

**THE FACTOR THAT AFFECTING THE
WILLINGNESS TO UTILIZE E-HAILING
SERVICES AMONG STUDENTS IN
KELANTAN**

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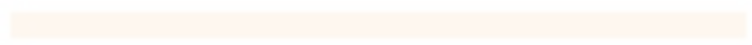
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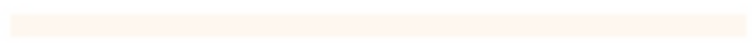
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The Factor That Affecting The Willingness To Utilize E-Hailing Services Among Students In Kelantan

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A thesis submitted in fulfillment of the requirements for the degree of Bachelor Of Entrepreneurship (Logistics And Distribution Trade) With Honours

Faculty of Entrepreneurship and Business
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2023

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ABSTRAK

Tujuan kajian ini dijalankan adalah untuk mendapatkan gambaran yang jelas tentang faktor-faktor yang memainkan peranan besar dalam kesediaan untuk memanfaatkan perkhidmatan e-hailing dalam kalangan pelajar di Kelantan. Kebolehcapaian, kemudahan, keselamatan, dan harga akan digunakan sebagai pembolehubah tidak bersandar dalam kajian ini, pembolehubah bersandar ialah kesediaan untuk menggunakan e-hailing, dan pembolehubah pengantara ialah perkhidmatan berkualiti. Kami memilih 384 responden dalam kalangan pelajar di Kelantan yang menggunakan perkhidmatan e-hailing untuk menjalankan tinjauan soal selidik. Kajian ini menggunakan Statistical Package for Social Science (SPSS) versi 26.0, untuk menganalisis data dan mendapatkan analisis deskriptif, analisis kebolehpercayaan dan, analisis korelasi Pearson untuk menguji objektif dan hipotesis kajian. Keputusan menunjukkan bahawa kebolehcapaian, kemudahan, keselamatan dan harga mempunyai kesan yang signifikan terhadap kepuasan pelanggan.

Kata kunci: kesediaan untuk menggunakan, perkhidmatan berkualiti, kebolehcapaian, mudah, keselamatan, harga

ABSTRACT

The purpose of this study is to get a clear picture of the factors that play a large role in the willingness to utilize e-hailing services among students in Kelantan. Accessibility, convenient, safety, and price will be used as independent variables in this study, the dependent variable is the willingness to utilize e-hailing, and the mediating variable is quality service. We selected 384 respondents among students in Kelantan who use e-hailing services to conduct a questionnaire survey. This study uses Statistical Package for Social Science (SPSS) version 26.0, to analyze data and obtain descriptive analysis, reliability analysis and, Pearson's correlation analysis to test the objectives and hypotheses of the study. The results show that accessibility, convenient, safety and price have significant effect on customer utilization.

Keywords: willingness to utilize, quality service, accessibility, convenient, safety, price

CHAPTER 1 : INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The process of scheduling a cab, ride-sharing, or other transportation services via a digital platform or mobile application is known as "e-hailing," short for electronic hailing. With e-hailing, customers can use their smartphones to request a ride, in contrast to traditional taxi services where customers hail a cab on the street. In fundamental terms, E-hailing services are on-demand vehicle rental services that rely on network connectivity and the usage of a specialized digital application over the Internet (Ahmand & Azizan,2020). Additionally, once entering their location or destination, passengers using the e-hailing system attach with nearby drivers via an app. The app provides the driver's name, photo, vehicle details, and frequently user reviews. Users can make cashless payments, estimate the fare, and follow the driver's location in real time through the app.

The early 2010s saw the establishment of the e-hailing concept, in which users book rides via mobile apps. In order to connect drivers and passengers more effectively and make transportation more convenient and accessible, companies like Uber, Lyft, and others began operating in 2010 or 2011. These businesses revolutionized the traditional taxi industry. But because they are convenient, effective, and frequently affordable, e-hailing services have completely changed the transportation sector. They have also introduced features like ride-sharing, where multiple passengers heading in the same direction can share a ride, reducing costs and environmental impact. However, there are a total of 42 types of e-hailing firms in Malaysia based on the Land Public Transport Agency (APAD). Popular E-hailing Malaysia platforms include Grab, Maxim, and My Car, providing a seamless experience for both passengers and drivers, shaping the future of urban transportation. But, there is a problem stated; that is the price of the e-hailing service. Perceived price is defined as an individual belief of the price in relation to the quality of the product, created as the main competition on the e -hailing business company. University students and other customers will definitely choose a service that offers the cheapest price.

However, students living on campus regularly use e-hailing services due to their accessibility and convenience. By pressing a few buttons on their smartphones,

they can easily book a ride, saving them the trouble of finding parking or waiting for public transport. E-hailing services are also cost-effective because they provide fair prices, especially for shared rides, which fit into students' tight budgets. Additionally, parents and students can feel more at ease knowing that their children have access to safety and security features like in-app emergency options and GPS tracking. This, along with the fact that e-hailing saves time by enabling flexible scheduling and efficient transportation, makes it a desirable option for students with hectic schedules. Regarding its effect on the e-hailing industry, the steady stream of student users makes a major contribution to the sector's expansion. Students are tech-savvy and frequent users of mobile applications, which broadens the customer base and raises demand. Their steady usage habits give e-hailing businesses a reliable source of income and spurs further innovation and service quality improvements, which in turn improves the e-hailing industry as a whole.

All in all, this study is to reveal the factor that affecting the willingness to utilize e-hailing services among students in Kelantan. Specifically, this study addresses four objectives: (1) To evaluate the relationship between accessibility with the willingness to utilize e-hailing services among students in Kelantan. (2) To determine the relationship between convenient with the willingness to utilize e-hailing services among students in Kelantan. (3) To evaluate the relationship between safety with the willingness to utilize e-hailing services among students in Kelantan. (4) To determine the relationship between price with the willingness to utilize e-hailing services among students in Kelantan.

1.2 PROBLEM STATEMENT

Even though the e-hailing sector is expanding quickly and is being used by many people, there are a number of issues that affect service providers as well as customers. One of the main problems is the absence of uniform laws and safety protocols in various nations and areas, which results in variations in the caliber of services and the security of passengers. Users are also concerned about issues like data privacy, digital security, surge pricing during peak hours, driver screening and accountability, and digital security. Nevertheless, the potential advantages of this practical mode of transportation for different communities are hampered by the

limited accessibility of e-hailing services in isolated or underserved areas. In order to maintain the e-hailing industry's sustainable growth and to build user confidence, it is imperative that these issues are resolved.

Even though e-hailing services are becoming more and more common in Kelantan, many students face various obstacles that prevent them from utilizing these platforms in a smooth and convenient way. The first major concern revolves around inconsistent service quality, where students often face varying levels of professionalism and punctuality among e-hailing drivers, leading to unreliable transportation experiences (Lim, A., 2022; New Straits Times, 2021). In addition, concerns about safety are pervasive and include things like insufficient background checks for drivers, low standards for vehicle maintenance, and emergency response systems. Students, as vulnerable users, express growing unease regarding their personal safety during e-hailing journeys, creating a barrier to their widespread adoption of these services (Malaysian Students Safety Survey, 2022).

Students usually struggle with erratic pricing structures due to financial concerns, which make the issue worse. This is especially true during peak hours or in inclement weather. Students who experience surge pricing frequently feel taken advantage of and are discouraged from using e-hailing services when demand is high (Chan, L., 2021; The Edge, 2022). Additionally, the limited availability of e-hailing services in certain suburban and rural areas leaves numerous students underserved, compelling them to resort to less safe or convenient transportation alternatives (Malaysian Urban Mobility Report, 2021).

The absence of standardized and well-defined regulations pertaining to the e-hailing sector is a major deterrent for students in Kelantan to fully adopt the services. Students become uneasy and insecure when there are no set rules, which discourages them from utilizing e-hailing services with confidence (Tan, K., 2021; The Malay Mail). Students' reluctance is exacerbated by unresolved issues like the driver verification, vehicle maintenance benchmarks, and fare transparency in the absence of consistent regulations. Encouraging the widespread use of e-hailing services in Kelantan and ensuring students' safety require clear, open and uniformly enforced regulations. Furthermore, these issues are made worse by the absence of consistent, clear regulations that are unique to e-hailing platforms, leaving users and service

providers in the dark. Ambiguities in regulations contribute to a fragmented implementation of safety protocols and standards, leaving students without a consistent and reliable framework for their protection (Malaysian E-Hailing Regulations Review, 2022). It is imperative that legislators, service providers, and regulatory bodies comprehend these complex issues. It is essential to address these issues by implementing comprehensive policies and strict safety standards in order to provide students throughout Kelantan with a safe, dependable, and easily accessible e-hailing environment.

1.3 RESEARCH QUESTION

The following research questions below offer a comprehensive exploration of the topics under investigation in this study:

1. What is the relationship between accessibility and quality service toward the willingness to utilize e-hailing services among students in Kelantan?
2. What is the relationship between convenience and quality service toward the willingness to utilize e-hailing services among students in Kelantan?
3. What is the relationship between safety and quality service toward the willingness to utilize e-hailing services among students in Kelantan?
4. What is the relationship between price and quality service toward the willingness to utilize e-hailing services among students in Kelantan?
5. What is the impact quality service on the willingness to utilize e-hailing services among students in Kelantan?

1.4 RESEARCH OBJECTIVES

The primary objectives of this research is to investigate the factor that affecting the willingness to utilize e-hailing services among students in Kelantan. To provide a more detailed overview of this study, it emphasizes five specific research objectives. These objectives are outlined as follows:

1. To determine the relationship between accessibility and quality service toward the willingness to utilize e-hailing services among students in Kelantan.
2. To examine the relationship between convenience and quality service toward the willingness to utilize e-hailing services among students in Kelantan.
3. To determine the relationship between safety and quality service toward the willingness to utilize e-hailing services among students in Kelantan.
4. To examine the relationship between price and quality service toward the willingness to utilize e-hailing services among students in Kelantan.
5. To analyse the quality service on the willingness to utilize e-hailing services among students in Kelantan.

1.5 SCOPE OF THE STUDY

The samples of the research consist of all of the students in Kelantan. In this research, the study aims to look into the different types of factors that influence the willingness of students in Kelantan to use e-hailing services. Factors influencing this decision may include aspects that are related to technology, society, economy and culture.

The purpose of the study is to deliver an extensive examination of the variables affecting Kelantan students' propensity to use e-hailing services. The result of this study will be useful in studying the key variables that influence the popularity of e-hailing services and can be utilized to develop tactics that are intended at expanding the use of such services for Kelantan's students.

The scope of the study intends to offer useful insights that e-hailing services providers, policymakers and stakeholders are able to use to encourage the increased adoption of these services by analyzing various factors affecting the willingness of students in Kelantan to utilize e-hailing services.

1.6 SIGNIFICANCE OF STUDY

The purpose of this study was to identify how the accessibility of e-hailing affects the willingness of students in Kelantan to utilize e-hailing services. Accessibility has a significant impact on students' willingness to use e-hailing services. E-hailing services give students easy accessibility to transport, especially in places with restricted public transit choices. Students who live in rural or poorly accessible locations inside the town or college are more likely to use e-hailing services. However, unpredictable access to e-hailing vehicles, particularly at peak periods or in severe weather conditions, might result in lengthy wait periods. If students are unable to depend on the service being easily accessible when required, they may choose alternate modes of transportation that provide greater reliability. As a result, the purpose of this study is to determine the impact of accessibility on students' propensity to use e-hailing services in Kelantan.

Researchers could find out about the factors that influence Kelantan students' willingness to use e-hailing services by obtaining this study. E-hailing services frequently provide the convenience of immediate transportation. A smartphone app allows students to swiftly order transportation. It saves them from having to wait for buses and trains or hail a cab. Students may feel irritated and opt for more trustworthy transit choices if the e-hailing service is inefficient or if the mobile application is malfunctioning. Therefore, this study will investigate the effect of convenience on students' desire to use e-hailing services.

Besides that, this study contributes to understanding how safety issues influence Kelantan students' likelihood to use e-hailing services. For students, safety is of the greatest importance. This is because criminal cases continue to arise nowadays. For example, sexual assault, murder, kidnapping, and robbery are common among e-hailing users. Students' trust in the service might be increased if an e-hailing platform contains safety elements such as driver evaluations, real-time tracking, and secure electronic payment systems. Students are more inclined to utilize e-hailing services once they believe they are secure when using them. This study allows researchers to discover safety factors that impact Kelantan students' desire to utilize e-hailing services.

Last but not least, the purpose of the research was to investigate if the price of e-hailing services influences students' willingness to use them in Kelantan. When

utilizing e-hailing services, students may prioritize pricing. Some e-hailing services with clear pricing might be economical, especially for pooled travel among students. Students may also divide fares, making it cheaper for those on a limited budget. Price increases during peak hours or strong demand, on the other hand, might result in higher expenses, discouraging price-sensitive students. If e-hailing services continue being more costly than other modes of transport, students might find less expensive options. Researchers were able to determine how pricing influences Kelantan students' desire to use e-hailing services through this study.

1.7 DEFINITION OF TERM

E-hailing

E-hailing, also called as vehicle-hailing, vehicle-booking, or immediately transport, serves the same objective as ride-hailing by tying the location of the customer to the vehicle via GPS, and the fee is calculated depending on distance (Idros et al., 2020). According to Jais & Marzuki (2020), e-hailing is a sharing rides business that links consumers to available automobiles using a mobile app. Passengers pinpoint their location by GPS locating, are connected with the nearby driver, and an estimate cost is provided, all while driving in a private vehicle. E-hailing is an option which enables individuals to plan their transportation using mobile apps. Such offerings include e-hailing cars and cabs (Ministry of Transport Malaysia, 2022).

Willingness

The concept of "willingness" implies the condition of being ready or motivated to undertake something. It expresses a desire, willingness, or voluntary decision to participate in a specific action or behavior. willingness can refer to several facets of living, such as being willing to gain knowledge, a willingness to assist others, or a willingness to accept responsibility. It is a favorable characteristic that indicates a cooperative and open-minded approach to new experiences, difficulties, or activities. According to Abdelkader (2020), willingness is the sincere intention to make a certain decision and to really seek something.

Service Quality

A set of quality definitions, the most essential of which is that it indicates that the goods are without flaws, that they are manufactured properly the first time, and that they meet the needed requirements (Alshurideh, 2022). The quality of service represents an index of the way effectively an organization performs its offerings in contrast to the demands of its customers. Customers purchase services to satisfy specific needs. They have specific requirements and assumptions to ensure the services offered by a business fits their needs.

1.8 ORGANIZATION OF THE PROPOSAL

The first chapter of this study discusses the introduction, which includes the study's background and the challenges that prompted this study. The research questions and objectives of this study lead to the identification and comprehension of the independent variables and dependent variables. Last but not least, chapter one consists study scope, significance of the study, and term definitions. The second chapter describes the literature review of the variables in this study. This chapter will investigate the variables and deliver their conceptual structure, hypotheses, and findings. Chapter three will discuss the methodology of this study. This chapter delivers an outline of the research design, data collection technique, population involved in this study, sampling method, research instrument development, variables measurement, procedure for data analysis, and summary of this chapter.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The emergence of e-hailing services has brought about a transformation in the worldwide transportation sector, which will provide simple and on-demand mobility solutions, which will provide simple and on-demand mobility solutions. Among the various user classifications, students represent a significant number that can gain many benefits from these services. Given that Kelantan, Malaysia, is an area distinguished by particular cultural and social characteristics, it is critical to understand the variables affecting students' utilization of e-hailing services. This literature review aims to critically evaluate and synthesize the corpus of knowledge theories, research and works that have been published about the issues influencing Kelantan students' willingness to adapt and utilize e-hailing services. This review explores a variety of factors, including technological, sociocultural, economic and regulatory elements that influence students; choices about using e-hailing services.

2.2 UNDERPINNING THEORY

Numerous ideas might be used in the investigation of the variables affecting the Kelantan students' desire to use e-hailing services. One of the theory is the Technology Acceptance Model which is TAM (Fred Davis, 1989). Perceived utility and perceived ease of use are the two primary characteristics that TAM examines when examining how consumers adopt and employ technology.

Regarding the use of e-hailing services by Kelantan students, it consists of **perceived usefulness**. TAM states that people are more inclined to utilize technology if they believe it will improve their performance or way of life (Venkatesh et al., 2012). The perceived value of e-hailing services for Kelantan students may be assessed according to elements such as accessibility to transportation, cost-effectiveness, time-saving, and convenience. Second is the **perceived ease of use**. People are more inclined to adopt a technology if they find it easy to use, claims TAM (Venkatesh et al., 2003) The degree of comfort students have with using smartphone apps, the ease of use of e-hailing applications, and the interface's simplicity may all have an impact on how likely they are to use these services.

This theory highlights the fundamental factors impacting technology adoption, and it may be modified to evaluate Kelantan students' propensity to utilize e-hailing services. The Technology Acceptance Model (TAM) offers a framework for comprehending and forecasting the behavioral intention to embrace and utilize technology. This aids in determining the elements that might either facilitate or obstruct the student body in Kelantan's acceptance of e-hailing services.

2.3 WILLINGNESS TO UTILIZE E-HAILING

The willingness of consumers to use e-hailing services is influenced by several factors, including accessibility, convenience, safety, and price. Accessibility pertains to the ease with which one can access opportunities for acquiring goods, services, destinations, and engagements, with the exception of a minor portion of travel focused on mobility as the primary objective. It also stands as the primary goal in the vast majority of transportation activities (Litman, 2023). The convenience factor significantly shapes consumer intent (Zhang et al., 2016). Vital markers for travelers' assessment of transfer routes include personal safety, journey duration, connection reliability, transfer duration, and transfer-related information. Among these factors, personal safety at transit stations holds the utmost importance in travelers' decisions to utilize public transportation (Button & Hensher, 2001). The pricing aspect carries substantial weight in the transportation industry, influencing fare affordability and customer loyalty (Khuong & Dai, 2016).

2.4 QUALITY SERVICE

The e-hailing sector is currently experiencing rapid growth within the digital market. According to Nur Zaimah Ubaidillah's research in 2019, customer satisfaction plays a crucial role in shaping perceptions related to value for money, service quality, and e-service quality. E-hailing approaches, as highlighted by Zhixiang Fang in 2018, offer passengers a high level of comfort and efficiency, particularly during peak hours and inclement weather conditions. E-hailing applications serve as information platforms, enhancing the communication efficiency between drivers and passengers. Positive service experiences contribute to perceived value, which, in turn, impacts user satisfaction with e-hailing services. Meeting customer satisfaction is paramount

for businesses seeking to increase profitability and achieve success, as indicated by Nur Athirah Nabila Mohd Idros in 2019. Previous research has shown that consumers' choice between traditional taxis and ride-hailing services, such as a particular cab service, can be influenced by service attributes and provider characteristics, as demonstrated by Ee Shiang Lim in 2022. In our study, we aim to investigate whether students in Kelantan are affected by the quality of service when using e-hailing services.

2.5 ACCESSIBILITY

Accessibility encompasses the degree of ease in accessing a wide array of offerings, such as products, services, places, and activities, which are collectively referred to as opportunities (Litman, 2023). This concept can be assessed from multiple angles, considering specific demographics, modes of transportation, geographical locations, or types of activities. Accessibility is subject to influence from a multitude of variables, including mobility, the availability and cost-effectiveness of transportation choices, the interconnectedness of transportation systems, alternative means of mobility, and urban development patterns. E-hailing applications are accessible via phone applications, and they are becoming more popular in many countries. E-hailing platforms provide a diverse array of transportation options and corresponding payment systems, while also conveying the real-time location of the requested e-hailing vehicle through the service. For those utilizing mobile devices to oversee the process, this not only mitigates potential issues but also allows them to bypass the traditional taxi wait.

Accessibility, as defined by (Lessa et al., 2019) refers to the extent to which a population can conveniently reach a destination or participate in an event via transportation methods. It is intricately connected to mobility, which signifies the ability to initiate movement. An individual's access to transportation can be substantially influenced by their specific characteristics, including needs, opportunities, and abilities. The Grab application, with an impressive 90 million downloads, offers a range of features related to payment and transportation services, enhancing its user-friendliness. Additionally, the Grab app is user-friendly, which further enhances its accessibility (Gerading, 2015).

2.6 CONVENIENT

Something that is convenient is user-friendly, time-efficient, comfortable, and easily accessible; it makes situations or tasks easier for people to handle or more effective, especially for students. The convenience of services had a substantial effect on customer satisfaction, and the relationship between convenience and satisfaction was moderated by variables such as household size, income, time constraints, and enjoyment of shopping (Benoit et al, 2017). In the hectic world of today, convenience is critical when it comes to e-hailing services. Transportation has been transformed by the ability to request a ride with a few taps on a smartphone app. But it does away with the inconvenience of having to wait for a bus or hail a cab on the street. E-hailing services are also more practical for a number of reasons. With a few taps on their smartphones, students can request rides through user-friendly mobile apps that provide a smooth booking process. This saves time and effort by doing away with the need to hail a cab on the street or contact a dispatcher.

Users of e-hailing can easily schedule a ride from the comfort of their homes or places of business, saving a significant amount of time and effort. In addition, the ability to track the driver's location in real-time adds a feeling of assurance and security, improving the service's overall dependability and convenience. This degree of convenience not only makes travel easier, but it also makes a big difference in people's everyday lives by allowing them to concentrate on more important things while their transportation needs are effectively met.

With a fixed fare and a range of payment options available as alternatives, perceived convenience can be defined as a more convenient option for passengers compared to traditional modes of transportation that are similar to regular public transit but offer more amenities (Teo, Mustaffa & Rozi, 2018). The most significant factor that made ride-sharing services more convenient than public transportation was their availability. Additionally, e-hailing services are offered seven days a week, 24 hours a day. It is challenging to use public transport late at night, and most of it ends at a set hour.

Convenience has a positive impact on customers' intentions, according to Zhang, Yan, and Zhao (2016). The reason for this is that e-hailing provides a safe and

practical mode of transportation along with the guarantee of a predetermined cost before utilising the service. Additionally, the majority of e-hailing platforms feature a rating and review system that lets users select drivers based on their ratings and past users' comments, improving the feeling of safety and dependability in general. Given that the fares are pre-displayed on the phones of both the drivers and the passengers, this provides students with a sense of security and helps them avoid being conned by drivers.

2.7 SAFETY

Based on Maslow's Hierarchy of Needs, the desire for safety is the need to perceive control, predictability, and order (McLeod, 2023). This covers all aspects of 'safety', including psychological safety, monetary security, law and order, absence of fear, community stability, property, healthcare, and well-being.

With the advent of e-hailing services presented throughout the world, users may now travel more easily using applications and pay with their smartphones. When e-hailing businesses first appeared, users had the option of using a single app and account for all of their needs. However, with the expansion of these services, one concern that arises is the security of passengers. The user's primary concern in a stranger's vehicle is his or her safety. If users feel unsafe, they will feel uncomfortable or worried. People will experience emotions of uneasiness, worry, and tension when there is little order and predictability (Kanushkina, 2020).

Utilizing e-hailing services is associated with a variety of safety concerns. For example, getting deceived, insecure electronic transactions, dangerous driving performance, and poor vehicle conditions. According to Elnadi and Gheith (2022), when utilizing e-hailing applications, users must supply personal information such as contact details, demographics, email addresses, geographical information, and payment options. This might be related to concerns about the security of disseminating personal information. Therefore, safety and security needs are related to the desire to feel safe and secure in an individual's life and surroundings. Users will be reluctant to use an e-hailing service if they feel insecure.

2.8 PRICE

The definition of price is the amount of money that is expected or required in payment for something. If the buyers think a greater price equates to higher quality, they will be more eager to spend. Consumers use the price as a mental shortcut to gauge product or service quality when information is limited. (Moira McCormick, October 2, 2015).

First and foremost is the affordability, due to the reason the study aims are students, affordability will be the main factor that affects the perception of students and the willingness to utilize e-hailing services among students in Kelantan. According to the report, young people, especially students, do not have the means to own their own cars or get permission from their families to use their parents' cars to go to college. Therefore, college students who need transportation during their college career within a few years will use e-hailing to meet their needs, which is to get to another place. Affordability is one of the most important factors because most students do not have income or high savings, so they need to consider various factors such as whether they can afford the huge expenses before using the e-hailing app. Some poor students would rather choose not to participate in some activities in farther places to save the cost, although those activities will make them make more friends and get more advantages. In addition, I have listed a number of considerations of affordability.

Secondly, budget restraints. Many Kelantan students live on tight budgets, devoting a sizable percentage of their money to necessities like tuition, housing, and daily living costs. E-hailing services may put a burden on these limited finances if they are thought to be pricey. Students may have worse perception and be less eager to utilize e-hailing services because they are unwilling to set aside a sizable percentage of their budget for transportation.

Thirdly, the cost of alternatives. When deciding between several transport choices, students frequently compare the price of e-hailing services. E-hailing services will be more appealing if they are more affordable or cost-effective than purchasing and maintaining a personal vehicle. A crucial element in this comparative examination is affordability. For example, a few years ago, there were Grab and Uber

to compete in the market. Nowadays, there are applications such as Maxim and Grab as the alternatives for the users to compare especially the prices and services.

In addition, the frequency of usage. The frequency of e-hailing services is also influenced by how affordable they are for students. Students will have better perception and are more inclined to utilize e-hailing for various activities, such as traveling to classes, going on social excursions, or doing errands, if costs are fair and fit within their budget. Students may limit their usage of e-hailing to rare occasions if it is thought to be excessively pricey. For example, as I stated above, if some of the students get the permission from their parents to drive their car to school but after they compare, the cost of using e-hailing app to school is cheaper than the cost of driving himself or herself to school, they might change their decision to use e-hailing during most of the time rather than driving himself.

Besides that, one of the reasons price can be affecting the perception and willingness to utilize e-hailing services among students in Kelantan is economic consideration. Every student's financial status is unique, and this affects how affordable they perceive things to be. Students with more stable financial situations could be less price-sensitive and feel like more doesn't matter either to drive to school or to utilize e-hailing services, whereas those with tighter budgets would be pickier.

Furthermore, if e-hailing uses psychological pricing, it will also increase the perception and also many opportunities in the market. Psychological pricing brings a huge impact because it has perceived value. Consumers tend to perceive greater deals or value when prices end in 9 or 99. A fare of RM 9.99 may appear more reasonable and alluring than RM10 in the context of e-hailing services. A higher level of interest and desire to utilize e-hailing services may result from this perception of a reduced price. Moreover, many customers of e-hailing have price sensitivity. Hence, particularly those who use e-hailing services, are price conscious. They are always looking for ways to get the most for their money. Through psychological pricing, rates might look more affordable and draw in budget-conscious customers who might not normally think the service is too pricey. Through this discussion, it's clearly seen that the price of e-hailing will definitely affect the willingness of students in Kelantan. If there is a cheaper or reasonable price, it will increase rapidly the opportunities of drivers in Kelantan and the willingness to spend by the students in Kelantan.

2.9 HYPOTHESES STATEMENT

The hypotheses for this study have been formulated by the researchers and are presented below:

H₁: There is a significant relationship between accessibility and the quality service toward the willingness to utilize e-hailing services among students in Kelantan.

H₂: There is a significant relationship between convenience and the quality service toward the willingness to utilize e-hailing services among students in Kelantan.

H₃: There is a significant relationship between safety and the quality service toward the willingness to utilize e-hailing services among students in Kelantan.

H₄: There is a significant relationship between price and the quality service toward the willingness to utilize e-hailing services among students in Kelantan.

H₅: There is significant effect of quality service on the willingness to utilize e-hailing services among students in Kelantan.

2.10 CONCEPTUAL FRAMEWORK

The conceptual framework shows that the independent variables are accessibility, convenient, safety, and price. The mediating variable for this research is quality service and the dependent variable for this research is willingness to utilize e-hailing. To construct a conceptual framework for the factors that affecting the willingness to utilize e-hailing services, the researchers employed the research model proposed by Joia and Altieri in 2018. This model delineates the antecedents of continued use intention of e-hailing apps from the passenger's perspective.

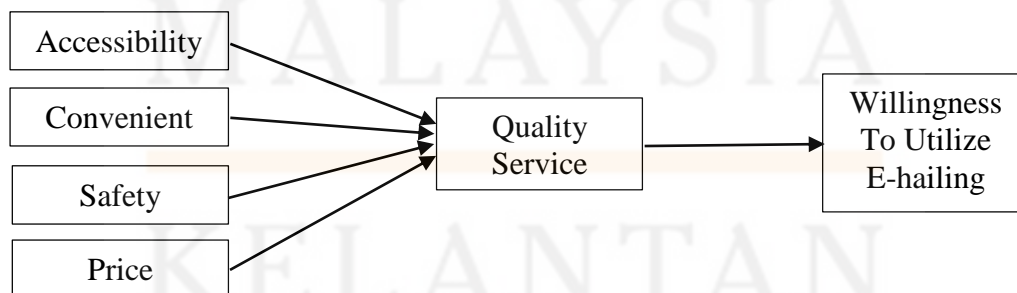


Figure 2.1: Conceptual Research Framework

2.11 SUMMARY

This chapter describes the relationship between the dependent variable and fellow independent variables of this study, “The factor that affects the willingness to utilize e-hailing services among students in Kelantan”. The independent variables of this study are accessibility, convenience, safety and price. The mediating variable is quality service. Meanwhile the dependent variable is “among students in Kelantan”. The analysis used to conduct this research will be in the following chapters.



CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

The objective of this study technique is to examine the elements that impact Kelantan students' propensity to utilize e-hailing services. Using the methodology, the study focuses on the students to get insight into their viewpoints, experiences, and the factors influencing their choices of e-hailing services. The study aims to collect a range of perspectives from students with different backgrounds so that it may provide important information on what influences their use of e-hailing services in Kelantan. This study can provide a more comprehensive knowledge of the elements influencing students' preferences in Kelantan by gathering both numerical and in-depth narrative data.

3.2 RESEARCH DESIGN

Research design provides an overview of the design and implementation of qualitative research methods that are useful for beginners and more experienced researchers, (Chali et al., 2022). This study will use a mixed-methods research technique, integrating qualitative interviews with quantitative surveys, to fully analyse the variables influencing Kelantan students' utilization of e-hailing services. This mixed-methods technique triangulates many data kinds in an attempt to create a more nuanced view. The objectives from the quantitative and qualitative phase which is survey is to provide quantifiable information on the demographics, technological preparedness, and perceived advantages and disadvantages of e-hailing services among students. To guarantee representation across a range of demographics, including age, gender, educational attainment, and economic categories, a stratified sample technique will be employed. For the survey, a sample size of Kelantan students will be the goal. To gather the survey instrument, age, gender, and usage of e-hailing apps are among the characteristics that will be covered by a structured questionnaire that will also address perceived hurdles such as safety concerns and cultural differences and advantages such as convenience and cost-effectiveness. The surveys will be distributed in google form, to ensure accessibility and convenience for the participants.

3.3 DATA COLLECTION

The primary method of gathering data was through the use of quantitative data techniques. Closed-ended surveys, correlation, regression strategies, mean, mode, and median, along with other statistical analysis techniques were employed in these procedures. It took less time to manage and apply quantitative methodologies. In order to gather research data for this study, a questionnaire was used to obtain and collect primary data. Group members will receive the questionnaire along with a verified cover letter that has been signed by the supervisor of the researchers. The objectives of the study and the queries for additional research were addressed in our online survey. Students in Kelantan have access to the online survey form. Every respondent's response is automatically collected by the online survey system and sent to us.

3.3.1 Primary data

The primary data that we gathered was from a survey that students in Kota Bharu would complete as respondents. A questionnaire serves as the primary data collection tool.

3.3.2 Secondary data

Relates to information that is readily available to the researcher and has already been collected by someone (a person or an organization). The statement was written down in Business Research Methods All Rights Reserved Oxford Fajar Sdn. Bhd. Put differently, secondary data is information that has already been gathered by another party for a different reason than the one that is being discussed. Researchers frequently use this kind of data to save time and money. Secondary data is available from a number of sources, including websites, government publications, research papers, and other types of pre-existing data sets. A questionnaire was used to obtain and collect the research data for this study. Group members will receive the questionnaire. Questionnaires are used by researchers to gather primary data.

3.4 STUDY POPULATION

A population is associated with any particular class, group, or non-human entity, including things, places, periods of time, schools, and other entities. Approximately 384 respondents will be the study's target population, and a quantitative survey method will be employed to collect data. In Kelantan, there are roughly six figures of university students.

3.5 SAMPLE SIZE

The notion of sample size pertains to the quantity of data points employed in generating approximations for a particular population. Sampling, on the other hand, involves the process of choosing a subset of the population to infer characteristics about the entire population. Determining the sample size involves extracting a representative subset from the population, considering the number of units within a subgroup chosen for analysis. According to Raveendran (2022), the sample size denotes the count of observations or duplicates necessary in a statistical sample to effectively represent segments of the population targeted in any survey or experiment.

In this study, the sample size will be employ the Krejcie and Morgan (1970) technique to establish the sample size, streamlining the procedure for ascertaining the appropriate sample size for a limited population. The goal is to gather 384 questionnaires that will be answered by respondents, in order to avoid the invalidity of information by respondents.

<i>N</i>	<i>S'</i>	<i>N</i>	<i>S'</i>	<i>N</i>	<i>S'</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S'* is sample size.
Source: Krejcie & Morgan, 1970

Figure 3.1: Table for Determine Sample Size from a Given Population

3.6 SAMPLING TECHNIQUES

Santoso et al. (2019) defined the process of selecting an adequate number of elements from a population as sampling techniques. Among these techniques, one notable approach is purposive sampling, which entails the deliberate selection of respondents based on specific criteria, rather than simply by their level or geographic region. In purposive sampling, the researcher tailors the sample to meet the study's specific requirements. In the present investigation, the researcher chose to focus on students who either actively or passively engaged with e-hailing services to enhance the data's validity. This choice was driven by the researcher's interest in exploring e-hailing usage among students in Kelantan, achieved through the distribution of a questionnaire via Google Form. The sample size was determined by the study's need to efficiently and cost-effectively gather a substantial number of survey responses for the assessment of factors influencing students' willingness to utilize e-hailing services in Kelantan.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

The research will employ a survey format, exclusively targeting Kelantan-based students who have availed themselves of e-hailing services. It will employ a combination of quantitative and descriptive methodologies, wherein questionnaires will serve as the primary research instrument. The survey has been thoughtfully crafted to acquire comprehensive data essential for fulfilling the research objectives.

The questionnaire's demographic section consists of multiple-choice queries designed to elicit responses regarding respondents' viewpoints, outlook, and anticipations. These online surveys are created using Google Forms and sent via WhatsApp. To gauge students' intent, a Likert Scale featuring five options ranging from 1 (strongly disagree) to 5 (strongly agree) is employed. The gathered data is subjected to analysis through Statistical Package for Social Science. Demographic data is assessed using frequency and pie charts, while reliability is determined by Cronbach's alpha. Descriptive analysis is employed to calculate the mean, and Spearman's analysis is used to illustrate the level of relationship between the dependent, mediating and independent variables.

The survey is structured into five distinct sections. Section A primarily centres on gathering demographic information from the respondents. Moving forward, sections B, the focus shifts to the dependent variable, which measures the willingness of respondents towards utilizing e-hailing services. Next, section C is mediating variable which is quality service. And section D, E, F, G delve into the independent variables related to accessibility, convenience, safety, and price, respectively.

According to Nikolopoulou (2022), the Likert scale commonly comprises five options, featuring a midpoint denoting neutrality, flanked by choices representing both positive and negative choices. Each of these response categories is associated with a numerical value within the range of 1 to 5. The depiction of the Likert Scale is presented below for reference.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Table 3.2: Table for Likert Scale

3.8 MEASUREMENT OF THE VARIABLES

A measurement variable constitutes an unidentified property that can accept any number of values and analyses a specific matter. It is frequently utilized in scholarly study. Nominal scales, ordinal scales, interval scales, and ratio scales are examples of measuring techniques. Researchers devised a questionnaire for collecting data. The measurement of variable in this questionnaire included nominal scale, ordinal scale, and interval scale.

Nominal scale and ordinal scale were used in the section A of the study. The nominal scale is the initial stage in the measuring instrument whereby the digits act as "tags" or "categories" to define or recognize the objects (Bhat, 2023). By dealing on non-numerical variables or values which carry no meaning, a nominal scale is employed. Nominal scales feature values that may be assigned to a measurable number of various categories depending on a characteristic (Frost, 2023). It is a qualitative approach. The digits are applied to describe the objects in this survey. For instance, the question in the section A of the study asked whether the respondent's

gender was male or female. Respondents will be requested to answer a closed-ended question and choose the one that relates to them the most. Next, the ordinal scale presents an order and rating of statistics without identifying the level of variance among them (Bhat, 2023). It detects and explains a variable's significance. For example, the question that evaluates the frequency of students utilizing the e-hailing application in the study. Respondents were asked to select one of the options which include “everyday”, “once per week”, “once per month” or “once per year”.

Furthermore, the interval scale was used in section B to section G of this study. The interval scale can be described as a quantitative measuring instrument with significant variations involving two variables (Akman, 2023). An interval scale is a recommended measure in Statistics since it implies researchers to link any number value to any possible assessments. The outcomes of this study were measured by using a Likert scale to score respondents' degree of approval through a statement on a range of 1 (strongly disagree) to 5 (strongly agree).

3.9 PROCEDURE FOR DATA ANALYSIS

Data analysis for study purposes entails the procedure of cleaning, deceiving, and analyzing data in order to extract relevant insights, make conclusions, and assist decision-making. Data analysis for study purposes assists researchers in identifying trends, patterns, and links within the evidence that has been recorded.

3.9.1 Statistical Package for the Social Sciences (SPSS)

The Statistical Package for the Social Sciences (SPSS) is a programmed application that studies data collected in social science fields. SPSS was founded in 1968 by SPSS Inc., and IBM owned it in 2009 (S & B, 2023). It offers a fast-visual planning setting for structures varying from basic to complex. SPSS data is employed for questionnaires, mining data, market analysis, and other purposes. The questionnaire was sent at random to 384 students in Kelantan for this study. The questionnaire responses will subsequently be converted into numerical format and entered into SPSS. Researchers can discover the results of Descriptive analysis, Reliability test, Pearson correlation analysis, and Pilot study using SPSS.

3.9.2 Descriptive analysis

Descriptive analysis is an aspect of data research that contributes in the explanation, display, or convenient summarization of details in order for structures to develop that meet all of the data's needs (Bush, 2020). Descriptive analysis was employed in this research to define the traits of the sample via tables and graphs. Frequency distribution, central tendency measurements, and variability measurements are the three major divisions of the descriptive analysis. First, frequency distribution refers to the process of summarizing the probability of every conceivable outcome for a variable in digits or percent in charts or diagrams (Kaur et al., 2018). For instance, researchers can use frequency distributions to determine which gender has the most responses in a survey.

Besides that, central tendency measurements assess the dataset's center, or average (Kaur et al., 2018). The average can be determined via the mean, median, or mode. The mean is the most known approach for calculating the average. The median is an amount in a data collection that is exactly in the center. The mode indicates strictly the most regular or common input response. There may be zero mode, a single mode, or several modes in a data gathering.

Furthermore, measures of variability reflect how broadly spread off the values were (Kaur et al., 2018). The variation in value is denoted by the range, standard deviation, and variance. The range illustrates the distance between the most severe reaction scores. The dataset's standard deviation illustrates the average degree of variability. It shows that every result deviate from the mean upon average. The variance is determined by taking the average of squared departures from the mean. It shows the degree of dispersion in a given data collection.

3.9.3 Reliability test

The process of determining the dependability of a measuring equipment or tool for study is referred to as reliability testing. Reliability refers to the accuracy by which an approach evaluates something. The evaluation is regarded as trustworthy whenever the identical finding is able to be repeatedly generated with the similar procedures with similar circumstances. Reliability testing is vital as it guarantees that the study outcomes are not the result of unpredictable error or changes in measurements.

Researchers use the reliability test to assess the data consistency and validity of the variables. This test was carried out to identify the factors and hypotheses that impact Kelantan students' desire to use e-hailing services, as well as to guarantee that the outcomes are attributable to this study evaluation instead of related to any other aspects.

The reliability test findings will then be examined employing the Cronbach's alpha coefficient. Cronbach's alpha is a suggestion of the dependability of a group of survey responses. It serves to figure out whether an array of data repeatedly grades a specific attribute. Cronbach's alpha measures consistency on a defined 0 to 1 scale. Greater consistency between variables is indicated by greater numbers.

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

Figure 3.3: Cronbach's Alpha table

3.9.4 Pearson correlation analysis

The Pearson coefficient is a category of correlation statistic that describes the association among two variables when assessed on a single interval or scale (Wagner & Uhlemann, 2021). Pearson's r is another name for it. The Pearson coefficient represents the strength and direction of a link between two continuous variables. It is symbolized by the character "r" and covers the range of -1 to +1. If "r" is nearly +1, it indicates a strong positive relationship, implying that when one factor rises, it also increases the other. If "r" is roughly -1, this suggests a negative association. Negative correlations indicate that when one variable grows, the other decreases. If "r" is close to 0, it suggests that there is little or no association. It demonstrates whether there exist little or none linear associations among the variables.

3.9.5 Pilot study

A pilot study stands a "small study designed to evaluate methodology, data gathering instruments, population recruitment methods, and other methods for research before the start of a larger investigation" (Hassan et al., 2006). The pilot study acts as a vital phase in a study commitment. It was carried out to discover possible issue spots and faintness in the research equipment and methodology prior to the complete study's deployment. A pilot study determines the viability of the investigation, preventing researchers from wasting resources and effort. A pilot research was disseminated to 30 respondents prior to performing a suitable questionnaire to assess the accuracy and relevance of the questionnaire in this study.

3.10 SUMMARY/ CONCLUSION

This chapter discusses the approaches used to collect and analyze data in this study. A quantitative data collection method which is the questionnaire was used to collect data from the target respondents. The researcher defined the target respondents for this study as university students in Kelantan with a sample size of 384 people. Furthermore, researchers used the Statistical Package for the Social Sciences (SPSS) Version 26.0 software for the data analysis. The methods that were implemented in this data analysis included Descriptive analysis, Reliability test, Pearson correlation, and Pilot test. The data collected will be used in Chapters 4 and 5.

CHAPTER 4: DATA ANALYSIS

4.1 INTRODUCTION

This section presents the outcomes of the investigation, following a thorough examination of the gathered data in alignment with the predefined objectives and hypotheses outlined in preceding chapters. The comprehensive online survey involved 384 participants comprising students from Kelantan. Their responses were systematically encoded and inputted into an SPSS spreadsheet. A comprehensive exploration of the demographic composition of the sample is provided herein, encompassing variables such as gender, age, race, educational level, and engagement with e-hailing services. The accumulated questionnaires will undergo scrutiny utilizing Descriptive Analysis, Validity and Reliability Tests, Normality Tests, and Hypotheses Testing to derive meaningful insights.

4.2 PRELIMINARY ANALYSIS

4.2.1 Pilot Test

The study was undertaken a pilot test in Kelantan, employing a sample of 30 respondents, to assess the questionnaire's validity and precision. It is emphasized, as advocated by (Saunders, 2007), that a pilot test is imperative before gathering authentic data. This initial test serves the crucial purpose of refining the questionnaire, ensuring respondents face no challenges in providing answers, identifying potential discomfort-inducing queries, and estimating the time required for survey completion.

Table 4.1: Reliability Coefficient Alpha for 30 Respondents

Variables	Number of Items	Cronbach's Alpha	Strength Association
(DV) Willingness to utilize e-hailing	5	0.903	Excellent
(MV) Quality service	5	0.923	Excellent
(IV 1) Accessibility	5	0.871	Good
(IV 2) Convenient	5	0.911	Excellent
(IV 3) Safety	5	0.891	Good
(IV4) Price	5	0.803	Good

Table 4.1 above shows the Cronbach’s Alpha Coefficient value for this study. The intensity of the interaction of each dependent variable, mediating variable and independent variable are based on the table above. The Cronbach’s Alpha value for willingness to utilize e-hailing is (0.903), quality service is (0.923), accessibility is (0.871), convenient is (0.911), safety is (0.891), and price is (0.803). The acceptability and reliability of the questionnaire are affirmed when the Cronbach’s Alpha value falls within the range of 0.6 to 0.7, while a value of 0.8 or higher is considered indicative of an excellent level of reliability (Hulin et al., 2001).

4.3 Demographic profile of respondents

This section will provide a comprehensive exploration of the research findings derived from the surveys distributed among the respondent. The thoroughly examines the contextual details pertaining to the profiles of the respondents involved in the study. The information obtained from Section A encompasses the demographic aspects of the respondents, encompassing gender, age, race, educational level, usage of e-hailing applications, and frequency of e-hailing application utilization. Consequently, the demographic characteristics of the participants in this investigation are illustrated in the subsequent tables and figures.

4.3.1 Gender

Table 4.2 and Figure 4.1 illustrate a total of 384 participants from diverse backgrounds participated in the study. This cohort comprised 215 female respondents and 169 male respondents. The findings reveal that the gender distribution indicates a predominant representation of female respondents, constituting 57% of the total participants. Conversely, male respondents, comprising 44% of the total, demonstrated the lowest percentage in this research.

Table 4.2: Number of the Respondents by Gender

Gender	Frequency	Percentage (%)	Valid Percent (%)	Cumulative Percentage (%)
Male	169	44.1	44.1	44.0
Female	215	55.99	55.9	100

Total	384	100.0	100.0	
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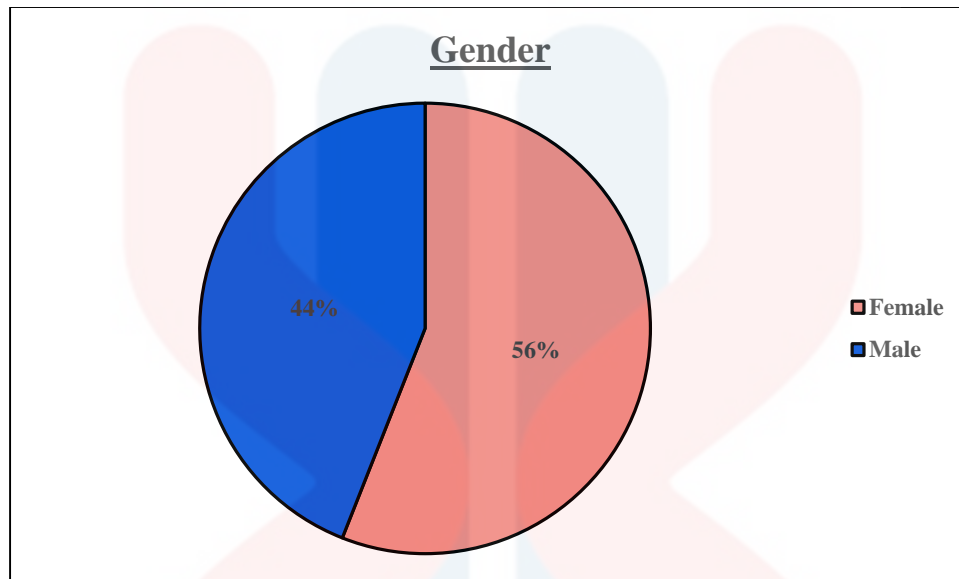


Figure 4.1: Percentage of Respondents by Gender

4.3.2 Age

Table 4.3 and Figure 4.2 present the outcomes of the survey's age segmentation, illustrating the distribution of respondents. The data reveals that the largest segment consists of individuals aged 23-24, comprising 251 respondents, accounting for a prominent 66% of the total. Following closely, the 21-22 age group constitutes the second-highest proportion at 18%, with a frequency of 69 participants. Additionally, the age group of 19-20 and 25 years and above exhibit identical respondent counts, which is each numbering 32, representing 8% of the total respondents.

Table 4.3: Number of Respondents by Age

Age	Frequency	Percentage (%)	Valid Percent (%)	Cumulative Percentage (%)
19-20 years old	32	8.33	8.3	8.3
21-22 years old	69	17.97	18.0	26.3
23-24 years old	251	65.36	65.4	91.7
25 years old	32	8.33	8.3	100.0

and above

Total	384	100.00	100.0	
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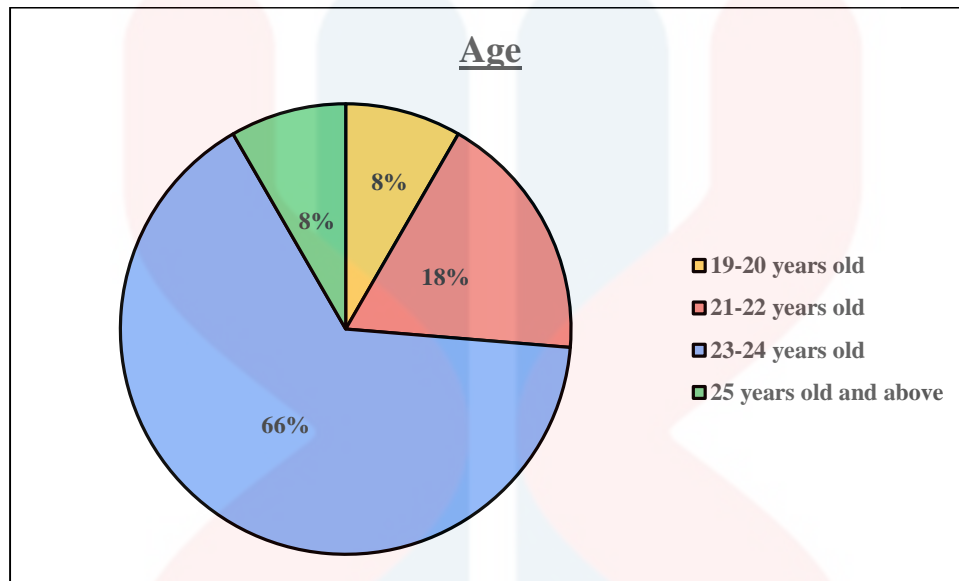


Figure 4.2: Percentage of Respondents by Age

4.3.3 Race

Table 4.4 and Figure 4.3 illustrate the outcomes regarding the frequency and proportions of total survey participants categorized by race segmentation. This division encompasses four groups: Malay, Indian, Chinese, and other. According to the findings, the survey predominantly attracted Malay respondents, constituting 62% of the total with a count of 237. Following closely, the Chinese group represented 24% of respondents, totalling 91 individuals. The Indian cohort constituted 14%, comprising 55 respondents. Notably, the remaining group, classified as "other," had 1 respondent, making up 0% of the total.

Table 4.4: Number of Respondents by Race

Race	Frequency	Percentage (%)	Valid Percent (%)	Cumulative Percentage (%)
Malay	237	61.72	61.7	61.7
Chinese	91	23.70	23.7	85.4
Indian	55	14.32	14.3	99.7

Other	1	0.26	0.3	100.0
Total	384	100.00	100.0	

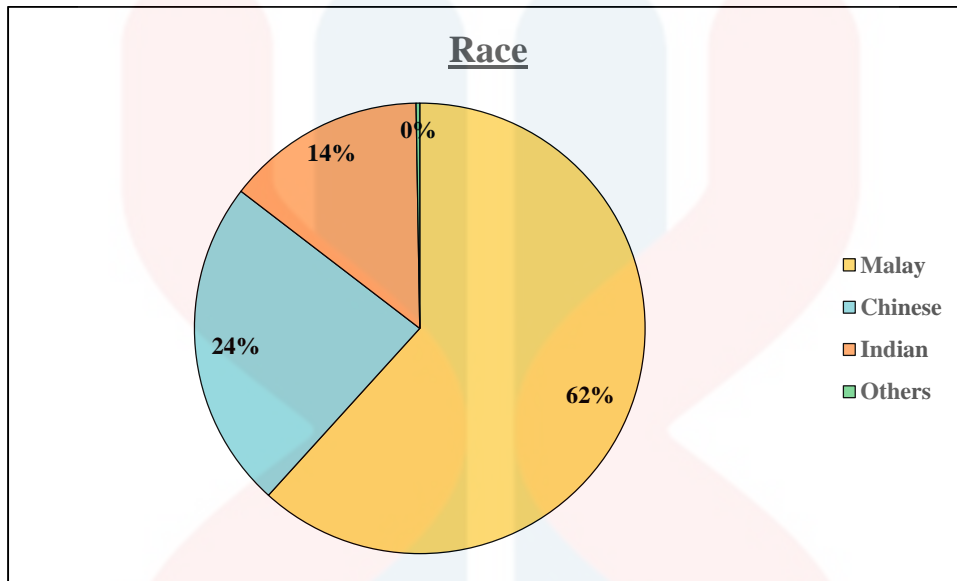


Figure 4.3: Percentage of Respondents By Race

4.3.4 Level of Education

Table 4.5 and Figure 4.4 present the findings regarding the distribution of respondents based on their educational segmentation, encompassing STPM/STAM, Diploma, Degree, Master, and PHD categories. The table elucidates that the predominant participants in the survey belong to the Degree category, constituting the highest frequency at 287, equating to 75%. Following closely, the second-highest percentage of 14% corresponds to 53 respondents who are pursuing a Diploma. Additionally, respondents from the STPM/STAM category rank third with an 8% representation, comprising 32 participants. Notably, the Master's category exhibits a 3% representation, involving 10 respondents, while PHD students constitute the smallest cohort, registering 0% in percentage value and involving 2 participants in the research.

Table 4.5: Number of Respondents by Level of Education

Level of Education	Frequency	Percentage (%)	Valid Percent (%)	Cumulative Percentage
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				(%)
STPM/STAM	32	8.33	8.3	8.3
Diploma	53	13.80	13.8	22.1
Degree	287	74.75	74.8	96.9
Master	10	2.60	2.6	99.5
PHD	2	0.52	0.5	100.0
Total	384	100.00	100.0	

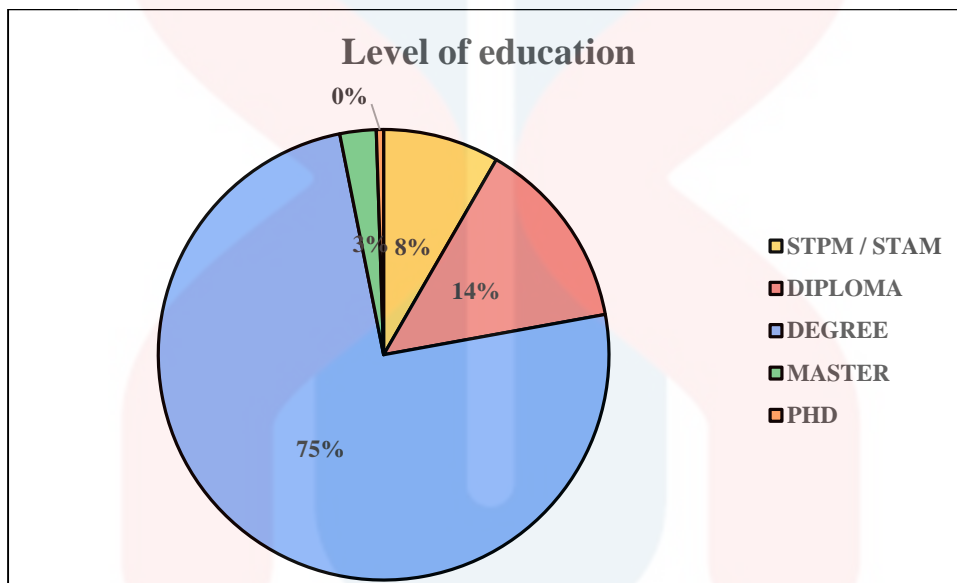


Figure 4.4: Percentage of Respondents by Level of Education

4.3.5 Have you ever used an e-hailing application

Table 4.6 and Figure 4.5 present the outcomes regarding the frequency and percentages of participants categorized by segmentation in relation to their utilization of e-hailing applications. Analysis of the gathered data reveals that a significant majority of survey respondents affirmed their usage of e-hailing applications, constituting 98% of the total, equivalent to a frequency of 378 participants. Conversely, a mere 2% of respondents, totalling 6 individuals, indicated that they had not used an e-hailing application when responding to the survey question.

Table 4.6: Number of Respondents by Have You Used An E-hailing Application

Have you ever used an e-	Frequency	Percentage (%)	Valid Percent (%)	Cumulative Percentage
--------------------------	-----------	----------------	-------------------	-----------------------

hailing application				(%)
Yes	378	98.44	98.4	98.4
No	6	1.56	1.6	100.0
Total	384	100.00	100.0	

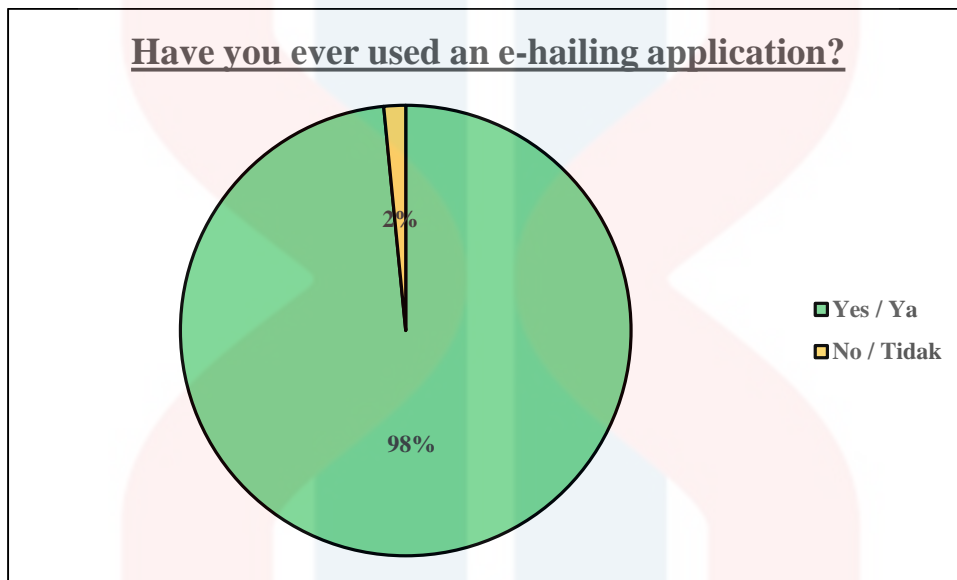


Figure 4.5: Percentage of Respondents by Have You Ever Used An E-hailing Application

4.3.6 How many times have you been using the e-hailing application

Table 4.7 and Figure 4.6 illustrate the distribution of total respondents based on the frequency of their e-hailing application usage, categorized as every day, once per week, once per month, and once per year. According to the findings presented in the table, 43% of the surveyed individuals, totalling 164 respondents, reported using the e-hailing application once per month. The subsequent cohort, comprising 128 respondents and constituting 33% of the total, indicated a usage frequency of once per week. Additionally, 51 respondents, equivalent to 13%, reported using the e-hailing application once per year. Lastly, the group of respondents utilizing the application daily consisted of 41 individuals, representing 11% of the total respondents.

Table 4.7: 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	41	10.68	10.7	10.7
Once per week	128	33.33	33.3	44.0
Once per month	164	42.71	42.7	86.7
Once per year	51	13.28	13.3	100.0
Total	384	100.00	100.0	

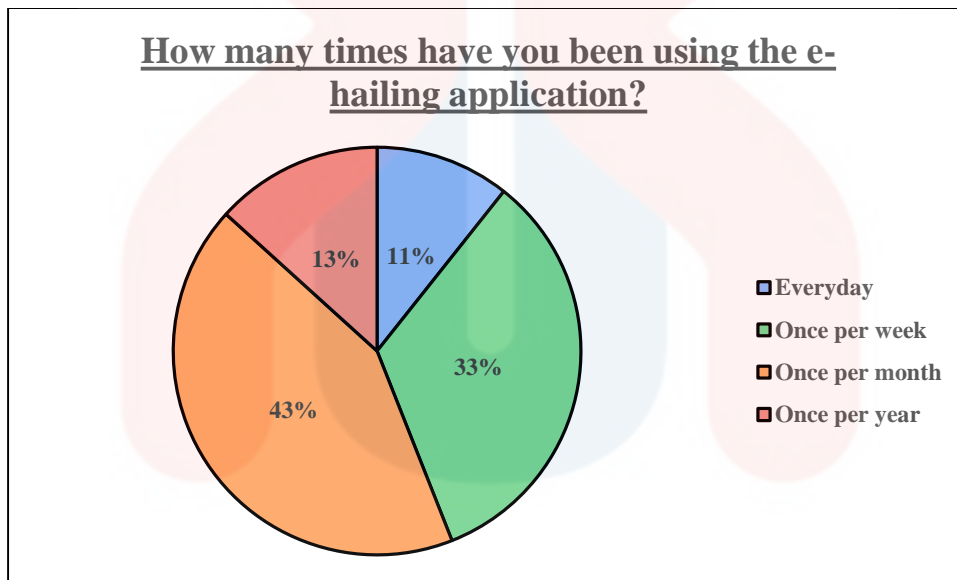


Figure 4.6: Percentage of Respondents by How Many Times Have You Been Using The E-hailing Application

4.4 DESCRIPTIVE ANALYSIS

4.4.1 Overall Mean Score for Dependent Variable and Independent Variables.

The overall mean scores for the dependent variable, mediating variable, and independent variables were evaluated using the 5-Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). Table 4.3 shows that all variables meet a high mean score. Convenient recorded the highest mean score of

4.1635 (Standard deviation = 0.67164). It shows that Convenient affect the willingness of students to use e-hailing the most among the independent variables.

Table 4.8: Overall Mean Score for Dependent Variable and Independent Variables

Variables	N	Mean	Std. Deviation
Willingness to use e-hailing	384	4.1344	.69287
Quality service	384	4.1120	.65855
Accessibility	384	4.1344	.67871
Convenient	384	4.1635	.67164
Safety	384	4.1396	.68165
Price	384	4.1333	.63995

4.4.2 Willingness to utilize e-hailing

The overall mean score of the Willingness to use e-hailing in Table 4.3.2 recorded 4.1344 (Standard deviation = 0.69287). This shows a positive perception among the students in Kelantan because the overall mean score recorded a highly incline to agreement. The highest mean score for Willingness to use e-hailing is 4.23 (Standard Deviation = 0.848) which is the Question 3. Students in Kelantan agree that e-hailing has become a preferred transportation option for them.

Table 4.9: Descriptive statistic for Willingness to utilize e-hailing

Question	Mean	Standard Deviation
1. The existence of e-hailing services help to facilitate your movement to campus.	4.16	0.994
2. By using e-hailing, it actually helps me, especially when there is no transportation available.	4.08	0.845
3. E-hailing has become a preferred transportation option for students.	4.23	0.848
4. The utilization of e-hailing provides me with numerous benefits.	4.19	0.891
5. I intend to use e-hailing in the future.	4.02	0.776

4.4.3 Quality service

Descriptive statistic for Quality service recorded an overall mean score of 4.1120 (Standard deviation = 0.65855). Table 4.3.3 record the highest mean score for Quality service is 4.24 (Standard deviation = 0.865) which is the Question 3. Students in Kelantan agree the most that feedback submission regarding satisfaction based on their experience with e-hailing affect the willingness to use e-hailing services.

Table 4.10: Descriptive statistic for Quality service

Question	Mean	Standard Deviation
1. I choose e-hailing because it offers good and unique customers service.	4.04	0.878
2. I choose e-hailing because it offers comfortable temperatures and seats.	4.12	0.781
3. I can submit a feedback regarding satisfaction based on my experience with e-hailing.	4.24	0.865
4. E-hailing user text language that is easy for users to understand	4.10	0.769
5. I satisfied with the service that provided by e-hailing.	4.06	0.768

4.4.4 Accessibility

Descriptive statistic for Accessibility recorded an overall mean score of 4.1344 (Standard deviation = 0.67871). Table 4.3.4 record the highest mean score for Accessibility is 4.23 (Standard deviation = 0.899) which is the Question 2. Students in Kelantan agree that e-hailing services can be accessed in rural areas.

Table 4.11: Descriptive statistic for Accessibility

Question	Mean	Standard Deviation
1. E-hailing service apps can be accessed at any time and in every place.	4.12	0.895
2. E-hailing services can be accessed in rural areas.	4.23	0.899

3. E-hailing services apps provide an accessible platform for all smartphone users.	4.15	0.850
4. E-hailing services are user-friendly to People With Disabilities (PWD).	4.03	0.791
5. E-hailing services have accessibility criteria like affordability, availability and great accommodation for users.	4.15	0.820

4.4.5 Convenient

Descriptive statistic for Convenient recorded an overall mean score of 4.1635 (Standard deviation = 0.67164). Table 4.3.5 record the highest mean score for Convenient is 4.26 (Standard deviation = 0.836) which is the Question 1. Students in Kelantan agree the most that Convenient is one of the factors that affects the willingness to utilize e-hailing service.

Table 4.12: Descriptive statistic for Convenient

Question	Mean	Standard Deviation
1. Convenient is one of the factor of the consumer willingness to utilize e-hailing service.	4.26	0.836
2. You consider the option to schedule rides in advance as a convenient feature when using an e-hailing service.	4.09	0.762
3. It's important for the user interface and overall app design in making your e-hailing experience more convenient and user-friendly.	4.25	0.846
4. You find convenient when e-hailing apps offer fare estimates before confirming a ride.	4.10	0.768
5. You likely to use an e-hailing service that provides loyalty rewards or discounts for frequent users, considering the convenience and cost savings.	4.12	0.873

4.4.6 Safety

Descriptive statistic for Safety recorded an overall mean score of 4.1396 (Standard deviation = 0.68165). Table 4.3.6 record the highest mean score for Safety is 4.24 (Standard deviation = 0.872) which is the Question 1. Students in Kelantan believe that details of driver shown in the e-hailing application are trustworthy.

Table 4.13: Descriptive statistic for Safety

Question	Mean	Standard Deviation
1. Details of driver shown in the e-hailing application are trustworthy.	4.24	0.872
2. Personal information of passenger are secured.	4.17	0.767
3. Vehicle of e-hailing services is in good condition.	4.22	0.816
4. Driving attitude of driver is excellent and safely.	4.10	0.945
5. Driver can be trusted.	3.97	0.895

4.4.7 Price

Descriptive statistic for Price recorded an overall mean score of 4.1333 (Standard deviation = 0.63995). Table 4.3.7 record the highest mean score for Price is 4.22 (Standard deviation = 0.916) which is the Question 5. Students in Kelantan would always compare the price between e-hailing services before having a booking.

Table 4.14: Descriptive statistic for Price

Question	Mean	Standard Deviation
1. You will switched between e-hailing services due to the price.	4.15	0.846
2. You are likely to wait for the price to go down before booking from e-hailing.	4.10	0.773
3. The price of e-hailing services consider affordable to you.	4.12	0.875

4. You prefer to use e-hailing if offered student's pricing or discounts.	4.08	0.772
5. You always compare the price between e-hailing services before having a booking.	4.22	0.916

4.5 VALIDITY AND RELIABILITY TEST

According to Frost (2022), analysts commonly use 0.7 as the standard figure for Cronbach's alpha. At this level and above, the items are enough to imply that the measurement is dependable. Table 4.4.2 reveals the Cronbach's Alpha of Willingness to use e-hailing, Quality service, Accessibility, Convenient, Safety, and Price are 0.852, 0.868, 0.856, 0.879, 0.851, and 0.821 respectively. Each variable is recorded a good reliability level. As a conclusion, the variables are reliable and acceptable as they had reached above Cronbach's Alpha 0.7.

Table 4.15: Cronbach's Alpha Score

Coefficient of Cronbach's Alpha	Reliability Level
More than 0.90	Excellent
0.80 – 0.89	Good
0.70 – 0.79	Acceptable
0.60 – 0.69	Questionable
0.50 – 0.59	Poor
Less than 0.50	Unacceptable

Table 4.16: Reliability Test for Variables

Variables	Number of items	Cronbach's Alpha
Willingness to use e-hailing	5	0.852
Quality service	5	0.868
Accessibility	5	0.856
Convenient	5	0.879
Safety	5	0.851
Price	5	0.821

4.6 NORMALITY TEST

A statistical method called the normality test is used to ascertain whether a dataset has a bell-shaped distribution, or normal distribution. It assists in determining whether the data significantly deviates from a normal distribution or is normally distributed. Statisticians can assess normality using a variety of tests, including the Shapiro-Wilk and Kolmogorov-Smirnov tests. The results of our normality test are shown in the table below.

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Accessibility	.142	384	.000	.924	384	.000
Convenience	.130	384	.000	.913	384	.000
Safety	.162	384	.000	.924	384	.000
Price	.151	384	.000	.932	384	.000
Quality service	.156	384	.000	.917	384	.000

a. Lilliefors Significance Correction

A statistical technique called the Kolmogorov-Smirnov test is used to ascertain whether a dataset, follows a particular distribution. The expected distribution's cumulative distribution function is compared against the empirical cumulative distribution function of the collected data. It is possible that the data are not from the distribution that was anticipated if the number of samples distribution dramatically deviates from it.

However, another statistical test that is used to determine whether a dataset is normal is the Shapiro-Wilk test. On the basis of the correlation between the data seen and the values predicted by normality, it computes a W statistic. The test's p-value indicates how much the data deviates coming from a normal distribution if it is less than a predetermined threshold (usually 0.05).

Both tests are frequently used to assess whether a dataset has a normal distribution or not, assisting statisticians in making defensible choices regarding the applicability of specific statistical procedures that rely on normalcy.

4.7 HYPOTHESES TESTING

Pearson’s correlation coefficient is a mathematical correlation coefficient representing the relationship between two variables which is dependent variable and independent variable. The purpose of this test is to decide whether coefficient of correlation is significant, as well as to define whether the hypothesis created able to accepted or rejected.

4.7.1 Accessibility

To measure the factor of accessibility towards the willingness to use e-hailing:

H₁: There is a significant relationship between accessibility with the quality service and the willingness to use e-hailing among students in Kelantan.

Based on the result of Pearson Correlation in the table below, it shows that the p-value is 0.00 which is less than 0.01, this specified that there will be a significant relationship between the accessibility and willingness to use e-hailing. The positive value of correlation coefficient is 0.745 and it shows that the relationship is strong according to strength of relationship. It is also indicating that 74.5% of dependent variable which is willingness to use e-hailing has significant relationship by the independent variable which is accessibility.

Correlations

		Willingness to use e-hailing	Accessibility
Willingness to use e-hailing	Pearson Correlation	1	.745**
	Sig. (2-tailed)		.000
	N	384	384
Accessibility	Pearson Correlation	.745**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

4.7.2 Convenient

H₂: There is a significant relationship between convenience with the quality service and the willingness to utilize e-hailing services among students in Kelantan.

Based on the result of Pearson Correlation in the table below, it shows that the p-value is 0.00 which is less than 0.01, this specified that there will be a significant relationship between the convenient and willingness to use e-hailing. The positive value of correlation coefficient is 0.769 and it shows that the relationship is strong according to strength of relationship. It is also indicating that 76.9% of dependent variable which is willingness to use e-hailing has significant relationship by the independent variable which is convenient.

Correlations

		Willingness to use e-hailing	Convenient
Willingness to use e-hailing	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.000
	N	384	384
Convenient	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

4.7.3 Safety

H₃: There is a significant relationship between safety with the quality service and the willingness to utilize e-hailing services among students in Kelantan.

Based on the result of Pearson Correlation in the table below, it shows that the p-value is 0.00 which is less than 0.01, this specified that there will be a significant relationship between safety and willingness to use e-hailing. The positive value of correlation coefficient is 0.644 and it shows that the relationship is moderate according to strength of relationship. It is also indicating that 64.4% of dependent variable which is willingness to use e-hailing has significant relationship by the independent variable which is safety.

Correlations

		Willingness to use e-hailing	Safety
Willingness to use e-hailing	Pearson Correlation	1	.644**
	Sig. (2-tailed)		.000
	N	384	384

Safety	Pearson Correlation	.644**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

4.7.4 Price

H₄: There is a significant relationship between price with the quality service and the willingness to utilize e-hailing services among students in Kelantan.

Based on the result of Pearson Correlation in the table below, it shows that the p-value is 0.00 which is less than 0.01, this specified that there will be a significant relationship between the price and willingness to use e-hailing. The positive value of correlation coefficient is 0.703 and it shows that the relationship is strong according to strength of relationship. It is also indicating that 70.3% of dependent variable which is willingness to use e-hailing has significant relationship by the independent variable which is the price.

Correlations

		Willingness to use e-hailing	Price
Willingness to use e-hailing	Pearson Correlation	1	.703**
	Sig. (2-tailed)		.000
	N	384	384
Price	Pearson Correlation	.703**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Hypothesis testing

Table 4.17: Table of Hypothesis Testing

Hypothesis	Result	Findings of Data Analysis
H ₁ : There is a significant relationship between	Correlation coefficient = 0.745	H ₁ : Accepted

accessibility with the quality service and willingness to use e-hailing among students in Kelantan.	P value= 0.0000 Strong positive relationship	
H ₂ : There is a significant relationship between convenient with the quality service and the willingness to utilize e-hailing services among students in Kelantan.	Correlation coefficient = 0.769 P value= 0.0000 Strong positive relationship	H ₂ : Accepted
H ₃ : There is a significant relationship between safety with the quality service and the willingness to utilize e-hailing services among students in Kelantan.	Correlation coefficient = 0.644 P value= 0.0000 moderate relationship	H ₃ : Accepted
H ₄ : There is a significant relationship between price with the quality service and the willingness to utilize e-hailing services among students in Kelantan.	Correlation coefficient = 0.703 P value= 0.0000 Strong positive relationship	H ₄ : Accepted

Based on the relationship between dependent variable and independent variables, the researcher able to conclude that the presented hypothesis as H₁, H₂, H₃ and H₄ in this study were all accepted due to the value of Pearson Correlation Coefficient. All the independent variable indicates various correlation coefficient with the dependent variable which is 0.745 for accessibility, 0.769 for convenient, 0.644

for safety and 0.703 for price. The research question had been answered by the respondent on whether accessibility, convenient, safety and price are the factor for the willingness to use e-hailing in Kelantan. To sum things up, there are a significant relationship between the research objectives which are accessibility, convenient, safety and price with the willingness to use e-hailing for student in Kelantan.

4.8 SUMMARY / CONCLUSION

To sum up, we used SPSS version 26.0 in this chapter to obtain results for the preliminary analysis, respondent demographic profile, descriptive analysis, validity and reliability test, normality test, and hypothesis testing. Every independent variable likes, accessibility, convenience, safety, price, and quality of service, had a reliable and high reliability score, according to the analysis of the reliability test. Subsequently, the 380 respondents' reliability analysis was conducted, and finally, the Pearson Correlation Coefficient-based correlation analysis method was employed to analyse the data obtained from the questionnaires. In the meantime, a high and strong values preference for E-hailing was found in the SPSS demonstration of the variables on descriptive analysis. Aside from what is stated in the programmes, descriptive analysis is demonstrated to be used for both dependent and independent variables in order to summarise the features of the information that has been gathered as well as the statistics that have been described quantitatively. This was done in order to evaluate the hypothesis of this study regarding the relationship between the dependent and independent variables.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter focus on the findings obtained from the previous chapter. All of the variables that have been proposed in the previous sections had been analyzed to getting the findings that present the relationship between the dependent and independent variable which are the willingness of using e-hailing with accessibility, convenient, safety and price. This chapter in this study will also propose the conclusion that can be drawn from the findings and at the same time the recommendation of the researchers towards for further improvements.

5.2 KEY FINDINGS

In a group of four students, this fundamental was brought out to define and identify the factor that affecting the willingness to utilize e-hailing services among students in Kelantan. The primary data for this study came from created online questionnaires using Google Form programming to gather responses and comments from Kelantan students. The secondary data came from physical articles from libraries and newspapers as well as articles and journals found in Google Scholar.

There are variables that stated in study, the dependent variables in this research is the willingness to utilize e-hailing services among students in Kelantan. However, a bunch of set of independent variables which are accessibility, convenient, safety and price, also the meditating variables, quality service. Although it only took 380 respondents to complete the calculations for the data analyses, we were still able to gather over 400 responses through the Google Form, so the programme is worth running. Then, using SPSS version 26.0, a subset of the data were analysed. The data analyses were developed using the research framework for this study.

However, preliminary analysis of the first 32 questionnaire respondents, frequency analysis for the respondents' demographic profile, descriptive analysis, reliability analysis, Pearson Correlation Coefficient, and hypothesis testing are all included in the data analysis for the pilot test. The reliability test was carried out in this study to assess the research's accuracy, repeatability, consistency, and trustworthiness.

Conversely, this study also used the Pearson Correlation to indicate the relationship between at least two quantitative variables. Based on the result that researcher gained from chapter 4, the quality service with the factor of accessibility, convenience, safety and price to utilize e-hailing service among students in Kelantan were strong and acceptable. It demonstrates that there were commonalities between the earlier research and the current investigation that supported the earlier study's hypothesis.

However, there are five objectives which are to determine the relationship between accessibility and quality service toward the willingness to utilize e hailing service among student in Kelantan , are to determine the relationship between convenient and quality service toward the willingness to utilize e hailing service among student in Kelantan, to determine the relationship between safety and quality service toward the willingness to utilize e hailing service among student in Kelantan, are to determine the relationship between price and quality service toward the willingness to utilize e hailing service among student in Kelantan, and to analys the impact of quality service on willingness to utilize e-hailing service in Kelantan. The first four objectives were tested in chapter 4 to show the strength relationship of dependent and independent variables, and the last objective.

5.3 DISCUSSION

5.3.1 H₁: There is a significant relationship between accessibility with the quality service and willingness to use e-hailing among students in Kelantan.

According to correlation analysis in chapter 4, researcher have identified that there is a significant relationship between accessibility and willingness to use e-hailing for students in Kelantan. This can be seen through the result shown in the index of Pearson Correlation Coefficient, with significant value which means that there is a significant relationship exists between accessibility, convenient, safety and price with the willingness to use e-hailing for students in Kelantan.

Based on the Pearson Correlation's analysis, the result shown that independent variable 1 which is accessibility had a high positive influence with the quality service on the willingness to use e-hailing. This refer to the Pearson's Correlation value (r

value) which is 0.745 had shown positive correlation relationship between the independent variable 1 and the dependent variable.

The importance of accessibility in the efficiency of willingness to use e-hailing cannot be overstated because increased adoption rates result from potential customers being able to readily utilize an e-hailing system that is extremely accessible.

5.3.2 H₂: There is a significant relationship between convenient with the quality service and the willingness to utilize e-hailing services among students in Kelantan.

According to the result the index of Pearson Correlation Coefficient, this research accepting significant relationship between convenient with the quality service and willingness to use e-hailing because the result of significant value is 0.769 with the $p=0$.

One important aspect affecting the uptake of e-hailing services is convenience. People are more likely to select a service over other methods of transportation if it is more convenient. Convenience plays a major role in helping potential e-hailing consumers make decisions because of the fast-paced nature of modern living and the demand for effective, time-saving solutions.

5.3.3 H₃: There is a significant relationship between safety with the quality service and the willingness to utilize e-hailing services among students in Kelantan.

Based on the result of the Pearson Correlation in the table, this research is accepting hypothesis 3 because the value of correlation is 0.644 with the significant value 0, it means that there is a significant relationship exist between safety with the quality service and willingness to use e-hailing services.

Potential consumers of e-hailing are heavily influenced by safety while making decisions. When e-hailing services are introduced in an area where traditional transportation methods may have established safety requirements, assurances of comparable or better safety standards are necessary. The inclination of users to accept and stick with these services is strongly influenced by their feeling of safety.

5.3.4 H₄: There is a significant relationship between price with the quality service and the willingness to utilize e-hailing services among students in Kelantan.

According to the result the index of Pearson Correlation Coefficient, this research accepting significant relationship between price with the quality service and the willingness to use e-hailing because the result of significant value is 0.703 with the $p=0$.

Price is a key factor in influencing customer choice, particularly in areas where decision-making is heavily influenced by economic factors. In order to achieve a balance between affordability and the long-term viability of the e-hailing sector, legislators and service providers alike must comprehend the correlation that exists between pricing and desire to utilize e-hailing services.

5.3.5 H₅: There is significant effect of quality service on the willingness to utilize e-hailing services among students in Kelantan.

After the correlation showed that all of the result of the significant value of four factor which are accessibility, convenient, safety and price with the quality service with the willingness to use e-hailing. It is anticipated that elements like which can improve the quality service such as improve the accessibility, convenient, safety and price would be significant in determining how the students feel about e-hailing. The study's conclusions may have applications for Kelantan-based e-hailing service companies looking to improve their services. Providers may adjust their tactics to fulfill consumer expectations and foster trust by knowing which components of service quality are most important to students.

5.4 IMPLICATIONS OF THE STUDY

The implication of having the factor of accessibility will improve service coverage, to guarantee accessibility for students throughout the area, e-hailing companies should proactively increase the scope of their service coverage. Students are more likely to regard e-hailing as a feasible choice if important educational institutions, residential areas, and transit hubs are the focus of attention. Second is

targeted marketing and education. Adoption can be positively impacted by programs designed to raise awareness and instruct students about the accessibility of e-hailing services. Marketing campaigns should clarify common misconceptions regarding service limits and emphasize how easy it is to acquire rides both inside and surrounding Kelantan.

Furthermore, the second implication of having the factor of convenient is applications with an easy-to-use interface. E-hailing businesses have to make investments in applications that are easy to use. Students will have a simple and convenient experience thanks to streamlined booking procedures, rapid response times, and open communication features. Next is the flexible payment options, it may increase the cost and convenience of e-hailing by providing a variety of payment options and occasional discounts for students. This strategy is in line with the budgetary limitations that students frequently encounter.

Moreover, for safety, strict driver screening and training is one of the implication e-hailing platforms provide top priority to tight driver screening procedures, which include background checks and thorough training courses. Making these safety precautions public will give students more faith in the dependability and security of the service. In-App safety features will ensure students' safety worries may be allayed by incorporating safety features like real-time tracking, emergency buttons, and driver ratings within the e-hailing application. Transparent communication regarding these elements will make using e-hailing safer and more reliable.

Last but not least, for the factor of price, student centric discounts and incentives had been proposed recently to affect e-hailing to become more financially appealing by implementing discounts tailored to students, loyalty programs, or collaboration incentives with educational institutions. These focused programs are in line with the financial limitations that students frequently encounter.

In conclusion, considering the effects on accessibility, convenient, safety and price can have a big influence on Kelantan students' willingness to use e-hailing services. E-hailing companies may get a firm footing in this sector and assist in the general modernization of student transport in Kelantan by adapting services to match the specific demands of the student population and aggressively addressing their issues.

5.5 LIMITATIONS OF THE STUDY

Time Constraints in the Research Study

The researchers acknowledge various limitations inherent in their research. The primary obstacle confronted by the researchers pertains to the restricted time available. The entirety of this study spanned nearly four months, an insufficient duration to thoroughly compose a comprehensive research paper encompassing background exploration, literature review, methodology, data analysis, and conclusive chapters. An aspect deemed time-consuming was the distribution of questionnaires, wherein a substantial three-week waiting period for respondent responses proved to be an unproductive delay. Furthermore, additional time constraints included adhering to an earlier presentation date, predetermined by the researchers. Despite setting a timeline for completing each chapter and assignment, there was a need to expedite the research paper preparation process, leading to some confusion and challenges in meeting the deadline. In consideration of future research, it is advised that researchers proactively prepare for unforeseen circumstances, develop efficient work strategies, and adeptly manage their time resources.

Respondent cooperation

Achieving respondent cooperation poses a significant challenge for the researchers. Convincing the participants to promptly complete the Google form and reach the target of 384 respondents consumed nearly three weeks. The researchers diligently utilized the primary communication channel, a WhatsApp group, to disseminate the questionnaire among all Kelantan students. This approach, although more convenient than individually approaching each student, did not yield the desired response within the initial two-week timeframe. Some respondents were hesitant or declined to assist in completing the Google form, extending the process to a three-week duration to achieve the specified target.

5.6 RECOMMENDATIONS / SUGGESTION FOR FUTURE RESEARCH

According to the study of this research, researchers propose several suggestions for future research. Initially, it is advised to broaden the sample size in upcoming studies, particularly to accentuate the examination of factors influencing students' adoption of e-hailing services in the region of Kelantan. This expansion would enable researchers to gain deeper insights into the determinants guiding students' choices in utilizing e-hailing services in the Kelantan area, ultimately leading to more comprehensive and satisfactory results.

In addition to these points, the researchers propose recommendations aimed at enhancing the study's outcomes further. The effective management of time is imperative for the researchers to meticulously collect all necessary data. Consequently, proficient time allocation proves crucial for optimal performance and the successful compilation of responses from the sample within a designated timeframe. Subsequently, the researchers advocate for the careful selection of appropriate respondents to provide comprehensive answers to the previously distributed questionnaire. The attainment of meaningful findings hinges on respondents answering sincerely and dedicating sufficient time to comprehend and respond thoughtfully. Additionally, the researchers may consider permitting respondents to complete the questionnaire during their leisure time rather than during working hours, ensuring that the task does not divert their focus from the posed questions.

Ultimately, for enhanced elucidation of a topic within a survey, upcoming researchers should focus on methodologies such as the direct approach, involving interpersonal interaction. Employing this form of data gathering is anticipated to elevate anticipations and instill a heightened sense of confidence in the perspectives expressed by the participants. It would be prudent for forthcoming studies to consider these suggestions to optimize research outcomes.

5.7 OVERALL CONCLUSION OF THE STUDY

In summary, the researchers of this study delivered a comprehensive analysis of the factors that influence students' desire to use e-hailing services in Kelantan. The mediating variable (quality service) and four independent variables (accessibility, convenient, safety, and price) were evaluated to determine their impact on the

willingness of student to utilize e-hailing service in Kelantan. The researcher has accurately calculated all the data through IBM SPSS Statistics software and successfully obtained clear output for frequency analysis, descriptive analysis, validity and reliability test, normality test, and Pearson correlation analysis. Therefore, this study clarified the important factors that influence students' willingness toward e-hailing services in Kelantan. As a result of this research, the findings go beyond the boundaries of academia, providing significant effects for e-hailing vendors. The study's researchers expect that the implications, limitations, and recommendations described will benefit to the further developments in service quality and contribute to enhance the consumer satisfaction of e-hailing service companies. Lastly, it is desirable for e-hailing service providers in Kelantan to concentrate on enhancing the trustworthiness and availability of their services. To stay contemporary in the industry and develop long-term customer connections, companies should consider enhancing employee development, communication methods, and time management.

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APPENDIX A – DRAFT OF QUESTIONNAIRE

TITLE OF PROPOSAL: THE FACTOR THAT AFFECTING THE WILLINGNESS TO UTILIZE E-HAILING SERVICES AMONG STUDENTS IN KELANTAN

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

SECTION B: BAHAGIAN B

Please select one answer that is relevant for the question.
 Sila pilih satu jawapan yang relevan untuk soalan tersebut.

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

DV: Willingness to utilize e-hailing / Kesiediaan untuk menggunakan e-hailing

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 mempermudah 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 students. / E-hailing menjadi pilihan pengangkutan yang digemari oleh pelajar.					
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.					

SECTION C: BAHAGIAN C

MV: Quality service

Question	Likert Scale				
	1	2	3	4	5
I choose e-hailing because it offers good and unique customers service. / Saya memilih e-hailing kerana ia menawarkan perkhidmatan pelanggan yang baik dan unik.					
I choose e-hailing because it offers comfortable temperatures and seats. / Saya memilih e-hailing kerana ia menawarkan suhu dan tempat duduk selesa.					
I can submit a feedback regarding satisfaction based on my					

experience with e-hailing. / Saya boleh mengemukakan maklum balas mengenai kepuasan berdasarkan pengalaman saya dengan e-hailing.					
E-hailing user text language that is easy for users to understand. / E-hailing menggunakan bahasa teks yang mudah difahami oleh pengguna.					
I satisfied with the service that provided by e-hailing. / Saya berpuas hati dengan perkhidmatan yang disediakan oleh e-hailing.					

SECTION D: BAHAGIAN D

IV: Accessibility / 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.					
E-hailing services have accessibility criteria like affordability, availability and great accommodation for users. / Servis e-hailing mempunyai kriteria kebolehcapaian seperti mampu milik, ketersediaan dan kemudahan kepada pengguna					

SECTION E: BAHAGIAN E

IV: Convenient / Keselesaan

Question	Likert Scale				
	1	2	3	4	5
Convenient is one of the factor of the consumer willingness to utilize e-hailing service. / Kemudahan adalah salah satu faktor kesediaan pengguna untuk menggunakan perkhidmatan e-hailing.					

You consider the option to schedule rides in advance as a convenient feature when using an e-hailing service. / Anda menganggap pilihan untuk menjadualkan perjalanan lebih awal sebagai ciri yang mudah apabila menggunakan perkhidmatan e-hailing.					
It's important for the user interface and overall app design in making your e-hailing experience more convenient and user-friendly. / Ia penting untuk antara muka pengguna dan reka bentuk aplikasi keseluruhan dalam menjadikan pengalaman e-hailing anda lebih mudah dan mesra pengguna.					
You find convenient when e-hailing apps offer fare estimates before confirming a ride. / Anda rasa senang apabila aplikasi e-hailing menawarkan anggaran tambang sebelum mengesahkan perjalanan.					
You likely to use an e-hailing service that provides loyalty rewards or discounts for frequent users, considering the convenience and cost savings? / Anda mungkin menggunakan perkhidmatan e-hailing yang menyediakan ganjaran atau diskaun kesetiaan untuk pengguna yang kerap, dengan mengambil kira kemudahan dan penjimatan kos.					

SECTION F: BAHAGIAN F

IV: Safety / Keselamatan

Question	Likert Scale				
	1	2	3	4	5
Details of driver shown in the e-hailing application are trustworthy. / Butiran pemandu yang ditunjukkan dalam aplikasi e-hailing boleh dipercayai.					
Personal information of passenger are secured. / Maklumat peribadi penumpang dilindungi.					
Vehicle of e-hailing services is in good condition. / Kenderaan perkhidmatan e-hailing berada dalam keadaan baik.					
Driving attitude of driver is excellent and safely. / Sikap pemanduan untuk pemandu adalah sangat baik dan selamat.					
Driver can be trusted. / Pemandu boleh dipercayai.					

SECTION G: BAHAGIAN G

IV: Price / Harga

Question	Likert Scale				
	1	2	3	4	5
You will switched between e-hailing services due to the price. / Anda akan bertukar antara perkhidmatan e-hailing kerana harganya.					
You are likely to wait for the price to go down before booking from e-hailing. / Anda mungkin menunggu harga turun sebelum membuat tempahan melalui e-hailing.					
The price of e-hailing services consider affordable to you. / Harga perkhidmatan e-hailing dianggap berpatutan untuk anda.					
You prefer to use e-hailing if offered student's pricing or discounts. / Anda lebih suka menggunakan e-hailing jika ditawarkan harga atau diskaun pelajar.					
You always compare the price between e-hailing services before having a booking. / Anda selalu membandingkan harga antara perkhidmatan e-hailing sebelum membuat tempahan.					

APPENDIX B – GANTT CHART

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Selection of Research Title a) Discussion with supervisor b) Collect information from journal, book and past thesis.														
Writing Research Proposal of Chapter 1, 2, 3														
Research Proposal Presentation of PPTA1 a) Presentation to supervisor and examiner														
Preparing the Questionnaire														
Questionnaire distribution														
Actual Daya Collection														
Data Analysis														
Discussion of Findings														
Conclusion / Final Touch-up														
Multidiciplinary Research on The Entrepreneurship and Business Colloquium 2024														

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

Student's Name: CHAN KIT SENG
Student's Name: ARIF IRWAN BIN ROSLI
Student's Name: NOR IZYAN SAHIRA BINTI ISMAIL
Student's Name: CHONG KAR CHUN
Name of Supervisor: DR. MUHAMMAD KHALILUR RAHMAN

Matric No.: A20A1290
Matric No.: A20A1276
Matric No.: A20A1625
Matric No.: A20A1304
Name of Programme: SAL

Research Topic: THE FACTOR THAT AFFECTING THE WILLINGNESS TO UTILIZE E-HAILING SERVICES AMONG STUDENTS IN KELANTAN

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

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

Student's Name: CHAN KIT SENG
Student's Name: ARIF IRWAN BIN ROSLI
Student's Name: NOR IZYAN SAHIRA BINTI ISMAIL
Student's Name: CHONG KAR CHUN
Name of Supervisor: DR. MUHAMMAD KHALILUR RAHMAN

Matric No.: A20A1290
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Matric No.: A20A1625
Matric No.: A20A1304
Name of Programme: SAL

Research Topic: THE FACTOR THAT AFFECTING THE WILLINGNESS TO UTILIZE E-HAILING SERVICES AMONG STUDENTS IN KELANTAN

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


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

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

FKP

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

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

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 Code/ Course Name: Research Project Logistics I & II
 Sesi/Session: September 23/24
 Semester: 07
 Nama Program/Name of Programme: SAL
 Fakulti/Pusat/Faculty/Centre: Fakulti Keusahawanan Dan Perniagaan/
 Faculty of Entrepreneurship and Business

Pengesahan Penyaringan Plagiat/ Verification of Plagiarism Screening

Saya **NOR IZYAN SAHIRA BINTI ISMAIL**, No.Matrik **A20A1625** dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak **19%**.

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Tajuk Kertas Kerja Penyelidikan/ The Tittle of Research Project Paper:-

THE FACTOR THAT AFFECTING THE WILLINGNESS TO UTILIZE E-HAILING SERVICES AMONG STUDENTS IN KELANTAN

Tandatangan/Signature

NOR IZYAN SAHIRA

Nama Pelajar/Student Name: NOR IZYAN SAHIRA BINTI ISMAIL

No.Matrik/Matrix No: A20A1625

Tarikh/Date: _____

Pengesahan
Penyelia/Supervisor:

Tandatangan/Signature: _____

Tarikh/Date: _____

REPORT PPTA 1 & 2 (GROUP SAL 3)

ORIGINALITY REPORT

19%	17%	4%	6%
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4	myscholar.umk.edu.my Internet Source	<1%
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6	Submitted to Management & Science University Student Paper	<1%
7	Submitted to University of Northumbria at Newcastle Student Paper	<1%
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**BORANG KELULUSAN PENYERAHAN
LAPORAN AKHIR PROJEK PENYELIDIKAN TANPA JILID**

Kepada,

Dekan,
Fakulti Keusahawanan dan Perniagaan
Universiti Malaysia Kelantan

Kelulusan Penyerahan Draf Akhir Laporan Akhir Projek Penyelidikan Tahun Akhir Tanpa Jilid

Saya,, penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

Nama Pelajar: _____ **No Matrik:** _____

Tajuk Penyelidikan:

Sekian, terima kasih

Tandatangan Penyelia

Tarikh: