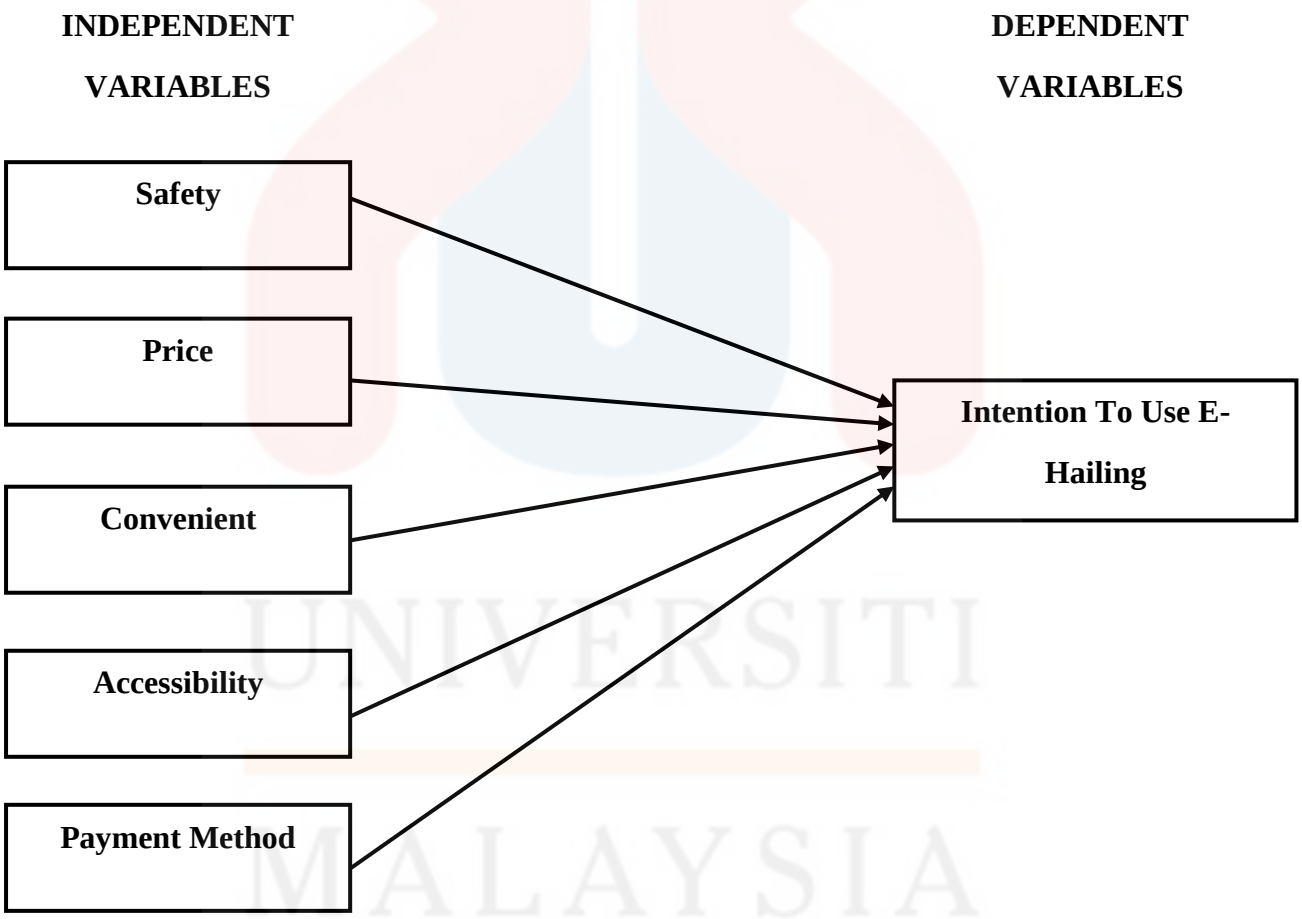
H4: There is a significant relationship between accessibility and the intention to use e-hailing among UMK students in Kelantan.

H5: There is a significant relationship between payment methods and the intention to use e-hailing among UMK students in Kelantan.

## 2.5 CONCEPTUAL FRAMEWORK

The diagram below shows the relationship between independent variables and dependent variable. From the framework, independent variables in this research have five which are safety, price, convenient, accessibility and payment method. The dependent variable for this research is intention to use e-hailing.

**THE FACTORS THAT INFLUENCE THE INTENTION TO USE E-HAILING AMONG UMK STUDENTS IN KELANTAN.**



## 2.6 SUMMARY

A variable was an attribute or characteristic that can be stated in specific or applied to find the best answer for every study. Variable also a thing that can be control or manipulate by many factors that can make a different study make a different conclusion while using the same variable. Variable are included independent variable (IV), dependent variable (DV) that are the main focus in the study. In the researcher study, they focus on five independent variable that was safety, price, convenient, trustable, and payment method while the dependent variable was the intention to use the e-hailing. Based on the independent variable and dependent variable, the researcher will find out the real factor that influence the intention to use e-hailing among University Malaysia Kelantan students. All variable that has been study by researcher have the most impact to the student to make intention to use the e-hailing service provider.

# CHAPTER 3: RESEARCH METHODOLOGY



## 3.1 INTRODUCTION

The aim of this chapter is to outline the development of the research methodology through the analysis of the literature. A research methodology is a strategy to describe how a researcher plans to conduct their research. A methodology explains a researcher's approach to the study in order to ensure dependable, accurate results that meet their goals and objectives. Section 3.2 discusses how the researcher researched the intention to use e-hailing among UMK students using the framework of research methods and techniques. The population of the study were reviewed in section 3.3 and section 3.4 was reviewed about the sample size. The sample should be correct to bring a satisfactory result for the study.

Section 3.5 is reviewed about the sampling method that was used in this study. The procedure of choosing a small quantity of sample from a given population. Section 3.6 is a data collection method that collects, measures, and evaluates proper understanding for research defined and accepted techniques. The research instrument will be illustrated in section 3.7, in this method will be reviewed about how the questionnaire will be used and how to estimate the customer intention toward the research.

Next, the data will be analysed using the descriptive statistics, reliability test, and correlation test in section 3.8, it is to discuss and determine the overall significance of a relationship between variables. The conclusion of the summary in section 3.9 was discussed to evaluate the priority determinants of this study and focus on elements that influence the behavioural intention to use e-hailing.

## 3.2 RESEARCH DESIGN

This study is about how the researcher research the intention to use e-hailing among UMK students using the framework of research methods and techniques. Research design can be defined as a plan, structure and strategy of investigation purporting to answer research questions and control variance (Kerlinger, 1978). Research design divided into two groups which is qualitative and quantitative research.

This study used quantitative research to collect numerical data from the respondents. Creswell (1994) states that quantitative research is explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics). This research study used descriptive research method to obtain information that are necessary in this study. Data were gathered through a questionnaire.

## 3.3 DATA COLLECTION METHOD

The method of collecting, measuring, and assessing proper insights for research using defined and accepted techniques is known as data collection. A researcher may evaluate their hypothesis based on the evidence obtained. Data collection is generally the first and most important stage, regardless of the research topic. This research was conducted based on primary data. The process of obtaining data through surveys, interviews, or experiments is known as primary information gathering. Furthermore, an online questionnaire will be used in this study, which will be constructed using google forms. It will be used because of the current situation of pandemic Covid-19 and it is the best option that researchers can do to reduce physical encounters. The number of populations for this study is 300 respondents.

Next, the respondents for this study are those students who lives and stay in the UMK college or the area near with UMK campus. They are selected for this study because they are suitable and right candidate to be the respondent and definitely, they also have the experience

of using the e-hailing service. Furthermore, it becomes easy for us to get data from the respondents because our respondents' focus is UMK students, and we can get them only on campus. The respondents will be approached by physically greeting them in college or on campus and blast the questionnaire in a WhatsApp group. They will be asked to answer the questionnaire. The data will be collected during the learning process for this semester because most students are in college or on campus at that time.

## 3.4 STUDY POPULATION

Population refers to the set or group of all the units on which the findings of the research are to be applied (Shukla, 2020). The population of the study were college students in University Malaysia Kelantan who has been using e-hailing, never use e-hailing but want to try using it and who that knew about e-hailing but never use it in Kelantan.

## 3.5 SAMPLE SIZE

Sample can be defined as a small number of people that has been drawn from one population to do research or to find a general answer from one question. Sample size can be determine based on the size of population in one place that will be doing research and include the sample. Having a correct size will bring the impact of result that will satisfy the study (Qualtrics, 2019). From this research, the population that will be the main researcher target of sample were consists of the following group of respondent/participants:

i. All student that has been use e-hailing.
ii. The student that never use e-hailing but want to try using it.
iii. The student that knew about e-hailing but never use it.

As a time moving in this modern era, almost all student has been trying or using the e-hailing service because it was the easiest to get. E-hailing was popular among student because there are not all student has their own transport to move from one place to another place. The researcher was using Universiti Malaysia Kelantan student because it has almost 13,000 of student post-graduate and has 3 campus that based in Kelantan.

| *N* | *S* | *N* | *S* | *N* | *S* |
|---|---|---|---|---|---|
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 1000000 | 384 |

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

Figure 3.5: Table for Determine Sample Size from a Given Population

## 3.6 SAMPLING METHOD

Sampling was the procedure of choosing a small quantity of sample from a given population. A study of sample and the understanding of the characteristic of sample will make the researcher understand and learn the features of the population. In the method sampling, the researcher will select some number of people from a population as the subject of sample in the research (Mukesh et al., 2013).

In this study, the researcher was using technique of probability sampling that selected by random of respondents/participants. The sample are from the target population which are the students at University Malaysia Kelantan. All student from University Malaysia Kelantan has a same opportunity to be the respondent/participants in this study. The questionnaire was design by using google form and will be share using media social platform such as WhatsApp, Instagram, Twitter, and Facebook, so all the student of University Malaysia Kelantan can access to give their own opinion for the researcher study. With social media

platform, the researcher can reach more easily to the student from a different campus in University Malaysia Kelantan.

## 3.7 RESEARCH INSTRUMENT DEVELOPMENT

In this method, a questionnaire will be used to perform the survey. University Malaysia Kelantan students that are taking part in this research are the participants. Those participants will be limited out to everyone in Kelantan who used the e-hailing services. Both quantitative and descriptive methods use questionnaires as the major research instrument. The survey was created to collect all the information required to achieve the objectives of the research.

Multiple-choice questions are included in the demographic part of the questionnaire. The determinant decisions must be made by the respondents regarding attitude, perspective, and expectation. Online surveys are created using Google Form and sent by WhatsApp. The Likert-Scale is used to evaluate the customer ’s intention of the students. There are five options: 1 (strongly disagree), 2 (disagree), 3 (unsure), 4 (agree) and 5 (strongly agree). Statistical Package from Social Science (SPSS) version 26 is used to analyse the data collected. Frequency and pie charts are used to analyse the demographic data, while Cronbach's alpha is used to measure reliability. The mean is measured using descriptive analysis. Next, analysis performed to demonstrate the level of relationship between the dependent and independent variables is spearman's analysis.

The questionnaire is divided into seven sections, with section A addressing the demographics of respondents and sections B, C, D, E and F addressing the independent variables of pricing, safety, price, convenient, accessibility and payment method. In section G, the dependent variable, intention to use e-hailing services, was presented.

According to Nikolopoulou (2022), generally likert scales have either five or seven choices. The middle is often a neutral point, with positive and negative choices on each side. Each category is given a score between 1 and 5 or 1 and 7. The Likert scale illustrates below.

| Strongly disagree | Disagree | Unsure | Agree | Strongly Agree |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

## 3.8 DATA ANALYSIS

The researchers will use the statistical application Statistical Programmers for Social Science (SPSS) version 26 to analyse the main data. SPSS is a program-based data analysis and processing window that enables the creation of tables and pie charts. Computers assisted researchers by reducing the work necessary to gather data and facilitating quantitative analysis. The researcher evaluated quantitative data using descriptive statistics, reliability statistics, pearson's correlation and regression.

### 3.8.1 DESCRIPTIVE STATISTICS

According to Holcomb (2016), descriptive statistics are used to organise and summarise data from population or sample research. However, another sort of statistics known as inferential statistics is required for establishing population-level generalisations from samples. The researchers would use descriptive analysis to ascertain the degree of collaboration. Descriptive analysis enables researchers to convey data more effectively and clearly. For five independent variables and one dependent variable, table 3.8.1 shows the proportion of participants that disagree or agree with statements. Scales 1 and 2 indicate the degree to which strongly disagree to

disagree, level 3 indicates neutral, and scales 4 and 5 indicate the degree to which agree to strongly agree.

Table 3.8.1: The relationship between Mean and Level of Agree

| SCALE | RANGE OF MEAN | LEVEL OF AGREE |
|---|---|---|
| 5 | 4.21 – 5.00 | Strongly Agree |
| 4 | 3.41 – 4.20 | Agree |
| 3 | 2.61 – 3.40 | Neutral |
| 2 | 1.81 – 2.60 | Disagree |
| 1 | 1.00 – 1.80 | Strongly Disagree |

### 3.8.2 RELIABILITY TEST

The validity and reliability tests will be utilized in this study to evaluate the reliability and accuracy of the questionnaire. The purpose of the research's validity and reliability test is to identify the elements that motivate UMK students to utilize e-hailing in Kelantan. Measurement tools assess the ideas' coherence and stability as well as their usefulness in determining outcomes, representing measurement reality. In order to check for internal consistency, the data will then be transformed into Cronbach Alpha. The most used reliability coefficient metric, Cronbach Alpha, examines the consistency of the entire scale. The acceptable alpha coefficient, however, must be 0.7 or above.

Table 3.8.2: The rules of thumb about Cronbach Alpha Coefficient

| Cronbach Alpha Coefficient | The Strength of Association |
|---|---|
| $0.9 \leq \alpha$ | Excellent |
| $0.8 \leq \alpha < 0.9$ | Good |
| $0.7 \leq \alpha < 0.8$ | Acceptable |
| $0.6 \leq \alpha < 0.7$ | Questionable |
| $0.5 \leq \alpha < 0.6$ | Poor |
| $\alpha < 0.5$ | Unacceptable |

Table 3.8.2 shows that relationships with coefficients of less than 0.6 have weak, but those between 0.6 and less than 0.7 have moderate, strength. The strength is adequate when the measurements are 0.7 or less than 0.8. A very strong correlation is shown by a Cronbach's Alpha coefficient of 0.9.

### 3.8.3 CORRELATION TEST

In order to establish the connection between two variables, correlation analysis is a numerical method for determining the overall significance of a relationship between two variables. A low correlation means that the variables are just tangentially related, whereas a high correlation shows a meaningful association between two or more. It is the process of assessing the significance of a relationship using publicly available statistical data, and it can take many different forms. The correlation coefficient used to assess the strength of the relationship between independent and dependent variables. You can use the table below to learn how to look at the data to assess whether there is a significant relationship between independent factors and dependent variables.

Table 3.8.3: The Rules of Thumb about Correlation Coefficient Size

| Correlation Coefficient Size | The Strength of the Relationship |
|---|---|
| 1.00 | Perfect Positive Correlation |
| 0.50 to 1.00 | Strong Positive Correlation |
| 0.50 | Moderate Positive Correlation |
| 0 to 0.50 | Weak Positive Correlation |
| 0 | No Correlation |
| 0 to -0.50 | Weak Negative Correlation |
| -0.50 | Moderate Negative Correlation |
| -0.50 to -1.00 | Strong Negative Correlation |
| -1.00 | Perfect Negative Correlation |

The magnitude of the positive correlation coefficient is between 0 and 1, and its value ranges from 0 to 1.00. The table above shows that the strength of the association between the variables is entirely positive, as demonstrated in the example, when the correlation coefficient size is 1.00. There is a significant correlation between the two variables when the coefficient value is between 0.50 and 1.00. According to the correlation coefficient, a size greater than 0.50 denotes a significantly favourable connection, whereas a size between 0 and 0.50 denotes a somewhat positive link. The number zero used to symbolize the connection. This indicated that when the negative correlation's magnitude is between zero and fifty percent, it has a weakly negative effect. When the correlation coefficient is between -0.50 and -1.00, the relationship between the variable's incredibly negative correlation and the -1.00 correlation coefficient size indicates that the correlation is 100 percent negative.

## 3.9 SUMMARY

The primary objective of this research is to investigate the characteristics that influence UMK students' interest in utilizing e-hailing services in Kelantan. The quantitative research methodology was chosen for this investigation. Through survey questions, quantitative approaches will be employed to verify the hypothesis. This google form will be used to deliver survey questions to University Malaysia Kelantan's students. This study will use sampling to evaluate the priority determinants of e-hailing usage among University Malaysia Kelantan (UMK) students, the primary determinant of their behavioural intention to select this service. Multiple-choice survey questions focus on elements that influence the behavioural intention of UMK's students in selecting e-hailing services. Since the global epidemic of covid-19, social media is the sole avenue to transmit survey questions. Consequently, this quantitative method is quite valuable and appropriate for this study. This chapter has provided some guidance on the flow of the study, which aids comprehension of the objective of the study, which is to examine the influence of safety, fare price, service convenience, service accessibility, and payment options on the interest of UMK students in selecting e-hailing services in Kelantan. The data analysis summary is presented in table 3.9 below.

Table 3.9: Data Analysis Summary

| RESEARCH QUESTION | ANALYSIS |
|---|---|
| RQ1: What is the relationship between price and the factors that influence the intention to use e-hailing service among UMK students in Kelantan ? | Pearson correlation:<br>-Descriptive statistics<br>-Reliability test<br>-Correlation test |
| RQ2: What is the relationship between safety and | Pearson correlation: |

| | |
|---|---|
| the factors that influence the intention to use e-hailing service among UMK students in Kelantan ? | -Descriptive statistics<br>-Reliability test<br>-Correlation test |
| RQ3: What is the relationship between convenient and the factors that influence the intention to use e-hailing service among UMK students in Kelantan ? | Pearson correlation:<br>-Descriptive statistics<br>-Reliability test<br>-Correlation test |
| RQ4: What is the relationship between accessibility and the factors that influence the intention to use e-hailing service among UMK students in Kelantan ? | Pearson correlation:<br>-Descriptive statistics<br>-Reliability test<br>-Correlation test |
| RQ5: What is the relationship between payment methods and the factors that influence the intention to use e-hailing service among UMK students in Kelantan ? | Pearson correlation:<br>-Descriptive statistics<br>-Reliability test<br>-Correlation test |

# CHAPTER 4: DATA ANALYSIS



## 4.1 INTRODUCTION

This chapter's aim is to respond to the five research questions provided in Chapter 1. In Section 4.2 present the expectation of researcher about the study of intention to use e-hailing among University Malaysia Kelantan (UMK) students. This to make sure that the researcher has a satisfaction expectation towards study. In Section 4.3 the researcher will state about the demographic profile of respondents that consist of the gender, age, race, level of education, and the usage of e-hailing.

Section 4.4 will review the descriptive analysis which is consists of the dependent variable and independent variable. The researcher will analyse the mean of each variable. Next researchers conduct the measurement on the same sample to determine inter-rater reliability. Then, calculate the correlation between their different sets of results in the reliability test at Section 4.5 and normality test at Section 4.6. In Section 4.7 the researcher will review the hypothesis testing. This method used to measure the reliability of evidence from a sample. Lastly, Section 4.8 is the summary of the chapter.



## 4.2 PRELIMINARY ANALYSIS



Preliminary study was an expectation of researcher about the study of intention to use e-hailing among University Malaysia Kelantan (UMK) students. Based on pilot test of 30 respondent, the researcher can conclude that accessibility was the main reason for UMK student to use the e-hailing. Based on study e-hailing satisfaction by Md Nor et al. (2021), the highest positive correlation and strong relationship independent variable with dependent variable was accessibility. Based on the result of previous study show researcher that the

accessibility of e-hailing will influence the student to use e-hailing. The accessibility of e-hailing in one region will make sure the student to use the service because they can access many places without worries that they will not get transport to return.

The research show that safety also has a significant impact on intention to use e-hailing among UMK student. UMK student will take safety as second most important reason in using e-hailing because without safety assurance they will hesitate to use the service. With the target numbers of respondent was 300, the researcher hope that this study will get the satisfied result.

## 4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section will go into more detail regarding the research's outcomes based on the questionnaires that have been given to the respondents. The researcher discusses in detail about the background of the respondent's profiles for this research. The data collected from section A is about the demographic profile of the respondents which consists of gender, age, race, level of education, have you ever used an e-hailing application and how many times have you been using the e-hailing application. Thus, the demographic profiles of the respondents for this study are depicted in the tables and figures below.

### 4.3.1 GENDER

Table 4.3.1: Number of Respondents by Gender

| Gender | Frequency | Percentage (%) | Valid Percent (%) | Cumulative Percentage (%) |
|---|---|---|---|---|
| Male | 129 | 43.0 | 43.0 | 43.0 |
| Female | 171 | 57.0 | 57.0 | 100 |
| **Total** | **300** | **100.0** | **100.0** | |

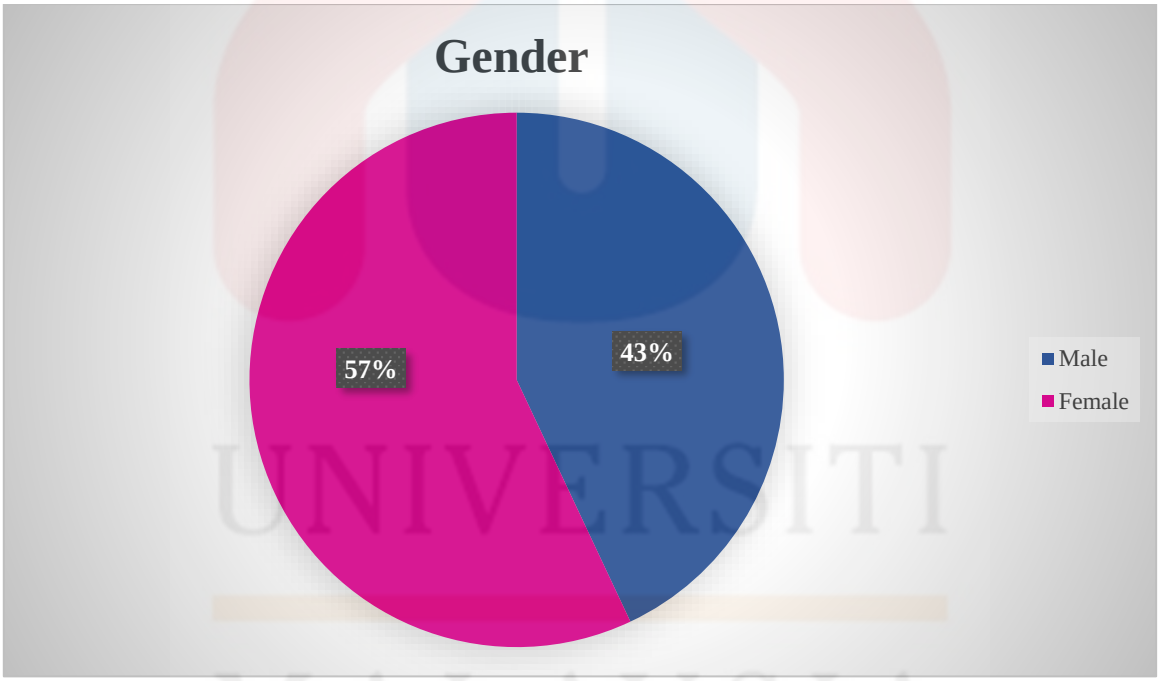



Figure 4.3.1: Percentage of Respondents by Gender

Table 4.3.1 and Figure 4.3.1 show the total were 300 respondents that came from various different background of study which include 171 of female respondents and 129 of the respondents were male. The result indicates that the percentage by gender shows that female respondents had the highest percentage value of 57% of the total respondents.

Meanwhile, for the remaining which had the lowest percentage value of 43% were male respondents who involved in this research.

### 4.3.2 AGE

Table 4.3.2: Number of Respondents by Age

| Age | Frequency | Percentage (%) | Valid Percent (%) | Cumulative Percentage (%) |
|---|---|---|---|---|
| 19-20 years old | 20 | 6.7 | 6.7 | 6.7 |
| 21-22 years old | 74 | 24.7 | 24.7 | 31.3 |
| 23-24 years old | 164 | 54.7 | 54.7 | 86.0 |
| 25 years old and above | 42 | 14.0 | 14.0 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

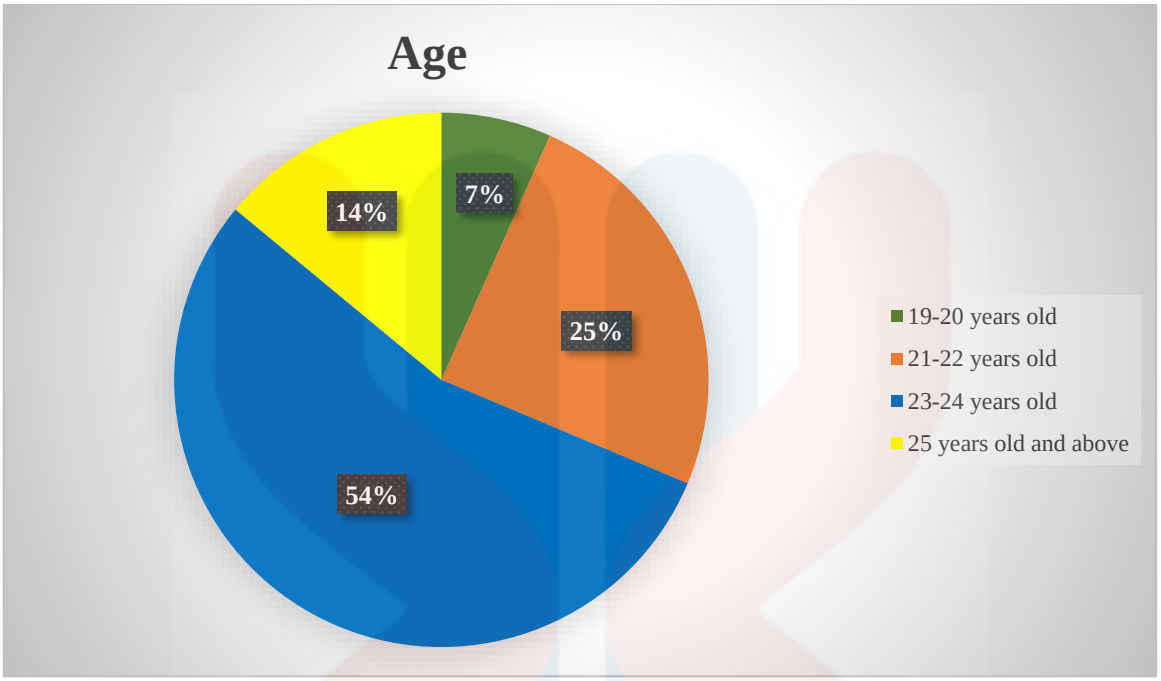



Figure 4.3.2: Percentage of Respondents by Age

Table 4.3.2 and Figure 4.3.2 show the result of frequency and percentage of the respondents based on the segmentation of age which include 20 of 19-20 years old respondents, 74 of 21-22 years old respondents, 164 of 23-24 years old respondents and 42 of 25 years old and above respondents. The table indicates that the highest percentage value of 54% and a frequency of 164 respondents are those who age 23-24 years old. The second highest percentage value of 25% and a frequency of 74 are those who are 21-22 years old. The next group age of the respondents are 25 years old and above with the percentage of 14% while the last group of respondents are 20 respondents who age 19-20 years old and the percentage is 7%.

### 4.3.3 RACE

Table 4.3.3: Number of Respondents by Race

| Race | Frequency | Percentage (%) | Valid Percent (%) | Cumulative Percentage (%) |
|---|---|---|---|---|
| Malay | 172 | 57.3 | 57.3 | 57.3 |
| Chinese | 55 | 18.3 | 18.3 | 75.7 |
| Indian | 61 | 20.3 | 20.3 | 96.0 |
| Other | 12 | 4.0 | 4.0 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

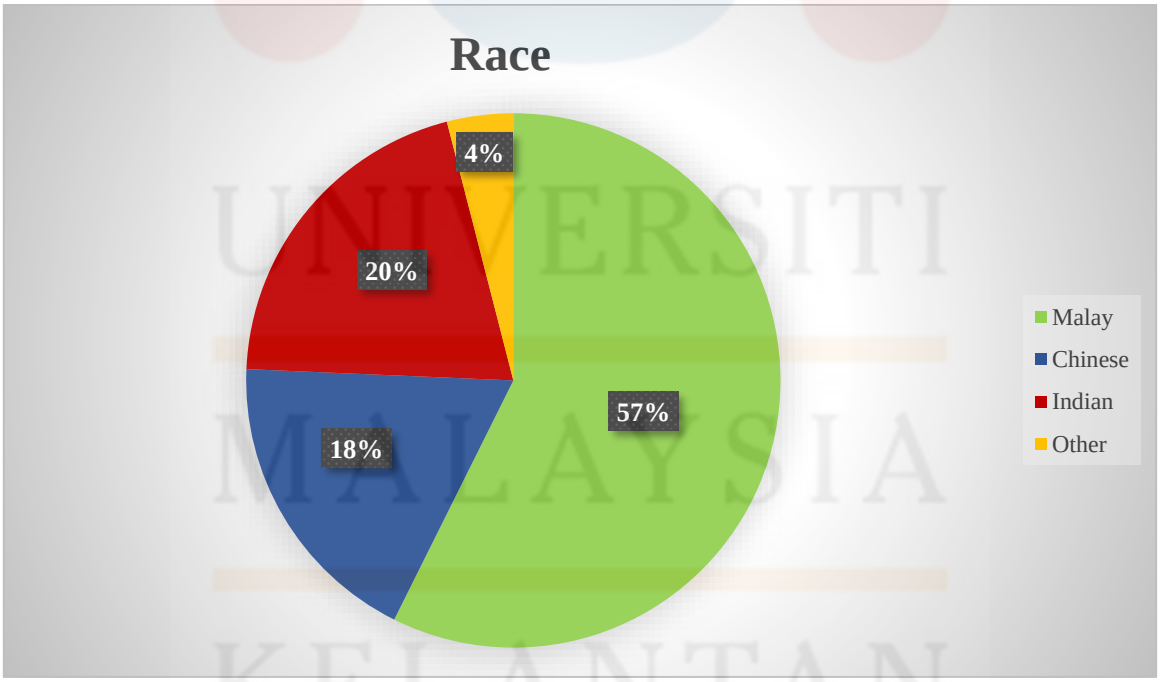



Figure 4.3.3: Percentage of Respondents by Race

Table 4.3.3 and Figure 4.3.3 show the result of frequency and percentages of the number of total respondents based on the segmentation of race. This segmentation divided into four group which consists Malay, Indian, Chinese and other. Based on the data, the result indicates that the majority of respondents who answered this survey are Malay with the percentage value of 57% with the number of 172. Next, the group that came from Indian have a percentage value of 20% and a frequency of 61 respondents. The next group of respondents came from 55 respondents of Chinese with the percentage 18%. Meanwhile, there are 12 respondents who came from the last group which is other and the percentage is 4%.

### 4.3.4 LEVEL OF EDUCATION

Table 4.3.4: Number of Respondents by Level Education

| Level of Education | Frequency | Percentage (%) | Valid Percent (%) | Cumulative Percentage (%) |
|---|---|---|---|---|
| STPM/STAM | 84 | 28.0 | 28.0 | 28.0 |
| Diploma | 50 | 16.7 | 16.7 | 44.7 |
| Degree | 158 | 52.7 | 52.7 | 97.3 |
| Master | 6 | 2.0 | 2.0 | 99.3 |
| PHD | 2 | 0.7 | 0.7 | 100.0 |
| Total | 300 | 100.0 | 100.0 | |

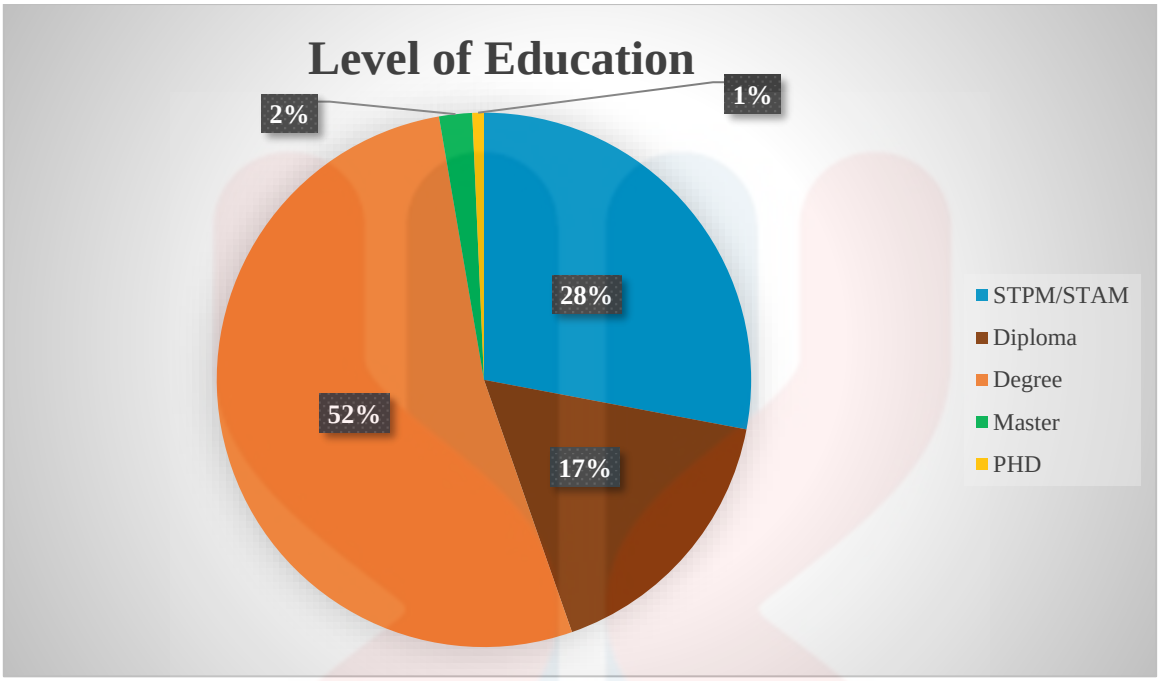



Figure 4.3.4: Percentage of Respondents by Level of Education

Table 4.3.4 and Figure 4.3.4 show the result of frequency and percentages of the respondents based on segmentation level of education which divided into STPM/STAM, Diploma, Degree, Master and PHD. The table indicates that the majority respondents who answered this survey are Degree students since it has the highest number of frequencies which is 158 respondents with the percentage value of 52%. The next group that had the second highest percentage value of 28% and frequency of 84 respondents are the students that came from STPM/STAM level of education. Besides that, the respondents for Diploma students are in the third highest place with percentage value of 17% and a frequency of 50 respondents. Subsequently, it shows that the percentage value for Master students was 2% with the number of 6 while for PHD students had the lowest percentage value of 1% and a frequency of 2 respondents involved in this research.

### 4.3.5 HAVE YOU EVER USED AN E-HAILING APPLICATION

Table 4.3.5: Number of Respondents by Have You Ever Used An E-hailing Application

| Have you ever used an e-hailing application | Frequency | Percentage (%) | Valid Percent (%) | Cumulative Percentage (%) |
|---|---|---|---|---|
| Yes | 288 | 96.0 | 96.0 | 96.0 |
| No | 12 | 4.0 | 4.0 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

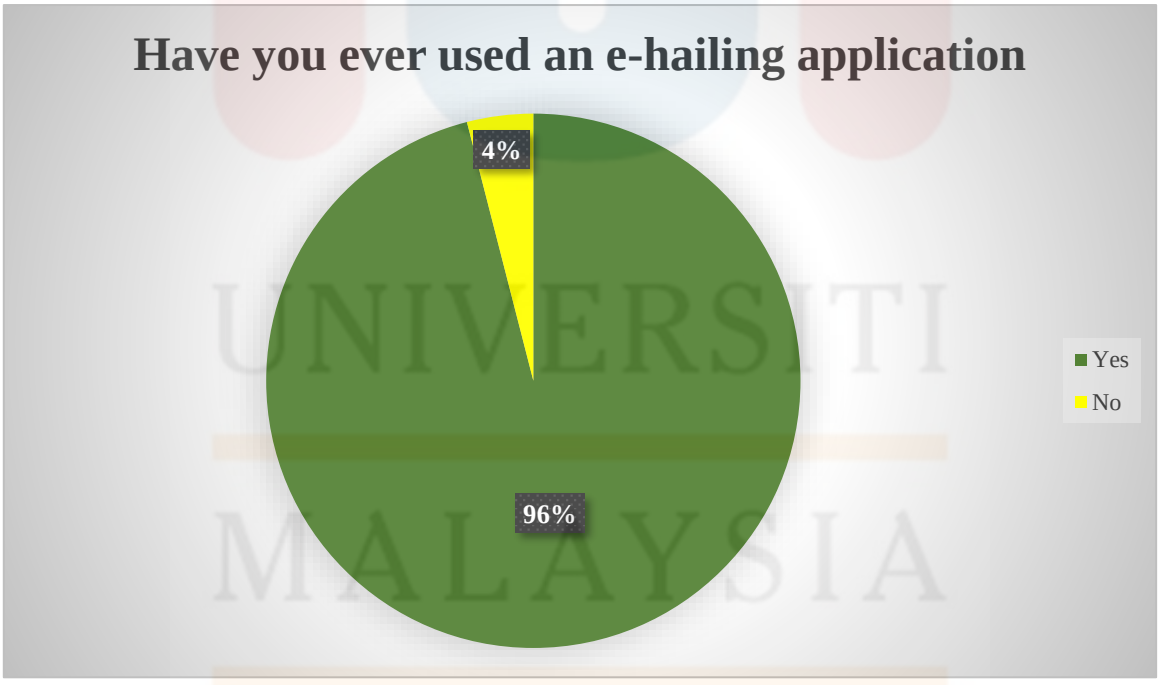



Figure 4.3.5: Percentage of Respondents by Have You Ever Used An E-hailing Application

Table 4.3.5 and Figure 4.3.5 show the result of frequency and percentages of the respondents based on segmentation have you ever used an e-hailing application. Based on the data, the result indicates that the majority respondents who answered this survey choose yes for have you ever used an e-hailing application with the percentage value of 96% and a frequency of 288 respondents. While for the remaining 4% of percentage value with the number of 12 respondents were those who choose no for have you ever used an e-hailing application.

### 4.3.6 HOW MANY TIMES HAVE YOU BEEN USING THE E-HAILING APPLICATION

Table 4.3.6: Number of Respondents by How Many Times Have You Been Using The E-hailing Application

| How many times have you been using the e-hailing application. | Frequency | Percentage (%) | Valid Percent (%) | Cumulative Percentage (%) |
|---|---|---|---|---|
| Everyday | 30 | 10.0 | 10.0 | 10.0 |
| Once per week | 92 | 30.7 | 30.7 | 40.7 |
| Once per month | 128 | 42.7 | 42.7 | 83.3 |
| Once per year | 50 | 16.7 | 16.7 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

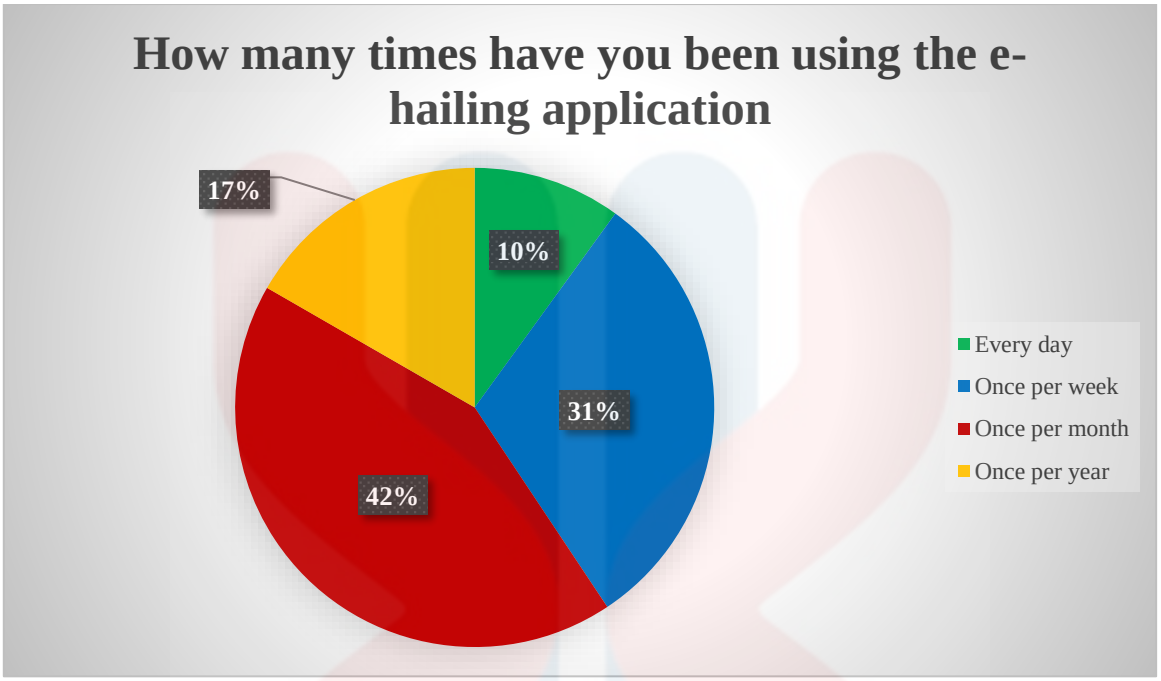



Figure 4.3.6: Percentage of Respondents by How Many Times Have You Been Using The E-hailing Application

Table 4.3.6 and Figure 4.3.6. show that the number of total respondents based on how many times have you been using the e-hailing application which divided into every day, once per week, once per month and once per year. As stated in the table, it shows that 42% of the respondents with the number of 128 been using e-hailing application for once per month. The next group of respondents with the number of 92 and percentage value of 31% came from those who has been using e-hailing application for once per week. The other group of respondents came from 50 respondents use e-hailing for once per year only with the percentage value of 17%. While in the last group of the students that been using e-hailing application for every day show that there are 30 respondents with the percentage value of 10%.

## 4.4 DESCRIPTIVE ANALYSIS

In the descriptive analysis of our study, we employed both independent and dependent variables to get the mean value of each variable. This response will use five skill points to evaluate respondents on the degree to which they agree or disagree with a statement, with one skill point representing a strong disagreement, two skill points representing disagreement, three skill points representing less agreement, four skill points representing agreement, and five skill points representing strong agreement.

### 4.4.1 DESCRIPTIVE ANALYSIS OF SAFETY FACTOR

Table 4.4.1: Safety Using E-hailing

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| [redacted] | N | Minimum | Maximum | Mean | Std. Deviation |
| By using the service from e-hailing, my safety is more guaranteed because my travel history is recorded in the system. | 300 | 1 | 5 | 4.37 | 0.717 |
| The interactive application that records the profile of both the passengers and the drivers to avoid anonymity and provide security makes me feel safer when using it. | 300 | 1 | 5 | 4.39 | 0.688 |
| Detailed information such as | 300 | 1 | 5 | 4.31 | 0.798 |

| | | | | | |
|---|---|---|---|---|---|
| the driver's name, photo, license plate number, type of vehicle as well as vehicle colour gives confidence to me to use the e-hailing service because it is transparent. | | | | | |
| I feel safe when using e-hailing because family and friends can track my whereabouts throughout the trip, the estimated time of arrival and the specific route I will take along the way. | 300 | 1 | 5 | 4.29 | 0.712 |
| I can use the "emergency feature" when I am in danger when using e-hailing and in urgent need of assistance, for example involved in a traffic accident. | 300 | 1 | 5 | 4.33 | 0.843 |
| Valid N (list wise) | 300 | | | | |

Table 4.4.1 displays the elements that influence the safety of e-hailing services. Five (5) questions pertain to this independent variable. The question with the highest mean, 4.39, was "The interactive application that records the profile of both the passengers and the drivers to avoid anonymity and provide security makes me feel safer when using it." This

indicates that the majority of responders agree with the question. The statement with the lowest mean for this variable is "I feel safe when using e-hailing because family and friends can track my whereabouts throughout the trip, the estimated time of arrival and the specific route I will take along the way." which is 4.29

In addition, the question with the biggest standard deviation is "I can use the "emergency feature" when I am in danger when using e-hailing and in urgent need of assistance, for example involved in a traffic accident." which equals 0.84. While the lowest standard deviation for this variable is, "The interactive application that records the profile of both the passengers and the drivers to avoid anonymity and provide security makes me feel safer when using it", which equals 0.688. Therefore, it demonstrates that respondents concur that this element (factor of safety) is essential for E-hailing services.

### 4.4.2 DESCRIPTIVE ANALYSIS OF PRICE FACTOR

Table 4.4.2: Price of E-hailing

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| [redacted] | N | Minimum | Maximum | Mean | Std. Deviation |
| I can save money if using e-hailing service. | 300 | 1 | 5 | 4.16 | 0.844 |
| I think e-hailing services are lower charges than taxis. | 300 | 2 | 5 | 4.24 | 0.803 |
| I feel that the price for the e-hailing services are reasonable. | 300 | 1 | 5 | 4.33 | 0.724 |

| | | | | | |
|---|---|---|---|---|---|
| I'm willing to pay more time and money for e-hailing services. | 300 | 1 | 5 | 4.26 | 0.812 |
| E-hailing become my public transport choice because it provides cheaper rates. | 300 | 2 | 5 | 4.27 | 0.815 |
| Valid N (list wise) | 300 | | | | |

The pricing of e-hailing services is influenced by the variables listed in Table 4.4.2. There are five questions pertaining to this independent variable. The question with the highest mean, 4.33, was "I feel that the price for the e-hailing services are reasonable." This demonstrates that the majority of responders agree with this question. In contrast, the lowest mean for this variable is 4.16 for the question "I can save money if using e-hailing service."

In addition, the question "I can save money if using e-hailing service." had the largest standard deviation, which equals 0.844. The question with the lowest standard deviation for this variable is "I feel that the price for the e-hailing services are reasonable." with a standard deviation of 0.724. Therefore, it indicates that respondents concur that this variable is essential for e-hailing usage.

### 4.4.3 DESCRIPTIVE ANALYSIS OF CONVENIENT FACTOR

Table 4.4.3: Convenient Factor of E-hailing

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| E-hailing services are more convenient than other modes of public transportation since it save customer's time. | 300 | 1 | 5 | 3.83 | 1.069 |
| E-hailing application is fits well with customer needs and complementary service to their lifestyle without having problem adjusting to the use of such services | 300 | 1 | 5 | 4.23 | 0.779 |
| When compared to public transit, using an e-hailing service can reduce the amount of time it takes for customers to travel to their destination. | 300 | 1 | 5 | 4.13 | 0.791 |
| Unlike public transportation, like a bus or train, which has a predetermined schedule, an e-hailing service enables | 300 | 1 | 5 | 3.90 | 1.004 |

| | | | | | |
|---|---|---|---|---|---|
| customers book a trip at any time. | | | | | |
| Depending on their demands and preferences, customers can select their preferred e-hailing service. | 300 | 1 | 5 | 4.02 | 0.954 |
| Valid N (list wise) | 300 | | | | |

Table 4.4.3 displays the independent factors of e-hailing services' convenience factor. Five (5) questions pertain to this independent variable. The question with the highest mean, 4.23, is "E-hailing application is fits well with customer needs and complementary service to their lifestyle without having problem adjusting to the use of such services" This indicates that the majority of responders agree with the question. The lowest mean for this variable is 3.83 for the statement "E-hailing services are more convenient than other modes of public transportation since it save customer's time."

In addition, the question "E-hailing services are more convenient than other modes of public transportation since it save customer's time." had the largest standard deviation, at 1.069. In contrast, the lowest standard deviation for this variable is 0.779 for the statement "E-hailing application is fits well with customer needs and complementary service to their lifestyle without having problem adjusting to the use of such services" Consequently, this indicates that respondents concur that this variable is essential for e-hailing services.

### 4.4.4 DESCRIPTIVE ANALYSIS OF ACCESSIBILITY FACTOR

Table 4.4.4: Accessibility Factor of E-hailing

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| E-hailing service apps can be accessed at any time and in every place. | 300 | 2 | 5 | 4.24 | 0.686 |
| E-hailing services can be accessed in rural areas | 300 | 2 | 5 | 4.26 | 0.748 |
| E-hailing services apps provide an accessible platform for all smartphone users. | 300 | 1 | 5 | 4.22 | 0.762 |
| E-hailing services are user-friendly to People With Disabilities (PWD) | 300 | 1 | 5 | 4.33 | 0.760 |
| E-hailing services have accessibility criteria like affordability, availability & great accommodation for users. | 300 | 2 | 5 | 4.33 | 0.728 |
| Valid N (list wise) | 300 | | | | |

The independent variables of the e-hailing accessibility factor are displayed in Table 4.4.4. Five (5) questions pertain to this independent variable. The question with the highest mean was "E-hailing services are user-friendly to People With Disabilities (PWD)" and "E-hailing services have accessibility criteria like affordability, availability & great accommodation for users" with a mean of 4.33. This indicates that the majority of respondents agree with this point. The question with the lowest mean for this variable is "E-hailing services apps provide an accessible platform for all smartphone users" with a mean of 4.22. In addition, the question has the highest standard deviation "E-hailing services apps provide an accessible platform for all smartphone users." is 0.762. The question with the lowest standard deviation for this variable is "E-hailing service apps can be accessed at any time and in every place" which is 0.686. Therefore, it demonstrates that respondents agree that variables impacting the use of e-hailing services are significant.

### 4.4.5 DESCRIPTIVE ANALYSIS OF PAYMENT METHOD

Table 4.4.5: Payment Method of E-hailing

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| In my opinion, e-hailing apps has convenient payment method for customer. | 300 | 1 | 5 | 4.19 | 0.855 |
| I can choose different types of payment methods in e-hailing apps. | 300 | 1 | 5 | 4.10 | 0.885 |
| Pay direct cash for driver from customer was | 300 | 2 | 5 | 4.36 | 0.681 |

| | | | | | |
|---|---|---|---|---|---|
| convenient for me to use E-hailing service. | | | | | |
| Pay using mobile apps or QR code scan was interesting for me to use E-hailing apps. | 300 | 2 | 5 | 4.20 | 0.853 |
| E-hailing has many payment method that help me to use this service although did not have any cash at the moment. | 300 | 1 | 5 | 4.28 | 0.733 |
| Valid N (list wise) | 300 | | | | |

Table 4.4.5 displays the independent factors of the e-hailing's payment method. There are five (5) questions regarding this independent variable. With a mean of 4.36, the question with the highest mean was "Pay direct cash for driver from customer was convenient for me to use E-hailing service." This implies that the majority of responders concur with this assertion. With a mean of 4.10, this variable's question with the lowest mean is "I can choose different types of payment methods in e-hailing apps."

In addition, the question with the largest standard deviation is "I can choose different types of payment methods in e-hailing apps." The standard deviation for this question is 0.885. The question with the smallest standard deviation for this variable is "Pay direct cash for driver from customer was convenient for me to use E-hailing service." which has a standard deviation of 0.681. Consequently, it reveals that respondents concur that element influencing the utilization of e-hailing services are crucial.

### 4.4.6 DESCRIPTIVE ANALYSIS OF INTENTION TO USE E-HAILING

Table 4.4.6: Intention to Use E-hailing

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| The existence of e-hailing services help to facilitate your movement to campus | 300 | 3 | 5 | 4.34 | 0.647 |
| By using e-hailing, it actually help me, especially when there is no transportation available. | 300 | 3 | 5 | 4.39 | 0.652 |
| E-hailing has become a preferred transportation option for UMK students. | 300 | 2 | 5 | 4.40 | 0.654 |
| The utilization of e-hailing provides me with numerous benefits. | 300 | 1 | 5 | 4.36 | 0.688 |
| I intend to use e-hailing in the future. | 300 | 1 | 5 | 4.37 | 0.703 |
| Valid N (list wise) | 300 | | | | |

The parameters that determine the intention to use e-hailing services are displayed in Table 4.4.6. Five (5) questions pertain to this dependent variable. The question with the highest mean, 4.40, was "E-hailing has become a preferred transportation option for UMK students." The majority of respondents agree with the question. The statement with the lowest

mean for this variable is "The existence of e-hailing services help to facilitate your movement to campus." it is 4.34.

In addition, the question with the greatest standard deviation is "I intend to use e-hailing in the future." which is equal to 0.703 The statement "The existence of e-hailing services help to facilitate your movement to campus" has the lowest standard deviation for this variable, with a value of 0.647. Therefore, it indicates that respondents concur that this component (intention to use e-hailing) is crucial for E-hailing services.

## 4.5 RELIABILITY TEST

The analysis in this study enables the research to decide either these sets of questions have a strong level of stability in measuring variables. The reliability tests for each variable are shows in the table below.

Table 4.5.1: Safety

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .935 | 5 |

Based on the table above, Cronbach's Alpha for the 5 items of safety is 0.935. The acceptable minimum value is 0.6. It indicates that the item in this research has an excellent consistency in measuring ideas. Therefore, safety is the focus of the questionnaires employed in this study.

Table 4.5.2: Price

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .949 | 5 |

Based on the table above, Cronbach's Alpha for the 5 items of price is 0.949. The acceptable minimum value is 0.6. It indicates that the item in this research has an excellent consistency in measuring ideas. Therefore, price is the focus of the questionnaires employed in this study.

Table 4.5.3: Convenient

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .920 | 5 |

Based on the table above, Cronbach's Alpha for the 5 items of convenient is 0.920. The acceptable minimum value is 0.6. It indicates that the item in this research has an excellent consistency in measuring ideas. Therefore, convenient is the focus of the questionnaires employed in this study.

Table 4.5.4: Accessibility

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |

| | |
|---|---|
| .918 | 5 |

Based on the table above, Cronbach's Alpha for the 5 items of accessibility is 0.918. The acceptable minimum value is 0.6. It indicates that the item in this research has an excellent consistency in measuring ideas. Therefore, accessibility is the focus of the questionnaires employed in this study.

Table 4.5.5: Payment method

| **Reliability Statistics** | |
|---|---|
| Cronbach's Alpha | N of Items |
| .885 | 5 |

Based on the table above, Cronbach's Alpha for the 5 items of payment method is 0.885. The acceptable minimum value is 0.6. It indicates that the item in this research has a good consistency in measuring ideas. Therefore, payment method is the focus of the questionnaires employed in this study.

Table 4.5.6: Intention to use e-hailing service among UMK students in Kelantan

| **Reliability Statistics** | |
|---|---|
| Cronbach's Alpha | N of Items |
| .940 | 5 |

Based on the table above, Cronbach's Alpha for the 5 items of intention to use e-hailing among UMK students in Kelantan is 0.920. The acceptable minimum value is 0.6. It indicates that the item in this research has an excellent consistency in measuring ideas. Therefore, convenient is the focus of the questionnaires employed in this study.

## 4.6 NORMALITY TEST

Table 4.6: Test of Normality

| Tests of Normality | | | | | | |
|---|---|---|---|---|---|---|
| | Kolmogorov-Smirnov[a] | | | Shapiro-Wilk | | |
| | Statistic | Df | Sig. | Statistic | df | Sig. |
| Safety | .208 | 300 | .000 | .850 | 300 | .000 |
| Price | .197 | 300 | .000 | .865 | 300 | .000 |
| Convenient | .139 | 300 | .000 | .915 | 300 | .000 |
| Accessibility | .178 | 300 | .000 | .888 | 300 | .000 |
| Payment Method | .178 | 300 | .000 | .897 | .300 | .000 |
| Intention to use e-hailing service among UMK students in Kelantan | .206 | 300 | .000 | .843 | 300 | .000 |
| a. Lilliefors Significance Correction | | | | | | |

Source: SPSS Data Analysis

The Kolmogorov-Smirnov Test and the Shapiro-Wilk Test results are shown in the table above as two well-known tests of normality. The Shapiro-Wilk Test is more appropriate for small sample sizes (<50 samples) but can also handle sample sizes as large as 2000. For this reason, the Shapiro-Wilk test will be used as our numerical means of assessing normality.

From the table above, we can see that for the safety, price, convenient, accessibility, payment method and intention to use e-hailing service among UMK students in Kelantan was not normally distribution of data. This is because the Sig. value of the Shapiro-Wilk test is less than 0.05.

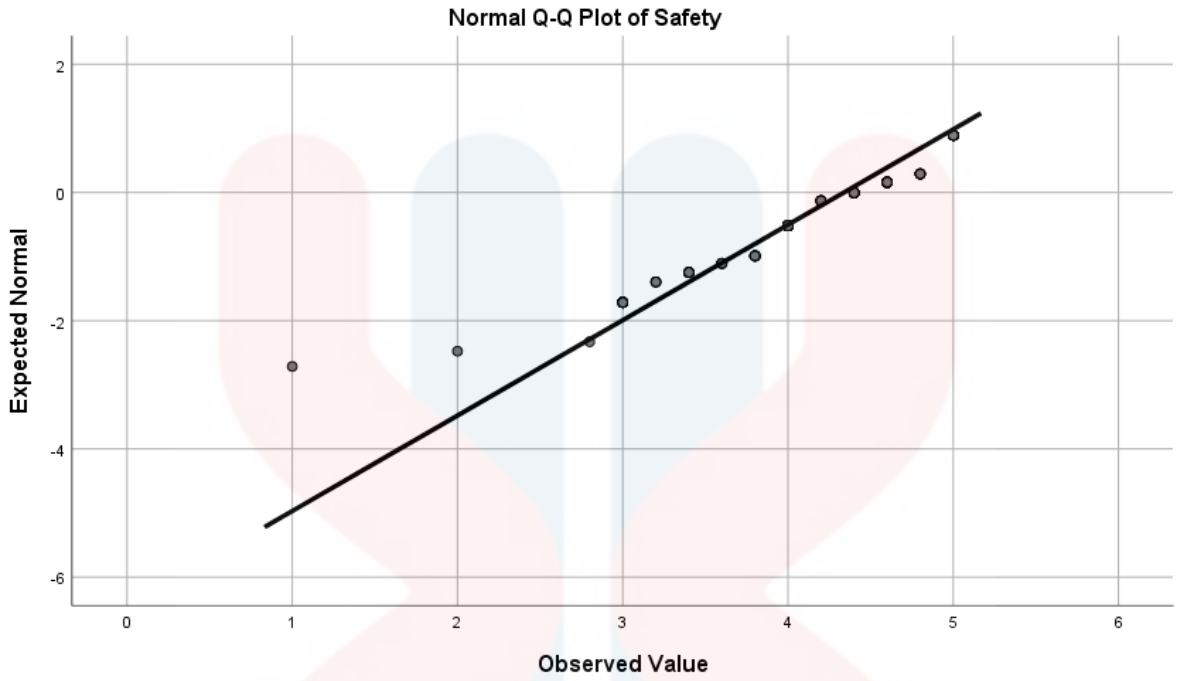



Figure 4.6.1: Safety

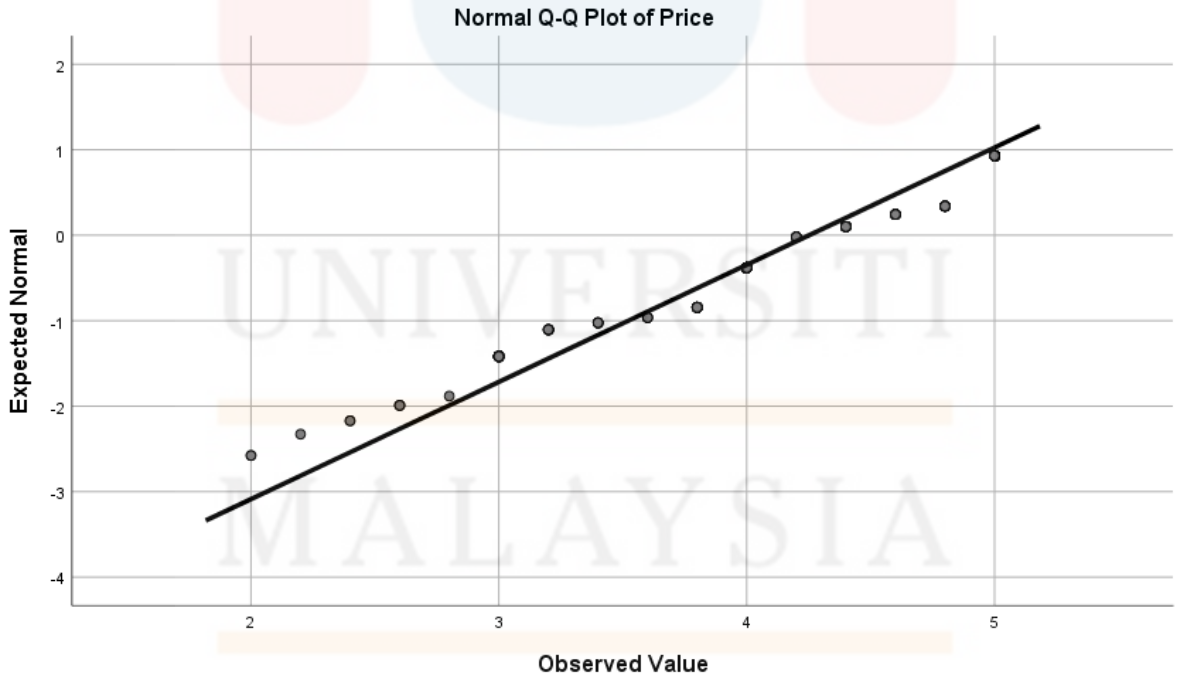



Figure 4.6.2: Price

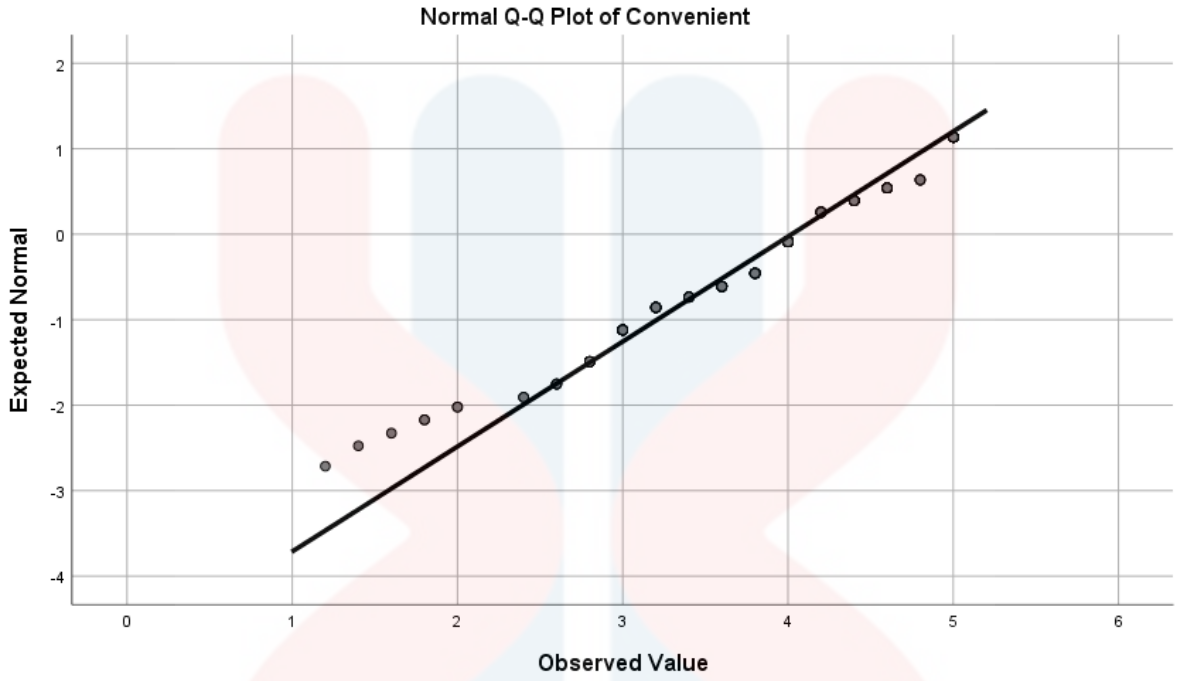



Figure 4.6.3: Convenient

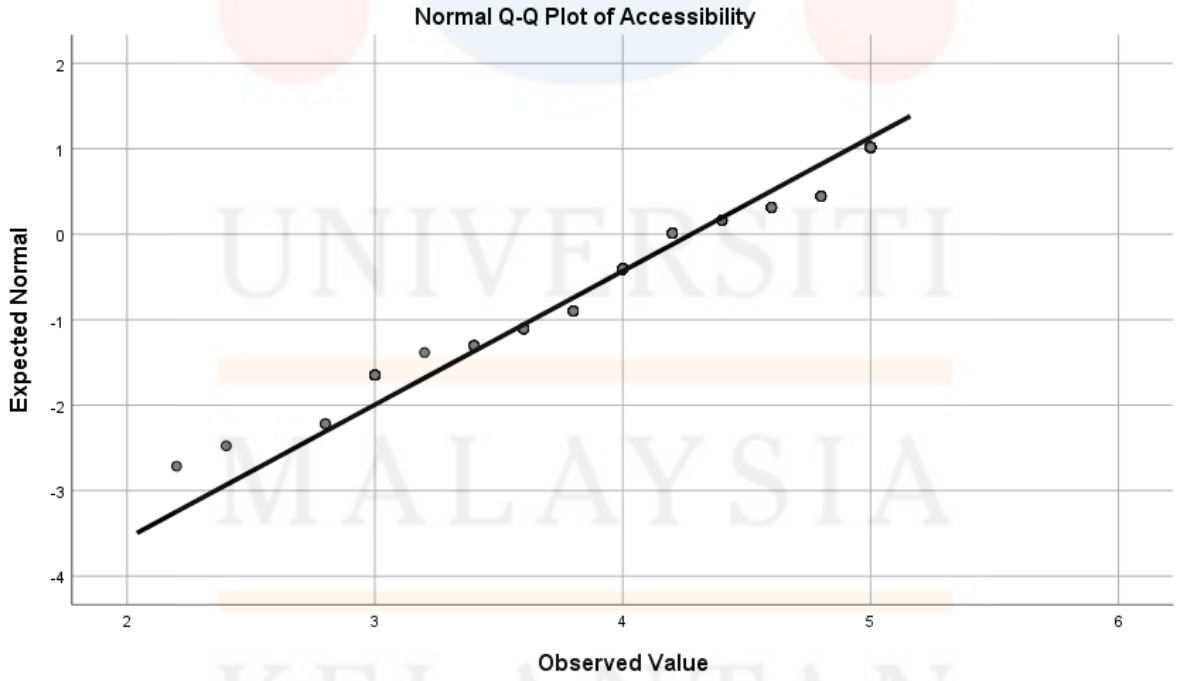



Figure 4.6.4: Accessibility

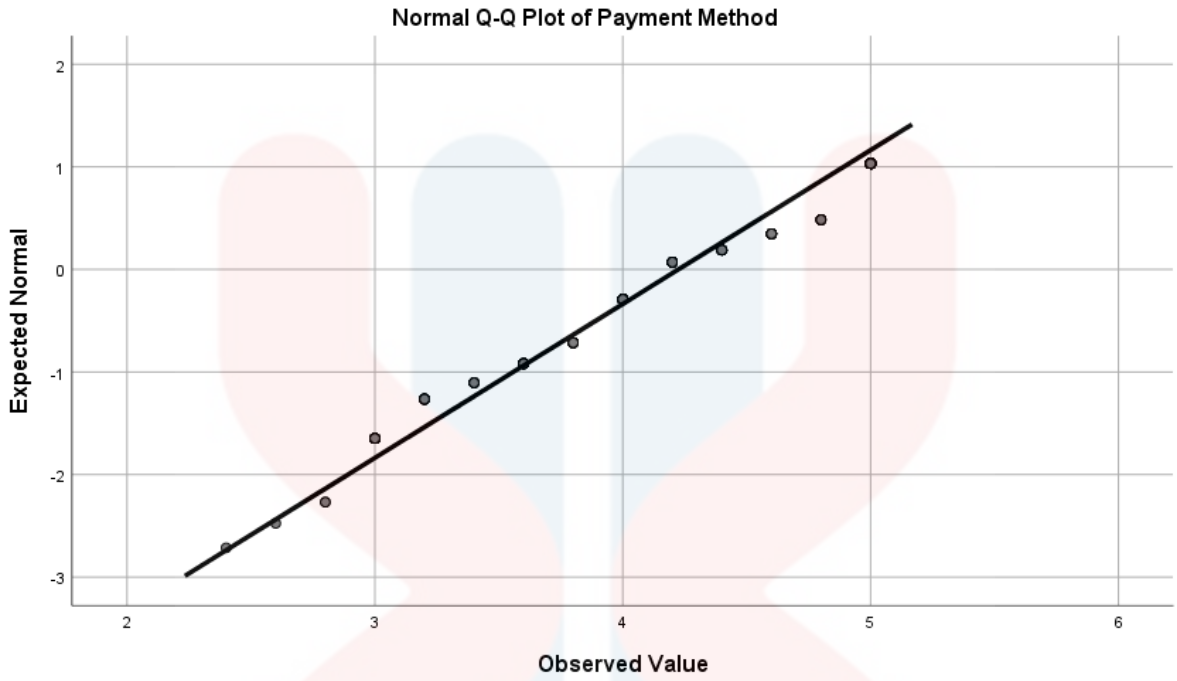



Figure 4.6.5: Payment Method

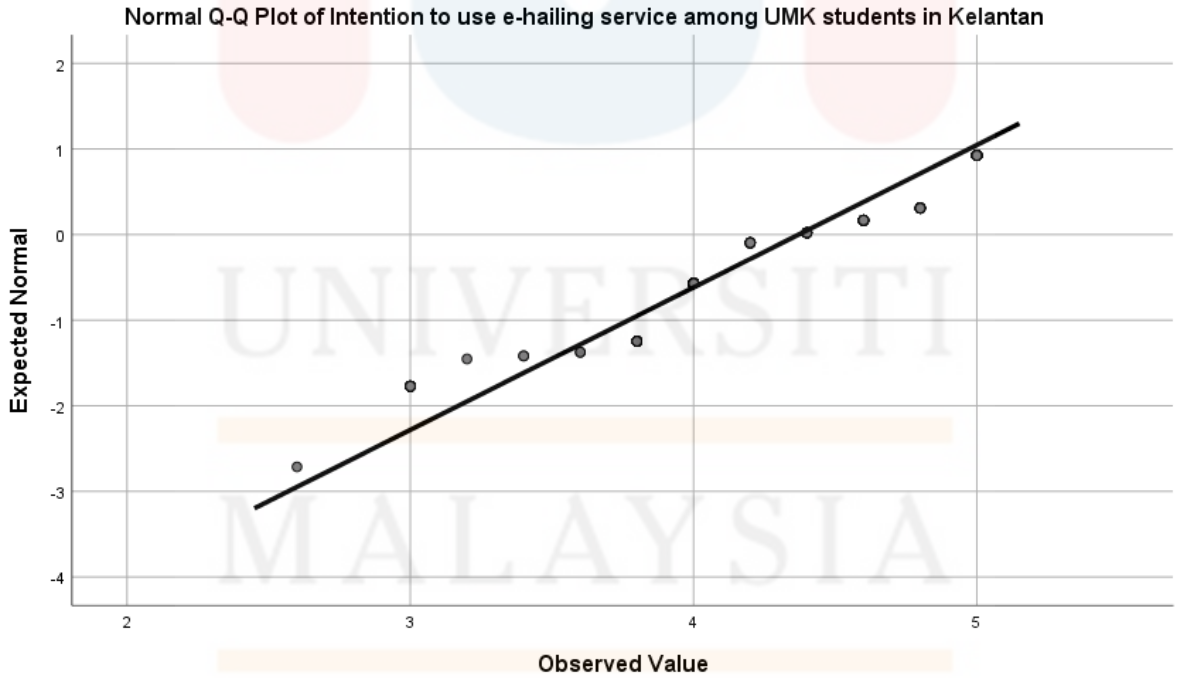



Figure 4.6.6: Intention to use e-hailing service among UMK students in Kelantan

The output of a normal Q-Q Plot can be used to determine normality graphically. The data points will be close to the diagonal line if the data are normally distributed. The data are not normally distributed if the data points deviate from the line in a clear non-linear way. From the normal Q-Q Plot above, we can see that the data is not normally distributed because almost data points are not close to the diagonal line.

## 4.7 HYPOTHESIS TESTING

A common method for evaluating the relationship between independent and dependent variables is to use the Pearson Correlation Coefficient. In order to accomplish the study goals, the correlation analysis was used to ascertain whether there is a relationship between the selection criteria and assessed utility and perceived simplicity of use. If there is a relationship between the independent variables, it must also determine if the relationship is positive or negative. The degree of the relationship between the independent factors and the dependent variable must also be determined.

Table 4.7: Pearson Correlations

| Pearson Correlations | | | | | | |
|---|---|---|---|---|---|---|
| | **Safety** | **Price** | **Convenient** | **Accessibility** | **Payment Method** | **Intention to use e-hailing service among UMK students in Kelantan** |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Safety** | **Pearson Correlation** | 1 | .819** | .695** | .827** | .748** | 846** |
| | **Sig. (2-tailed)** | | .000 | .000 | .000 | .000 | .000 |
| | **N** | 300 | 300 | 300 | 300 | 300 | 300 |
| **Price** | **Pearson Correlation** | .819** | 1 | .684** | .794** | .755** | .728** |
| | **Sig. (2-tailed)** | .000 | | .000 | .000 | .000 | .000 |
| | **N** | 300 | 300 | 300 | 300 | 300 | 300 |
| **Convenient** | **Pearson Correlation** | .695** | .684** | 1 | .737** | .748** | .658** |
| | **Sig. (2-tailed)** | .000 | .000 | | .000 | .000 | .000 |
| | **N** | 300 | 300 | 300 | 300 | 300 | 300 |
| **Accessibility** | **Pearson Correlation** | .827** | .794** | .737** | 1 | .852** | .835** |
| | **Sig. (2-tailed)** | .000 | .000 | .000 | | .000 | .000 |
| | **N** | 300 | 300 | 300 | 300 | 300 | 300 |
| **Payment Method** | **Pearson Correlation** | .748** | .755** | .748** | .852** | 1 | .776** |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Sig. (2-tailed)** | .000 | .000 | .000 | .000 | | .000 |
| | **N** | 300 | 300 | 300 | 300 | 300 | 300 |
| **Intention to use e-hailing service among UMK students in Kelantan** | **Pearson Correlation** | .846** | .728** | .658** | .835** | .776** | 1 |
| | **Sig. (2-tailed)** | .000 | .000 | .000 | .000 | .000 | |
| | **N** | 300 | 300 | 300 | 300 | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

### 4.7.1 HYPOTHESIS 1:

- There is a significant relationship between safety and the intention to use e-hailing among UMK students in Kelantan.

Table 4.7.1: There is a significant relationship between safety and the intention to use e-hailing among UMK students in Kelantan.

| Correlations | | | |
|---|---|---|---|
| | | **Safety** | **Intention to use e-hailing service among UMK students in Kelantan** |
| **Safety** | Pearson Correlation | 1 | .846** |
| | Sig. (2-tailed) | | .000 |
| | N | 300 | 300 |
| **Intention to use e-hailing service among UMK students in Kelantan** | Pearson Correlation | .846** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Based on the table above, the results show a significant relationship between safety and the intention to use e-hailing among UMK students in Kelantan because Pearson correlation showed 0.846 with a significance level of 0.00. This indicates that there is a statistically significant correlation between safety and the intention to use e-hailing among UMK students in Kelantan ($r = 0.846$ , $N = 300$, $p < .001$). Therefore, Hypothesis 1 is accepted. The strength of the relationship is a strong positive correlation because the correlation coefficient size is between 0.50 to 1.00 which is 0.846. Meanwhile, the result is a positive relationship between safety and the intention to use e-hailing among UMK students in Kelantan.

### 4.7.2 HYPOTHESIS 2:

- There is a significant relationship between price and the intention to use e-hailing among UMK students in Kelantan.

Table 4.7.2: There is a significant relationship between price and the intention to use e-hailing among UMK students in Kelantan.

| Correlations | | | |
|---|---|---|---|
| | | **Price** | **Intention to use e-hailing service among UMK students in Kelantan** |
| **Price** | Pearson Correlation | 1 | .728** |
| | Sig. (2-tailed) | | .000 |
| | N | 300 | 300 |
| **Intention to use e-hailing service among UMK students in Kelantan** | Pearson Correlation | .728** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Based on the table above, the results show a significant relationship between price and the intention to use e-hailing among UMK students in Kelantan because Pearson correlation showed 0.728 with a significance level of 0.00. This indicates that there is a statistically significant correlation between price and the intention to use e-hailing among UMK students in Kelantan ($r = 0.728$, $N = 300$, $p < .001$). Therefore, Hypothesis 2 is accepted. The strength of the relationship is a strong positive correlation because the correlation coefficient size is

between 0.50 to 1.00 which is 0.728. Meanwhile, the result is a positive relationship between price and the intention to use e-hailing among UMK students in Kelantan.

### 4.7.3 HYPOTHESIS 3:

- There is a significant relationship between convenient and the intention to use e-hailing among UMK students in Kelantan.

Table 4.7.3: There is a significant relationship between convenient and the intention to use e-hailing among UMK students in Kelantan.

| Correlations | | | |
|---|---|---|---|
| | | **Convenient** | **Intention to use e-hailing service among UMK students in Kelantan** |
| **Convenient** | Pearson Correlation | 1 | .658** |
| | Sig. (2-tailed) | | .000 |
| | N | 300 | 300 |
| **Intention to use e-hailing service among UMK students in Kelantan** | Pearson Correlation | .658** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Based on the table above, the results show a significant relationship between convenient and the intention to use e-hailing among UMK students in Kelantan because Pearson correlation showed 0.658 with a significance level of 0.00. This indicates that there is a statistically significant correlation between convenient and the intention to use e-hailing

among UMK students in Kelantan (r = 0.658, N = 300, p < .001). Therefore, Hypothesis 3 is accepted. The sstrength of the relationship is a strong positive correlation because the correlation coefficient size is between 0.50 to 1.00 which is 0.658. Meanwhile, the result is a positive relationship between convenient and the intention to use e-hailing among UMK students in Kelantan.

### 4.7.4 HYPOTHESIS 4:

- There is a significant relationship between accessibility and the intention to use e-hailing among UMK students in Kelantan.

Table 4.7.4: There is a significant relationship between accessibility and the intention to use e-hailing among UMK students in Kelantan.

| Correlations | | | |
|---|---|---|---|
| | | **Accessibility** | **Intention to use e-hailing service among UMK students in Kelantan** |
| **Accessibility** | Pearson Correlation | 1 | .835** |
| | Sig. (2-tailed) | | .000 |
| | N | 300 | 300 |
| **Intention to use e-hailing service among UMK students in Kelantan** | Pearson Correlation | .835** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Based on the table above, the results show a significant relationship between accessibility and the intention to use e-hailing among UMK students in Kelantan because Pearson correlation showed 0.835 with a significance level of 0.00. This indicates that there is a statistically significant correlation between accessibility and the intention to use e-hailing among UMK students in Kelantan ($r = 0.835$, $N = 300$, $p < .001$). Therefore, Hypothesis 4 is accepted. The strength of the relationship is a strong positive correlation because the correlation coefficient size is between 0.50 to 1.00 which is 0.835. Meanwhile, the result is a positive relationship between accessibility and the intention to use e-hailing among UMK students in Kelantan.

### 4.7.5 HYPOTHESIS 5:

- There is a significant relationship between payment methods and the intention to use e-hailing among UMK students in Kelantan.

Table 4.7.5: There is a significant relationship between payment methods and the intention to use e-hailing among UMK students in Kelantan.

| Correlations | | | |
|---|---|---|---|
| | | **Payment methods** | **Intention to use e-hailing service among UMK students in Kelantan** |
| **Payment methods** | Pearson Correlation | 1 | .776** |
| | Sig. (2-tailed) | | .000 |
| | N | 300 | 300 |
| **Intention to use e-hailing service among** | Pearson Correlation | .776** | 1 |

| | | | |
|---|---|---|---|
| **UMK students in Kelantan** | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Based on the table above, the results show a significant relationship between payment methods and the intention to use e-hailing among UMK students in Kelantan because Pearson correlation showed 0.776 with a significance level of 0.00. This indicates that there is a statistically significant correlation between payment methods and the intention to use e-hailing among UMK students in Kelantan ($r = 0.776$, $N = 300$, $p < .001$). Therefore, Hypothesis 5 is accepted. The strength of the relationship is a strong positive correlation because the correlation coefficient size is between 0.50 to 1.00 which is 0.776. Meanwhile, the result is a positive relationship between payment methods and the intention to use e-hailing among UMK students in Kelantan.

## 4.8 SUMMARY

In chapter 4, all tests in this study have been conducted using the SPSS software to get the results of the data analysis. The collected data are used for the descriptive analysis, reliability test, Pearson correlation, and multiple linear regression analysis to determine the factors that influence UMK students to use e-hailing in Kelantan. From the information, observations will be processed, and specific strategies and suggestions can be made. In the next section, the findings from the review and the results of the review were focused on in a more effective and efficient way. The point was discussed in the following section, which also included a suggestion for further review and a conclusion.

# CHAPTER 5: DISCUSSION AND CONCLUSION



## 5.1 INTRODUCTION

In this chapter, we describe the most recent data from a survey undertaken to update information regarding the factors that influence UMK students in Kelantan's intent to use e-hailing services. This is because the outcomes of the study will be discussed in detail in this chapter. This chapter will provide a solution to the challenge stated in chapter 1 by addressing the most effective means of overcoming it. In addition, this chapter examines the study's limitations and makes recommendations for further research. This chapter further explains and discusses the outcomes of the study reported in chapter 4 via Pearson's Correlation Coefficient analysis. In addition, this chapter examines the acceptance or rejection of the study hypothesis through hypothesis testing. In addition, the objective conclusion of the results based on the objectives of the study described in chapter 1 will be examined in greater detail in order to achieve the best possible research results.

## 5.2 KEY FINDINGS AND DISCUSSION

This study looked into how UMK students' intention were affected by the price, safety, convenient, accessibility, and payment method. Based on data gathered from respondents, researchers found important relational variables. The results of every hypothesis in this study are displayed in the table below.

Table 5.2.1: The finding of Hypothesis 1

| Objectives | Hypothesis 1 | Significant (Positive/Negative) | Result |
|---|---|---|---|
| To determine the relationship between safety and the factors that influence the intention to use e-hailing service among UMK students in Kelantan. | There is significant relationship between safety and the intention to use e-hailing among UMK students in Kelantan. | 0.846 (Strong Positive) | Supported |

According to this table, there is a strong positive relationship between safety and intention to use e-hailing service among UMK students, as well as significant values. A correlation coefficient of 0.846 at a significant level, p<.001, indicates that H1 is accepted. According to the correlation coefficient statistics, when the value of one variable increases, the value of the other variable increases in a similar fashion. It means when the safety increase, the intention to use e-hailing service among UMK students increases. These findings aligned with research carried out by Teo et al. (2018), which stated that their perceived safety concerns are regarding the drivers, passenger's privacy, vehicle conditions as well as insurance coverage while using the service and these may affect their intention to ride.

Table 5.2.2: The findings of Hypothesis 2

| Objectives | Hypothesis 2 | Significant (Positive/Negative) | Result |
|---|---|---|---|
| To examine the relationship between price and the factors that influenced the intention to use e-hailing among UMK students in Kelantan. | There is significant relationship between price and the intention to use e-hailing service among UMK students in Kelantan. | 0.728 (Strong Positive) | Supported |

According to this table, there is a strong positive relationship between price and intention to use e-hailing service among UMK students, as well as significant values. A correlation coefficient of 0.728 at a significant level, $p<.001$, indicates that H1 is accepted. According to the correlation coefficient statistics, when the value of one variable increases, the value of the other variable increases in a similar fashion. It means when the price increase, the intention to use e-hailing service among UMK students increases. These findings are in line with similar studies on Pepić (2018), which stated that competitive price contributes to e-hailing's success over taxi companies.

Table 5.2.3: The findings of Hypothesis 3

| Objectives | Hypothesis 3 | Significant (Positive/Negative) | Result |
|---|---|---|---|
| To determine the relationship between convenient and the factors that influenced the intention to use e-hailing among UMK students in Kelantan. | There is significant relationship between convenient and the intention to use e-hailing service among UMK students in Kelantan. | 0.658 (Strong Positive) | Supported |

According to this table, there is a strong positive relationship between convenient and intention to use e-hailing service among UMK students, as well as significant values. A correlation coefficient of 0.658 at a significant level, $p<.001$, indicates that H1 is accepted. According to the correlation coefficient statistics, when the value of one variable increases, the value of the other variable increases in a similar fashion. It means when the convenient increase, the intention to use e-hailing service among UMK students increases. A study supports these findings carried out by Teo et al. (2018), customers look for convenience and ease to book a ride and get a driver, hence it can increase passenger ride intention in using their services.

Table 5.2.4: The findings of Hypothesis 4

| Objectives | Hypothesis 4 | Significant (Positive/Negative) | Result |
|---|---|---|---|
| To determine the relationship between accessibility and the factors that influenced the intention to use e-hailing among UMK students in Kelantan. | There is significant relationship between accessibility and the intention to use e-hailing service among UMK students in Kelantan. | 0.835 (Strong Positive) | Supported |

According to this table, there is a strong positive relationship between accessibility and intention to use e-hailing service among UMK students, as well as significant values. A correlation coefficient of 0.835 at a significant level, $p<.001$, indicates that H1 is accepted. According to the correlation coefficient statistics, when the value of one variable increases, the value of the other variable increases in a similar fashion. It means when the accessibility increase, the intention to use e-hailing service among UMK students increases. These findings are aligned with research carried out by Teo et al. (2018), which stated that accessibility plays a very critical influence towards customers' intention because passengers will always tend to choose on services, which are accessible to reach their desired destination.

Table 5.2.5: The findings of Hypothesis 5

| Objectives | Hypothesis 5 | Significant (Positive/Negative) | Result |
|---|---|---|---|
| To determine the relationship between payment method and the factors that influenced the intention to use e-hailing among UMK students in Kelantan. | There is significant relationship between payment method and the intention to use e-hailing service among UMK students in Kelantan. | 0.776 (Strong Positive) | Supported |

According to this table, there is a strong positive relationship between payment method and intention to use e-hailing service among UMK students, as well as significant values. A correlation coefficient of 0.776 at a significant level, $p<.001$, indicates that H1 is accepted. According to the correlation coefficient statistics, when the value of one variable increases, the value of the other variable increases in a similar fashion. It means when the payment method increase, the intention to use e-hailing service among UMK students increases. A study supports these findings carried out by Polasik et al. (2013), the faster payment transaction was major important for customer to choose because it will decrease the time of customer to pay up their shopping or service charge.

## 5.3 IMPLICATION OF STUDY

Based on the research, the impact of study about intention to use e-hailing among University Malaysia Kelantan (UMK) students to researcher had the satisfaction to know the result that safety was the main reason for using the service. The researcher also can prove that previous study was not accurate to know the main reason UMK student using e-hailing because by using different respondent will lead into different conclusions. While previous research has focused on the accessibility, these result show that safety was the main reason for UMK student using e-hailing service.

The result show that student will make safety as important decisions before using public transport services compare to accessibility. While public transport was important to move from one place to another, e-hailing should make sure that safety of passengers was guaranteed because that was the main reason for student to use it.

As a result, student need to make sure the transport they use for daily move was safety especially public transport. With the safety guaranteed, student will have an easier time to move from one place to another place. The e-hailing service became the main focus of use for student because it has many safeties precaution that student can trust.

## 5.4 LIMITATIONS OF THE STUDY

### TIME COINSTRAINTS

The researchers recognise that there were several limitations to their study. The first limitation and main challenge faced by researchers are time constraints. We conducted this research for almost four months only, and the expected time for this research is short in order to complete a full research paper starting with research background, literature review, methodology, data analysis, and the conclusion of all

the chapters in the study. One of the things that we felt was a waste of time was when the questionnaire was distributed. The waiting period for respondents to answer the questionnaire is three weeks, and this long period of time was simply wasted. In addition, among other things that restrict our time, we had to follow the presentation date, which was a week earlier. This is because the researchers have set a time frame to complete each chapter and assignment according to the date that has been set, but the researchers need to speed up the process of preparing the research paper and there is some confusion to complete the work in a short time. Thus, for future research, we hope that the researchers will always be prepared for any possibility, learn how to do work in a fast way, and manage their time wisely.

**RESPONDENT COOPERATION**

Respondent cooperation is the next obstacle the researchers must overcome. It took almost three weeks to convince the respondents to cooperate and complete the google form as rapidly as possible to reach the target of 300 respondents. The researchers have tried their best to get the necessary data as quickly as possible. Through the primary medium, which is a WhatsApp group, the researcher distributed the questionnaire to all UMK students, involving all three campuses. The method of blasting the questionnaire into a WhatsApp group is actually an easier method than researchers having to face each student and ask them to answer the questionnaire. However, it is seen that it is not so easy to obtain the target respondents within the time frame given, which is two weeks at the beginning because there is a small number of respondent refuse to assist in filling out the google form. As a result, it took a long time up to three weeks to attain the target of 300 respondents.

## 5.5 RECOMMENDATIONS/SUGGESTION FOR FUTURE RESEARCH

Based on this study, researchers made the following recommendations for future research. Firstly, the sample size could be widened for future research to emphasize the topic about the factors that influence UMK students to use e-hailing in Kelantan. The sample size can widen to only UMK students but also other students who study in Kelantan like from Politeknik and UiTM students. The researchers could know more about what influenced students to take e-hailing in the Kelantan area and give a satisfied result.

Other than that, the researchers have recommendations that suggest how the results of the study may be improved even more. The researchers have to effectively manage their time in order to gather all of the data. As a result, effective time management was important in order to perform effectively and compile all of the sample responders within a certain amount of time. Following this, the researcher's advice selecting the right respondents to answer the whole of the questionnaire that was previously sent. Good findings for the researchers will only be obtained using this method if the responder is able to answer the question sincerely and has sufficient time to read the question carefully. The researcher may also allow the respondent to complete the questionnaire during their free time rather than while they are working to make sure that, this does not distract their attention from the questions that were asked.

Lastly, in order to more fully clarify a topic in a questionnaire, future researchers should deal on techniques like the direct approach, which is a face-to-face method. This kind of data collection will raise expectations and inspire a lot of confidence in the views of the respondents. To improve the results of a study, all of these recommendations may need to be taken into consideration in the future.

## 5.6 OVERALL CONCLUSION OF THE STUDY

Overall, the outcome of the ongoing data analysis is related to the researcher's aim. The researcher discovers that price, safety, convenience, accessibility, and payment methods impact the intention of UMK students in Kelantan to utilize e-hailing services. The researchers have achieved the primary goal of this study, which is to investigate the factors that impact the intention to use e-hailing services among UMK students in Kelantan. The researcher is interested in the study's findings because they may give an opportunity for e-hailing service providers to improve their services. While the study focused on a limited sample size, we believe it will serve as a foundation for future studies encompassing a larger population and providing more information.

## REFERENCES

Adriano, A. M. M., & Su, C. (2017). Out with the old, in with the new: A study on the vehicle hailing preferences of Filipino taxi riders based on participation intent. *International Journal of Real Estate Studies*, *11*(1), 75-81.

Al-Masaeed, S., Al Nawayseh, M. K., AlFawwaz, B. M., Maqableha, M., Alnabhan, M., Masa'deha, R. e., & AL-Shatnawi, A. (2022). Factors Affecting Consumers' Intention to Use Mobile Ride Hailing Services in Developing Countries. *International Journal of Interactive Mobile Technologies*, *16*(11).

Alemi, F., Circella, G., Handy, S., & Mokhtarian, P. (2018). What influences travelers to use Uber? Exploring the factors affecting the adoption of on-demand ride services in California. *Travel Behaviour and Society*, *13*, 88-104.

Arumugam, V., Ismail, M., & Joeharee, M. (2020). A review and conceptual development of the factors influencing consumer intention towards E-hailing service in Malaysia. *International Journal of Innovation, Creativity and Change*, *11*(11), 224-242.

Button, K. J., & Hensher, D. A. (2001). *Handbook of transport systems and traffic control* (Vol. 3). Elsevier.

Çal şkan, K. (2009). The meaning of price in world markets. *Journal of Cultural Economy*, *2*(3), 239-268.

Chang, C.-C., Yan, C.-F., & Tseng, J.-S. (2012). Perceived convenience in an extended technology acceptance model: Mobile technology and English learning for college students. *Australasian Journal of Educational Technology*, *28*(5).

Chowdhury, S., & Ceder, A. (2013). A psychological investigation on public-transport users' intention to use routes with transfers. *International Journal of Transportation*, *1*(1), 1-20.

Clewlow, R. R., & Mishra, G. S. (2017). Disruptive transportation: The adoption, utilization, and impacts of ride-hailing in the United States.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.

Defense, D. o. (2000). Standard practice for system safety (MIL-STD-882D). In: Author Washington, DC.

Dhillon, D. S. (2017, November 19). Having more ride-hailing services is good for consumers. *New Straits Times*. https://www.nst.com.my/opinion/letters/2017/11/304843/having-more-ride-hailing-services-good-consumers

Ericson, C. A. (2011). *Concise encyclopedia of system safety: Definition of terms and concepts*. John Wiley & Sons.

Fayolle, A., & Gailly, B. (2015). The impact of entrepreneurship education on entrepreneurial attitudes and intention: Hysteresis and persistence. *Journal of small business management*, *53*(1), 75-93.

Freischlad, N. (2015). Three years, $340 M funding, millions of users: GrabTaxi's Anthony Tan reflects on the journey. *Retrieved April*, *26*, 2018.

Holcomb, Z. (2016). *Fundamentals of descriptive statistics*. Routledge.

Jais, A. S., & Marzuki, A. (2020). E-hailing services in Malaysia: current practices and future outlook. *Planning Malaysia*, *18*.

John Creswell, W. (1994). Research Design; Qualitative & Quantitative Approach. In: California.

Juma, J. N. (2016). E-hailing applications adoption and competitiveness of app-based taxi operators in Nairobi, Kenya.

Kerlinger, F. (1978). Foundations of Behavioral ResearchDelhi. *India: Holt, Rinehart andWinston p*, *300*.

Khuong, M. N., & Dai, N. Q. (2016). The Factors Affecting Customer Satisfaction and Customer Loyalty--A Study of Local Taxi Companies in Ho Chi Minh City, Vietnam. *International Journal of Innovation, Management and Technology*, *7*(5), 228.

Kumar, P. K., & Kumar, N. R. (2016). A study on factors influencing the consumers in selection of cab services. *International Journal of Social Science and Humanities Research*, *4*(3), 557-561.

Laudon, K. C., & Laudon, J. P. (2004). *Management information systems: Managing the digital firm*. Pearson Educación.

Lim, K., Yeo, S., Goh, M., & Gan, J. (2018). A study on consumer adoption of ride-hailing apps in Malaysia. *Journal of Fundamental and Applied Sciences*, *10*(6), 1132-1142.

Litman, T. (2008). Valuing transit service quality improvements. *Journal of Public transportation*, *11(2)*, 3.

M.P.Prathiba, D. N. T. (2019). A STUDY ON FACTORS INFLUENCING THE CONSUMERS IN SELECTION OF CAB SERVICES. *Journal of Emerging Technologies and Innovative Research (JETIR)*, *6*(4).

Md Nor, M. N., Md Sabri, S., & Mat Isa, N. F. (2021). E-hailing service satisfaction: a case study of students in a higher education institution in Perlis, Malaysia. *Jurnal Intelek*, *16*(2), 138-150.

Mukesh Kumar, Salim Abdul Talib, & Ramayah, T. (2013). Business research methods. Shah Alam: Oxford University Press

Nassuora, A. (2012). Students acceptance of mobile learning for higher education in Saudi Arabia. *American Academic & Scholarly Research Journal*, *4*(2), 24-30.

Ngo, V. D. (2015). Transportation network companies and the ridesourcing industry: a review of impacts and emerging regulatory frameworks for Uber.

Nikolopoulou, P. B. K. (2020). What Is a Likert Scale?:Guide & Examples. https://www.scribbr.com/methodology/likert-scale/

Ooi, B.-C., & Nazar, S. A. (2021). Exploring factors influencing e-hailing services in Klang Valley, Malaysia. *International Journal of Business and Economy*, *3*(1), 32-46.

Polasik, M., & Fiszeder, P. (2010). The acceptance of payment methods on the Polish e-commerce market.

Polasik, M., Górka, J., Wilczewski, G., Kunkowski, J., Przenajkowska, K., & Tetkowska, N. (2013). Time efficiency of Point-of-Sale payment methods: Empirical results for cash, cards and mobile payments. In *Enterprise Information Systems* (pp. 306-320). Springer.

Rayle, L., Shaheen, S., Chan, N., Dai, D., & Cervero, R. (2014). App-based, on-demand ride services: comparing taxi and ridesourcing trips and user characteristics in San Francisco. Berkeley.

Ruangkanjanases, A., & Techapoolphol, C. (2018). Adoption of E-hailing applications: A comparative study between female and male users in Thailand. *Journal of Telecommunication, Electronic and Computer Engineering (JTEC)*, *10*(1-10), 43-48.

Salim, S., Azmi, M. A. M., Sanik, M. E., Mat, A. H., & Nor, M. H. O. (2020). Factors influencing passengers' use of E-hailing services in Malaysia. *Age*, *70*(37), 65.

Salim, S., Haziq, M. A., Osman, M. H., Nor, A. H. M., Zaminan, Z., Mohamad, M. Z. A. T., Shakir, M., & Azman, K. S. (2020). A Review on the Background of E-Hailing Drivers in Malaysia and Their Awareness with Regulations. IOP Conference Series: Earth and Environmental Science,

Salim, S., Salman, M. A. H., & Salman, M. N. (2021). Profiling of Passengers by E-Hailing Services in Malaysia. *Multidisciplinary Applied Research and Innovation*, *2*(2), 60-69.

Shukla, S. (2020). Concept of population and sample. *How to Write a Research Paper, June*, 1-6.

Teo, B.-C., Mustaffa, M. A., & Rozi, A. M. (2018). To Grab or Not to Grab?: Passenger Ride Intention towards E-Hailing Services. *Malaysian Journal of Consumer and Family Economics*, *21*, 153-159.

Todd, L., Amirullah, A., & Hui Xing, C. (2018). E-hailingRegulations: Striking the Right Balance. *Institute for Democarcy and Economic Affairs (IDEAS), Kuala Lumpur*.

Ubaidillah, N., Nar, L., Hamdan, R., Liwan, A., & Ismail, F. (2019). Investigating the psychological determinants of the intention to use e-hailing services. *International Journal of Academic Research in Business and Social Sciences*, *9*(11), 496-512.

Wan, W., Mohamad, A., Shahib, N. S., Azmi, A., Kamal, S. B. M., & Abdullah, D. (2016). A framework of customer's intention to use Uber service in tourism destination. *International Academic Research Journal of Business and Technology*, *2*(2), 102-106.

Wu, S., Ma, E., Wang, J., & Li, D. (2022). Experience with Travel Mobile Apps and Travel Intentions—The Case of University Students in China. *Sustainability*, *14*(19), 12603.

Yunoh, M., & Ibrahim, M. H. (2020). Factors That Influences The Uses Of E-Hailing As Public Transportation For University Students In East Coast, Malaysia. *International Journal of Entrepreneurship, Organization and Business (IJEOB)*.

Zhang, K. Z., Yan, R., & Zhao, S. J. (2016). Understanding participation in sharing economy: The roles of convenience, risk, and regulatory FOC I.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.

## APPENDIX A: DRAFT OF QUESTIONNAIRE

**TITLE OF PROPOSAL: THE FACTOR THAT INFLUENCE THE INTENTION TO USE E-HAILING SERVICES AMONG UMK STUDENTS IN KELANTAN**

| **Section A: Profile of Demografic/ *Bahagian A: Profil Demografi*** <br> tick (/) at the appropriate answer. *Sila tandakan (/) pada jawapan yang sesuai.* | |
|---|---|
| 1. Gender/ Jantina: <br><br> ☐ Male/ Lelaki <br> ☐ Female/ Perempuan | 3. Race/ Bangsa: <br><br> ☐ Malay/ Melayu <br> ☐ Chinese/ Cina <br> ☐ Indian/ India <br> ☐ Other/ Lain, |
| 2. Age/ Umur: <br><br> ☐ 19-20 years old /Tahun <br> ☐ 21-22 years old /Tahun <br> ☐ 23-24 years old /Tahun <br> ☐ 25 years old and above / Tahun dan ke atas | 4. Level of Education /Tahap Pengajian. <br><br> ☐ STPM/STAM <br> ☐ DIPLOMA <br> ☐ DEGREE <br> ☐ MASTER <br> ☐ PHD |
| 5. Have you ever used an e-hailing application? / Pernahkah anda menggunakan aplikasi e-hailing? <br><br> ☐ Yes/ Ya <br> ☐ No/ Tidak | 6. How many times have you been using the e-hailing application? / Berapa kali anda menggunakan aplikasi e-hailing? <br><br> ☐ Everyday/ Setiap hari <br> ☐ Once per week/ Sekali seminggu <br> ☐ Once per Month/ Sekali sebulan <br> ☐ Once per Year/ Sekali setahun |

**SECTION B: BAHAGIAN B**

PLEASE ANSWER ALL THE QUESTIONS AS FOLLOWS / SILA JAWAB SEMUA SOALAN SEPERTI BERIKUT :-

1. Strongly Disagree / Sangat Tidak Bersetuju.
2. Disagree / Tidak Bersetuju.
3. Neutral / Berkecuali.
4. Agree / Setuju
5. Strongly Agree / Sangat Setuju

IV: Safety Factor/ Factor Keselamatan

| | **Question** | **Likert scale** | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | By using the service from e-hailing, my safety is more guaranteed because my travel history is recorded in the system. /Dengan menggunakan servis daripada e-hailing, keselamatan saya lebih terjamin kerana sejarah perjalanan saya direkodkan di dalam sistem | | | | | |
| | The interactive application that records the profile of both the passengers and the drivers to avoid anonymity and provide security makes me feel safer when using it. /Aplikasi interaksi yang merekodkan profil kedua-dua penumpang dan pemandu untuk mengelakkan kerahsiaan dan memberi keselamatan membuatkan saya berasa lebih selamat ketika menggunakannya | | | | | |
| | Detailed information such as the driver's name, photo, license plate number, type of vehicle as well as vehicle colour gives confidence to me to use the e-hailing service because it is transparent. /Perincian maklumat seperti nama pamandu, gambar, nombor plat, jenis kenderaan serta warna kenderaan memberi keyakinan kepada saya untuk menggunakan perkhidmatan e-hailing kerana ianya telus. | | | | | |
| | I feel safe when using e-hailing because family and friends can track my whereabouts throughout the trip, the estimated time of arrival and the specific route I will take along the way. /Saya berasa selamat ketika menggunakan e-hailing kerana keluarga dan rakan boleh menjejaki keberadaan saya sepanjang perjalananan, anggaran masa tiba dan laluan khusus yang akan saya lalui sepanjang perjalanan. | | | | | |
| | I can use the "emergency feature" when I am in danger when using e-hailing and in urgent need of assistance, for example involved in a traffic accident. /Saya boleh menggunakan "emergency feature" apabila saya berada di dalam bahaya ketika menggunakan e-hailing dan memerlukan bantuan segera contohnya terlibat dalam kemalangan jalan raya. | | | | | |

**SECTION C/ BAHAGIAN C**

IV: Prive Factor/ Faktor Harga

| | **Question** | **Likert scale** | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | I can save money if using e-hailing service. /Saya boleh menjimatkan wang jika menggunakan perkhidmatan e-hailing. | | | | | |
| | I think e-hailing services are lower charges than taxis. /Saya rasa perkhidmatan e-hailing adalah caj yang lebih rendah daripada teksi. | | | | | |
| | I feel that the price for the e-hailing services are reasonable. /Saya rasa harga untuk perkhidmatan e-hailing adalah berpatutan. | | | | | |
| | I'm willing to pay more time and money for e-hailing services. /Saya sanggup membayar lebih banyak masa dan wang untuk perkhidmatan e-hailing. | | | | | |
| | E-hailing become my public transport choice because it provides cheaper rates. /E-hailing menjadi pilihan pengangkutan awam saya kerana ia memberikan kadar yang lebih murah. | | | | | |

**SECTION D/ BAHAGIAN D**

IV: Convenient Factor/Faktor Kemudahan

| | **Question** | **Likert scale** | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | E-hailing services are more convenient than other modes of public transportation since it save customer's time. /Perkhidmatan e-hailing lebih mudah berbanding mod pengangkutan awam lain kerana ia menjimatkan masa pelanggan. | | | | | |
| | E-hailing application is fits well with customers needs and complementary service to their lifestyle without having problem adjusting to the use of such services. /Aplikasi e-hailing sangat sesuai dengan keperluan pelanggan dan perkhidmatan pelengkap kepada gaya hidup mereka tanpa menghadapi masalah menyesuaikan diri dengan penggunaan perkhidmatan tersebut. | | | | | |
| | When compared to public transit, using an e-hailing service can reduce the amount of time it takes for customers to travel to their destination. /Jika dibandingkan dengan pengangkutan awam, menggunakan perkhidmatan e-hailing boleh mengurangkan jumlah masa yang diambil untuk pelanggan pergi ke destinasi mereka. | | | | | |
| | Unlike public transportation, like a bus or train, which has a predetermined schedule, an e-hailing service enables customers book a trip at any time. /Tidak seperti pengangkutan awam, seperti bas | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | atau kereta api, yang mempunyai jadual yang telah ditetapkan, perkhidmatan e-hailing membolehkan pelanggan menempah perjalanan pada bila-bila masa. | | | | | |
| | Depending on their demands and preferences, customers can select their preferred e-hailing service. /Bergantung pada permintaan dan pilihan mereka, pelanggan boleh memilih perkhidmatan e-hailing pilihan mereka. | | | | | |

**SECTION E/ BAHAGIAN E**

IV: Accessibility Factor/ Factor Kebolehcapaian

| | **Question** | **Likert scale** | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | E-hailing service apps can be accessed at any time and in every place. /Aplikasi servis e-hailing boleh diakses pada bila-bila masa dan pada semua tempat. | | | | | |
| | E-hailing services can be accessed in rural areas /Servis e-hailing dapat diakses di kawasan luar bandar | | | | | |
| | E-hailing services apps provide an accessible platform for all smartphone users. /Aplikasi servis e-hailing boleh diakses dengan mudah kepada semua pengguna yang menggunakan telefon pintar. | | | | | |
| | E-hailing services are user-friendly to People With Disabilities (PWD) /Servis e-hailing yang diberikan adalah mesra pengguna kepada Orang Kelainan Upaya (OKU) | | | | | |
| | E-hailing services have accessibility criteria like affordability, availability & great accommodation for users. /Servis e-hailing mempunyai kriteria kebolehcapaian seperti mampu milik, ketersediaan dan kemudahan kepada pengguna. | | | | | |

**SECTION F/ BAHAGIAN F**

IV: Payment Method / Kaedah Pembayaran

| | **Question** | **Likert scale** | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | In my opinion, e-hailing apps has convenient payment method for customer. /Pada pendapat saya, aplikasi e-hailing mempunyai jenis bayaran yang memudahkan bagi pelanggan. | | | | | |
| | I can choose different types of payment methods in e-hailing apps. /Saya boleh memilih pelbagai jenis cara bayaran di aplikasi e-hailing. | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Pay direct cash for driver from customer was convenient for me to use E-hailing service. /Membayar tunai secara terus kepada pemandu e-hailing memudahkan kepada saya untuk menggunakan servis e-hailing. | | | | | |
| | Pay using mobile apps or QR code scan was interesting for me to use E-hailing apps. /Pembayaran menggunakan telefon pintar atau kod QR menarik minat saya untuk guna aplikasi e-hailing. | | | | | |
| | E-hailing has many payment method that help me to use this service although did not have any cash at the moment. /Kepelbagaian jenis pembayaran membantu saya untuk menggunakan servis e-hailing walaupun tiada tunai di tangan. | | | | | |

**SECTION G/ BAHAGIAN G**

DV: Intention to use e-hailing service among UMK students in Kelantan/ Hasrat menggunakan perkhidmatan e-hailing dalam kalangan pelajar UMK di Kelantan

| | **Question** | **Likert scale** | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | The existence of e-hailing services help to facilitate your movement to campus /Kewujudan servis e-hailing membantu mempermudahkan pergerakan anda untuk ke kampus | | | | | |
| | By using e-hailing, it actually help me, especially when there is no transportation available. /Dengan menggunakan e-hailing sebenarnya ia membantu saya terutamanya apabila tiada pengangkutan yang tersedia. | | | | | |
| | E-hailing has become a preferred transportation option for UMK students. /E-hailing menjadi pilihan pengangkutan yang digemari oleh pelajar UMK. | | | | | |
| | The utilization of e-hailing provides me with numerous benefits. /Penggunaan e-hailing memberikan kelebihan kepada saya daripada pelbagai segi. | | | | | |
| | I intend to use e-hailing in the future. /Saya berniat untuk menggunakan e-hailing pada masa akan datang. | | | | | |

## APPENDIX B – GANTT CHART

| Months<br><br>Research activity | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Briefing and group distribution | | | | | | | | | | | | | | |
| Find the research article titles and findings. | | | | | | | | | | | | | | |
| Meeting on a study project with our SV | | | | | | | | | | | | | | |
| Title approval and start writing chapter 1 | | | | | | | | | | | | | | |
| Submission for chapter 1 | | | | | | | | | | | | | | |
| Discuss about chapter 1 correction with SV | | | | | | | | | | | | | | |
| Start writing for Chapter 2 | | | | | | | | | | | | | | |
| Chapter 2 submission | | | | | | | | | | | | | | |
| Discuss about chapter 2 correction with SV | | | | | | | | | | | | | | |
| Start writing Chapter 3 and correction | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| for Chapter 3 | | | | | | | | | | | | | | |
| Complete submission and Turnitin check for PPTA 1 | | | | | | | | | | | | | | |
| Presentation final year project 1 | | | | | | | | | | | | | | |
| Data collection | | | | | | | | | | | | | | |
| Meeting with SV for Chapter 4 | | | | | | | | | | | | | | |
| Start writing for chapter 4 | | | | | | | | | | | | | | |
| Correction for Chapter 4 | | | | | | | | | | | | | | |
| Start writing Chapter 5 | | | | | | | | | | | | | | |
| Correction Chapter 5 | | | | | | | | | | | | | | |
| Turnitin check and full submission for final year project | | | | | | | | | | | | | | |
| Presentation final year project | | | | | | | | | | | | | | |

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



**APPENDIX C** - Rubric

**Student's Name: MUHAMAD ZAID BIN MOHAMAD ROZALI** **Matric No. A19A0317**

**Student's Name: NOOR NABILAH BINTI ABDUL RAZAK** **Matric No. A19A0430**

**Student's Name: SHARON CELINE A/P KRISHNAN** **Matric No. A19A0836**

**Student's Name: NURUL AIN SYAFIQAH BINTI JAMIL SULONG** **Matric No. A19A0701**

**Student's Name: NUR LAILA ATIRA BINTI ZAHARI** **Matric No. A19A0593**

**Student's Name: MOHAMAD RAZIN BIN MOHAMAD RIDZUAN** **Matric No. A18A0278**

**Name of Supervisor: DR. KASMARUDDIN CHE HUSSIN** **Name of Programme: SAL**

**Research Topic: THE FACTOR THAT INFLUENCE THE INTENTION TO USE E-HAILING SERVICES AMONG UMK STUDENTS IN KELANTAN**

| | CRITERIA | PERFORMANCE LEVEL | | | | WEIGHT | TOTAL |
|---|---|---|---|---|---|---|---|
| | | POOR (1 MARK) | FAIR (2 MARKS) | GOOD (3 MARKS) | EXCELLENT (4 MARKS) | | |
| | **Content (10 MARKS)**<br>(Research objective and Research Methodology in accordance to comprehensive literature review)<br><br>Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific | Poorly clarified andnot focused on Research objectiveand Research Methodology in accordance to comprehensive literature review. | Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review. | Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts. | Strong and very clearof Research objective and Research Methodology in accordance to comprehensive literature review with very good facts. | x 1.25<br><br>(Max: 5) | 3 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | refers to researchable topic) | | | | | | |
| | | Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic. | Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific | Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Questionand scientific with | Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with | x 1.25<br>(Max: 5) | |

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

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | with fairly researchable topic. | good researchable topic. | very good researchable topic. | | |
| | **Overall report format (5 MARKS)** | ***Submit according to acquired format*** | The report is not produced according to the specified time and/ or according to the format | The report is produced according tothe specified time but fails to adhere to the format. | The report is produced on time, adheres to the format but with few weaknesses. | The report is produced on time, adheres to the format without any weaknesses. | x 0.25 (Max: 1) | |
| | | ***Writing styles (clarity, expression of ideas and coherence)*** | The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent. | The report is adequately written; Some points lack clarity. Flow of ideas isless coherent. | The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent. | The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument. | x 0.25 (Max: 1) | |
| | | ***Technicality (Grammar, theory, logic and reasoning)*** | The report is grammatically, theoretically, technically and logically incorrect. | There are many errors in the report, grammatically, theoretically, technically and logically. | The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses. | The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses. | x 0.25 (Max: 1) | |
| | | ***Reference list(APA Format)*** | No or incomplete reference list. | Incomplete referencelist and/ or is not according to the format. | Complete reference list with few mistakes in format adherence. | Complete reference list according to format. | x 0.25 (Max: 1) | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | ***Format organizing*** | Writing is disorganized and underdeveloped | Writing is confused and loosely organized. | Uses correct writing format. Incorporates a coherent closure. | Writing includes a strong beginning, middle, and end with | x 0.25 | |

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

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | ***(cover page, spacing, alignment, format structure, etc.)*** | with no transitions or closure. | Transitions are weak and closure is ineffective. | | clear transitions and a focused closure. | (Max: 1) | |
| | **Research Findings and Discussion (20 MARKS)** | | Data is not adequate and irrelevant. | Data is fairly adequate and irrelevant. | Data is adequate and relevant. | Data is adequate and very relevant. | x 1 (Max: 4) | |
| | | | Measurement is wrong and irrelevant | Measurement is suitable and relevant but need major adjustment. | Measurement is suitable and relevant but need minor adjustment. | Measurement is excellent and very relevant. | x 1 (Max: 4) | |
| | | | Data analysis is inaccurate | Data analysis is fairly done but needs major modification. | Data analysis is satisfactory but needs minor modification. | Data analysis is correct and accurate. | x 1 (Max: 4) | |
| | | | Data analysis is not supported with relevant output/figures/tables and etc. | Data analysis is fairly supported with relevant output/figures/tables and etc. | Data analysis is adequately supported with relevant output/figures/table and etc. | Data analysis is strongly supported with relevant output/figures/table and etc. | x 1 (Max: 4) | |
| | | | Interpretation on analyzed data is wrong. | Interpretation on analyzed data is weak. | Interpretation on analyzed data is satisfactory. | Interpretation on analyzed data is excellent | x 1 (Max: 4) | |
| | **Conclusion and Recommendations (15 MARKS)** | | Implication of study is not stated. | Implication of study is weak. | Implication of study is good. | Implication of study is excellent | x 1.25 (Max: 5) | |
| | | | Conclusion is not stated | Conclusion is weakly explained. | Conclusion is satisfactorily explained. | Conclusion is well explained. | x 1.25 (Max:5) | |

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

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | Recommendation is not adequate and irrelevant. | Recommendation is fairly adequate and irrelevant. | Recommendation is adequate and relevant. | Recommendation is adequate and very relevant. | x 1.25<br><br>(Max:5) | |
| | **TOTAL (50 MARKS)** | | | | | | |