FACTORS AFFECTING THE MILLENNIAL' SATISFACTION WITH E-HAILING SERVICES IN MALAYSIA

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BY

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A final year project submitted in partial fulfillment of the requirement for the degree of

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 12172 words

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Date: April 25, 2022

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DEDICATION

I would like to dedicate this research to my supervisor, Ms. Chung Chay Yoke, this research would not finish on time without her guidance and assistance.

I would also like to dedicate this research to my family and friends. Their support and encouragement are giving me the energy to continue this research.

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APAD	Land Public Transport Agency
GPS	Global Positioning System
PDRM	Royal Malaysia Police
JPJ	Road Transport Department Malaysia
TAM	Technology Acceptance Model

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PREFACE

The title of this research is "Factors Affecting The Millennial's Satisfaction With E-hailing Service In Malaysia." The objective of this study is to evaluate the variables affecting customer satisfaction among Millennials towards e-hailing services.

E-hailing services are under a competitive environment in the transportation industry. The government has imposed some strict rules on both the e-hailing company and drivers on 12 July 2018. However, there are still many passengers who have had a bad experience with the services. Thus, analyzing consumer behavior becomes the main part of the success of the business.

I hope that this research could provide better insight and information on the factors that influence Millennials' satisfaction with e-hailing services.

ABSTRACT

This research will study the "Factors Affecting The Millennial's Satisfaction On E-hailing Service In Malaysia". This research investigated the relationship between price, safety, accessibility, comfort, and convenience with Millennials' satisfaction with e-hailing services.

Statistical Package for the Social Science (SPSS) version 22 had been used to execute reliability analysis and inferential analysis that explained the correlation coefficient analysis and test on the hypotheses developed. The results of the analysis confirmed the positive and significant correlation exists between price, safety, accessibility, comfort, and convenience with Millennials' satisfaction with e-hailing services.

There have some managerial implications involved in this research. Besides that, some limitations of the research have been identified. Hence, recommendations have been provided for future research and benefit the future researcher to find ways to enhance those limitations for future research.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is to study the factors that affect the Millennial's satisfaction on e-hailing service. This chapter will discuss the research background, problem statement, research objectives, research questions, proposed hypothesis, research significance as well as the brief limitations and delimitation of the study.

1.1 Research background

The high use rate of the Internet in this era of advanced technology has led numerous services industries to alter their way to do business. For example, online grocery delivery, online food delivery service, and online banking service are all delivered online. It is not surprising when public transport also can provide its services online. This service is known as e-hailing in Malaysia, while in North America and Europe, these services are known as "Ride-Sourcing" or "Ride-Hailing" (Jais & Marzuki, 2020). The Land Public Transport Agency (APAD) defined e-hailing as a service provided to book public transport services through electronic applications. An e-hailing vehicle is a private vehicle used to provide public transport services to passengers who book through electronic applications. The operation of e-hailing services is throughout Malaysia including Sabah and Sarawak.

On 24 December 2021, there are a total of 31 e-hailing companies registered at APAD. The first e-hailing platform company in Malaysia was launched by Anthony Tan, called MyTeksi in 2012. It was then rebranded as Grab in 2016. The biggest competitor of Grab was Uber before it exited from Malaysia. Uber entered Malaysia in 2014 but unfortunately, it stopped working in 2018 nationally.

Nevertheless, AirAsia Ride was launched in 2021 and it will be the crucial e-hailing competitor to Grab. It is important for e-hailing service providers in improving their services under the competitive environment (Sabri et al., 2021). Customer satisfaction is one of the crucial elements in managing the relationship between e-hailing service providers and their customers. The factors in this research were selected based on a study carried out by Sabri et al. (2021). Several studies used comfort as one of the independent variables in their study to determine consumer behavior and customer satisfaction with e-hailing services, public transport quality, and the frequency to use e-hailing services (Zulkiffli et al., 2020; Valenzo-Jiménez et al., 2019; Wang et al., 2019). Therefore, the additional factor which is comfort is added as a contribution to this research to study the Millennial's satisfaction with e-hailing service.

1.2 Problem Statement

The APAD enforced some rules on both the e-hailing company and drivers on 12 July 2018. For the e-hailing company, it is a must to obtain the Intermediation Business License from APAD. Some criteria have to be met by the e-hailing company before obtaining the license from the particular agency. For instance, the e-hailing company has to make sure the application provides the functions of showing the detailed information of the driver and vehicle after the passenger makes a reservation. In addition, the application also must provide the function to fill in the start and end locations, function to identify the current location of the passenger via GPS, function to inform the estimated fare to the passenger before the booking is finalized, functions for making complaints, feedback, and inquiries. All of the criteria should be met by an e-hailing company to ensure the accessibility and convenient use of the application to the passenger.

Furthermore, there are some strict rules imposed by the APAD to register as an e-hailing driver. An e-hailing driver must be a Malaysian, be not less than 21 years old with a Competent Driving License (CDL). In addition, the driver must have no registered criminal conviction, not be blacklisted by PDRM and JPJ, has

no outstanding connection with APAD. Also, the driver must attend and pass a 6 - hours module driver training program, and pass a health examination. Moreover, the driver must make sure the vehicle model, seat load, vehicle color, licensing age, and vehicle age limit are complying with the vehicle specification listed by the APAD. The strict rules imposed on the e-hailing drivers are to ensure that the services provided meet the level of quality services, including from the aspect of security.

However, there are still many passengers not satisfied with the e-hailing service quality and many bad reviews are received from them. Based on a study conducted by Chow et al. (2020) indicate that there is 87.46% of negative tweets collected from Twitter regarding the service quality of one of the famous e-hailing companies in Malaysia. The passengers posted many negative sentiments on the comfort and safety of the e-hailing service. Many cases have been reported concerning safety issues such as driver abuse and violence, sexual harassment and assault, mishaps due to transport accidents, and even robbery cases involving the drivers of e-hailing companies (Sabri et al., 2020). These issues greatly influence the satisfaction of e-hailing passengers in terms of safety and comfort.

Apart from that, the price, accessibility, and convenience of the e-hailing services annoyed the passengers. Some passengers complain that the drivers always cancel booking from passengers or schedule price surges due to drivers not being available (Zulkiffli et al. 2020). The surge pricing depends on the supply and demand of e-hailing services. The driver can sometimes double or triple up the fares during peak hours. After the APAD imposed the strict rules in July 2018, the price of e-hailing became higher due to the decreasing number of e-hailing drivers. The irresponsible e-hailing drivers cancel passengers booking and surge pricing leads to dissatisfaction of passengers. Over the past few years with the rising demand for e-hailing especially among young adults, e-hailing companies find that it is important to improve their service (Sabri et al., 2020). However, the lack of research attention given to the Millennial's satisfaction with e-hailing services in Malaysia in the previous studies highlights a significant research gap that requires further investigation. This study aims to explore and examine the factors that influence Millennial's satisfaction with e-hailing services in Malaysia.

1.3 Research Objectives

The objective of this research is to study the customer satisfaction of Millennial towards e-hailing services in Malaysia. The research aims to examine variables of price, safety, accessibility, comfort, convenience, and to determine whether these factors have a relationship with customer satisfaction when using e-hailing services in Malaysia.

1.3.1 General objectives

To identify the factors affecting the Millennial's satisfaction on e-hailing service in Malaysia.

1.3.2 Specific objectives

a) To examine the relationship between price and customer satisfaction.

b) To examine the relationship between safety and customer satisfaction.

c) To examine the relationship between accessibility and customer satisfaction.

d) To examine the relationship between comfort and customer satisfaction.

e) To examine the relationship between convenience and customer satisfaction.

1.4 Research questions

a) Is there a relationship between the price and customer satisfaction?

b) Is there a relationship between safety and customer satisfaction?

c) Is there a relationship between accessibility and customer satisfaction?

d) Is there a relationship between comfort and customer satisfaction?

e) Is there a relationship between convenience and customer satisfaction?

1.5 Propose Hypothesis

H_1: There is a relationship between price and Millennials' satisfaction with e-hailing services in Malaysia.

H_2: There is a relationship between safety and Millennials' satisfaction with e-hailing services in Malaysia.

H_3: There is a relationship between accessibility and Millennials' satisfaction with e-hailing services in Malaysia.

H_4:There is a relationship between comfort and Millennials' satisfaction with e-hailing services in Malaysia.

H_5: There is a relationship between convenience and Millennials' satisfaction with e-hailing services in Malaysia.

1.6 Research Significance

This study helps the e-hailing service providers and drivers identify the flaw between the user and e-hailing systems to guarantee the success of short-term profit by stimulating their sales in a specific period. In advance, it may also help the e-hailing drivers to guarantee a long-term profit, such as positive rating and positive word of mouth. By using these factors as a guideline, the e-hailing drivers may take precautions to avoid threats like complaints and negative reviews which will damage the e-hailing driver's reputation and affect their daily sales. Besides, this study also will help the e-hailing service providers to enhance their service quality in terms of price, accessibility, convenience, safety, and comfort. The high service quality provided by e-hailing services will attract not only local users but also travelers from overseas. Overseas travelers with little information about the local routes rely more on e-hailing services to bring them to the destination. As a result, the local users and overseas travelers are able to get benefits corresponding to the price they paid.

1.7 Brief Limitations of The Study

The study will have some limitations due to the time constraint for conducting this research. The first limitation will be the specific target population of the study which focuses on Millennial, the one demographic cohort only. Next, there are only five independent factors involved in this research. The number of independent factors involved is limited and more potential independent factors can be added into the research to get a better research result. Lastly, the limited language used in the research questionnaire will affect the accuracy and reliability of data.

1.8 Delimitation

The objective of this research is to determine the factors affecting the Millennials' satisfaction with e-hailing services in Malaysia. There are five independent variables (price, safety, accessibility, comfort, convenience) and one dependent variable which is customer satisfaction will be involved in this research. The respondents involved in the research survey are limited only to Millennial-aged between 21 years old to 42 years old. The Millennial must be a Malaysian who has experience in booking and using e-hailing services in Malaysia. Convenience sampling was applied to this research. Hence, Malaysian Millennials from any ethnic group and the different states are welcome to participate in the research.

1.9 Conclusion

In conclusion, this chapter provides an overview and general understanding on the research background, problem statement, research objectives and questions, significance of the study as well as the brief limitation and delimitation of the study. In the following chapter, Chapter 2 will explore the theory used in this study and the literature review of the factors affecting the Millennial's satisfaction with e-hailing services. The relationship between the factors and customer satisfaction on e-hailing services will be further discussed and explained in the next chapter.

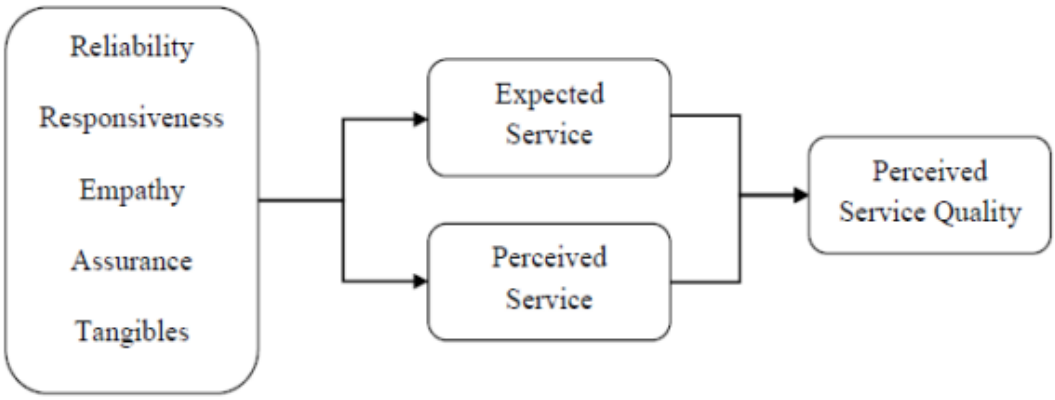
CHAPTER 2 : LITERATURE REVIEW

2.0 Introduction

This chapter aims to review both the dependent variable and independent variables. The determinant of variables is necessary to understand the relationship between the five elements of independent variables (price, safety, accessibility, comfort, and convenience)and the dependent variable (customer satisfaction) on e-hailing services. A review of the theories that were used to propose this conceptual framework is carried out in this chapter.

2.1 Underlying Theories

Figure 2.1: SERVQUAL Model

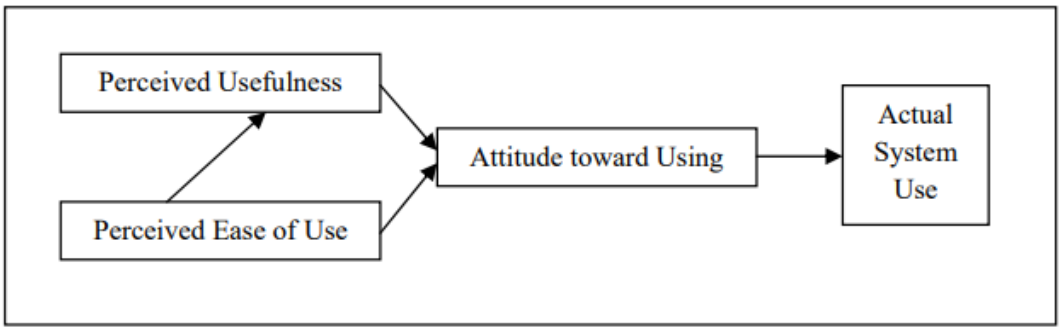


Adapted from: Valenzo-Jimenez, M. A., Lazaro-López, D. A., & Martínez-Arroyo, J. A. (2019). Application of the SERVQUAL model to evaluate the quality in the transportation service in Morelia, Mexico.

Figure 1 shows the SERVQUAL model developed by Parasuraman et al., 1988 through exploratory research. The five service quality dimensions originally consisted of 10 dimensions which are tangibles, reliability, responsiveness, understanding customers, access, communication, credibility, security, competence, and courtesy. However, a few items with relatively low item to total correlations were deleted. This model is widely used by researchers in the study of customer satisfaction in different sectors and services.

According to Valenzo-Jiménez (2019), service quality is a very important topic for researchers around the world, and many studies have been carried out to deepen the knowledge about the subject in service fields such as education, health, transportation, banking, and others. In Africa, SERVQUAL service quality dimensions are used to evaluate the quality of transportation, by measuring service quality using a more appropriate instrument that considers reliability, the extent of the service, comfort, safety, and affordability.

Figure 2.2: Technology Acceptance Model



Adapted from: Ma, Q. X., & Liu, L. P. (2005). The Technology Acceptance Model. Advances in End User Computing

The technology acceptance model (TAM) proposes that perceived ease of use and perceived usefulness predict the acceptance of information technology. This model has been tested and applied in various studies. It has become the most widely applied model of user acceptance and usage (Ma & Liu, 2005).

The TAM model was proposed by Fred Davis due to the growing technology needs in the 1970s, and increasing failures of system adoption in organizations. Perceived usefulness and perceived ease of use are related to the attitude towards acceptance of the new technology, which, in turn, affects a customer's acceptance, intention, and consequently, their behavior. Perceived usefulness and perceived ease of use are considered instrumental in achieving valued outcomes and thus reflect the useful aspects of information technology usage (Mohtar et al., 2013).

2.2 Review of Variables

2.2.1 Customer Satisfaction (Dependent variable)

Customer satisfaction is an individual perception of a product or service on whether they are satisfied or dissatisfied (Zulkiffli et al., 2020). The customer value for the goods is different from the service. The customer reception is more emotional and subjective towards a service than the perception of products (Biesok & Wrobel, 2011). This is due to the immaterial character nature of service. Customer satisfaction also evaluates how well a company's products or services meet customer expectation which are also known as the confirmation-disconfirmation approach (Milner & Furnham, 2017). This approach applies to compare the customer's expectations and the customer's actual experience. For instance, the service will be considered excellent if customers' expectations meet or exceed, but bad if it does not meet their expectations. Customer satisfaction is considered a crucial aspect in business especially the business in the service industry that highly depends on how well they maintain their customer through service (Suciptawati et al., 2019).

Ziyad et al. (2020) had used elements of SERVQUAL, reliability, assurance, tangibility, empathy, and responsiveness to test customer satisfaction on e-hailing services in Pakistan. Responsiveness shows a strong significance with customer satisfaction. Reliability and tangible show a moderate significance with customer satisfaction while empathy and assurance show a significant correlation with customer satisfaction. All the elements are playing a different role to measure the performance of e-hailing services such as a prompt response to customer complaints, the timely arrival of passengers at the destination, safety during services, good condition of vehicles, and notifications related to delays and unavailability of services prior to booking a ride. By improving these factors, customer satisfaction with e-hailing will increase.

Hayder (2020) developed and tested her model of factors influencing consumer behavior towards e-hailing services in Dhaka City, Bangladesh. There are four factors that have been identified in the research which are quality, reliability, price, and comfort. The research shows that comfort is the only factor that has no significant effect on consumer behavior towards e-hailing services. While the price has a large significant relationship with customer satisfaction and followed by quality and reliability both have a significant relationship with customer satisfaction on e-hailing services in Dhaka City.

2.2.2 Price (1st Independent variable)

According to Wandara & Tambrin (2019), price is a sum of money or value that is willing to be exchanged by consumers to gain benefits from or be charged for a product or service. Price is a major factor behind satisfaction because a customer carefully perceives if he is getting the most benefit from the product or service against his spending. Based on the study conducted by Zuklifi et al. (2020) indicates that price is significant towards customer service in e-hailing Malaysia. The rate charged in e-hailing services must be fair according to the distance from one destination to the ideal destination. In addition, the payment must be shown with details on applications. Furthermore, researchers also find out that price, promotion, and coupon redemption will also affect customer satisfaction towards e-hailing service under price aspect (Balachandran & Hamzah, 2017). Researchers suggested that the e-hailing service providers must focus on the price and promotion factors to sustain business performance by fulfilling customer satisfaction.

2.2.3 Safety (2nd Independent variable)

Nas (2015) defined safety as the state of being away from hazards caused by natural forces or human errors randomly. Personal safety and security are crucial factors to affect customer satisfaction in transportation industry (Chaudhry et al., 2018). Based on a study conducted by Dhawan & Yadav (2018) shows that 83.3% of respondents have privacy concerns while using the e-hailing app in India. They are concerned about the stealing of data by hackers as personal information such as current location, address, and contact number is exposed while using the e-hailing applications. According to Adam & Kee (2020), the safety policy, vehicle conditions, and drivers information indicated the top impact on customer satisfaction while using e-hailing service. The researchers suggested that e-hailing service providers need to pay close attention to the service's safety level to achieve customer satisfaction.

2.2.4 Accessibility (3rd Independent variable)

Accessibility in transport activity refers to the ease of reaching services and destinations to transport users (Sabri et al., 2021). Sabri et al. (2021) indicate that the accessibility of e-hailing applications depends on whether it is user-friendly and effective in transmitting the current information regarding the location of the car requested by using a smartphone. Teo, Mustaffa & Rozi (2018) indicate that the accessibility of e-hailing in terms of ease of booking, coverage, and supply of cars in cities and suburbs, and speed in delivery could increase passenger ride satisfaction and intention. Rizki et al. (2020) conclude that the accessibility of e-hailing services in Bandung City, Indonesia leads to the number of e-hailing users increasing and they are choosing to use e-hailing instead of public transport. The limited accessibility of public transport to residential locations in Bandung makes the e-hailing services play a substantial role in daily mobility. Thus, the accessibility of e-hailing meets the passenger's satisfaction in Bandung and they would rather choose to use e-hailing services than public transport.

2.2.5 Comfort (4th Independent variable)

Zulkiffli et al. (2020) indicate that the comfort aspect includes the availability of the vehicle such as the space for seating, cleanliness, and car environment. The ride comfort throughout the journey has an impact on customer satisfaction with e-hailing services. Thapa (2020) indicates that the cleanliness of the vehicle has a huge impact on the comfort level of e-hailing passengers in India during the Covid-19 pandemic. The hygiene concern of the passenger increased during the pandemic, thus, the e-hailing drivers should clean and sanitize their cars occasionally to reach customer satisfaction while using the services. Lierop, Badami & El-Geneidy (2018) indicate that the comfort level can be determined by the vehicle quality and interpersonal interaction between driver and passenger. User's perception of comfort affects their satisfaction and loyalty to e-hailing services.

2.2.6 Convenience (5th Independent variable)

Convenience is important in service economies (Berry et al., 2002). Comini et al. (2018) indicates that convenience is the reason consumers prefer e-hailing services. The users can know the estimated fare and waiting time before submitting a request. During booking, the users can track the vehicle on the map and they will be informed of some crucial aspects such as the driver's identity, vehicle, arrival time, and the route. In addition, the various payment methods are available for the users to choose from and will receive an e-receipt through email. Rayle et al. (2014) indicate that convenience is the key factor that influences consumer behavior towards e-hailing services in San Francisco. The convenience of e-hailing such as shorter wait time, ease of call, and ease of payment affect the users' satisfaction and decide to use e-hailing rather than a taxi. Paul & Mishra (2019) indicate that the convenience of e-hailing can be classified as the 24 hours operating hours, ease of calling the service at any location, and travel time-saving.

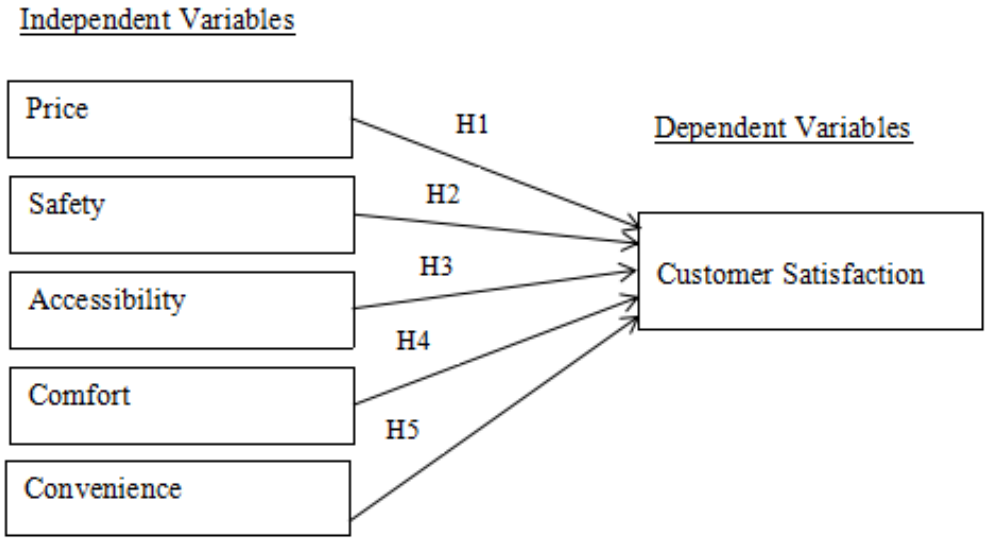
2.3 Overview of Millennial

Millennial also referred to as Generation Y is a cohort born after Generation X (Shafiq et al. 2019). They are born after 1981 or roughly between 1980 and 2000 (Bolton et al. 2013; Smith & Nichols, 2015). Millennials are considered the largest segment of Malaysia's population. They account for 40% of the total population which is more than 13 million people in 2021. Millennials are technology savvy as they are being raised in a more digital age (San et al., 2015). They are the first generation to use email, instant messaging, and cell phones since childhood (Reisenwitz & Iyer, 2009). They are highly dependent on complex technology and the use of the Internet. They are also a group of people where the online marketers of goods and services are interested to look into their consumer behavior.

According to Dzisi et al. (2020), young people like Millennial are the most likely to use e-hailing services. They are being tech-savvy enough to embrace different transportation modes such as e-hailing. Some aspects like the cost of travel, convenience, comfort, and safety of e-hailing services attracted young people to use the service over other modes of transport, especially taxis. Therefore, millennial or Generation Y that were born between 1981 to 2000 are the targeted populations in this research to study their satisfaction towards e-hailing services in Malaysia.

2.4 Conceptual Framework

Figure 2.3: Proposed Conceptual Framework



Source: Research framework developed for the research.

2.5 Hypothesis Development

2.5.1 Price

Susanti (2019) defined price as something that must be given or sacrificed by the consumer to obtain a product or service. The researcher indicates that price fairness has a positive and significant effect on consumer satisfaction at budget hotels in Indonesia. These results prove that if a budget hotel provides a fair price, consumers feel satisfied with the budget hotel. Consumers always place price as the first factor, thus, it is an important factor in determining their satisfaction.

However, Hamenda (2018) indicates that price fairness does not significantly affect customer satisfaction on Go-Jek, the biggest e-hailing service provider in Indonesia. The consumer focuses more on the service quality and ethical practice of the e-hailing services rather than price. Sometimes the lower price is not guaranteed to have higher consumer satisfaction.

Alzoubi (2020) concludes that perceived price fairness has a positive relationship between both customer satisfaction and customer delight towards telecommunication service in Dubai. Price has a significant impact on customers' judgment on the service, customer satisfaction, and customer's purchase decision, so the price needs to be considered with care from the main marketing decision.

Melan et al. (2021) indicate that price has a significant relationship to the customers' satisfaction towards e-hailing services in Malaysia and Thailand. Overcharging price is an issue faced by most e-hailing users. Thus, the researchers suggested that the e-hailing providers should adjust the pricing system to meet customer satisfaction.

Mai & Ngo (2016) indicate that price has a relationship with both customer satisfaction and customer loyalty towards taxi services in Vietnam. The conclude that most people will choose a taxi to travel around when the price of the taxi service is cheaper than other e-hailing services.

H1: There is a relationship between price and millennials' satisfaction with e-hailing services in Malaysia.

2.5.2 Safety

The concept of safety in transportation is defined as the condition of being safe from causing or suffering harm or loss (Szczukowski, 2017). Horsu & Yeboah (2015) indicates that safety has a positive and significant relationship with customer satisfaction towards taxi services in Ghana. The passenger felt safe when the taxi service provided a functioning seat belt and the drivers drove cautiously. Besides, the personal safety and security of the passenger also depend on the driver's behaviour and the good condition of the vehicle. The safety of the taxi users affected their satisfaction while taking taxis in Ghana.

Rahman et al. (2017) indicate that the safety and security of the bus services have a strong relationship with customer satisfaction in Dhaka city. Most bus users in Dhaka city are dissatisfied with the driver's unsafe driving practice and lack of a good standard bus. The researcher suggested that a policy related to passenger's safety and security must be taken into account in order to enhance bus users' satisfaction and its suitability as public transport.

Hashemi & Abbasi (2017) conclude that safety and security have a significant positive impact on customer satisfaction in the online banking service provided by a bank in Iran. The customer's privacy and security are important when using the online banking service. The bank must administer well the

security of the site, Internet security, and data security in order to satisfy the online banking user in terms of safety and security.

Fujii et al. (2021) indicate that safety has a relationship with travel satisfaction and it can generate a high travel satisfaction in public transport. The researchers suggested installing a surveillance camera on public transport to improve onboard safety.

Alananzeh (2017) indicates that safety is important and has a relationship with tourist satisfaction towards four and five stars hotels in Jordan. The safety of tourists in terms of their information privacy and safe payment method will affect their satisfaction towards the hotel.

H2: There is a relationship between safety and millennials' satisfaction with e-hailing services in Malaysia.

2.5.3 Accessibility

Friman et al. (2020) indicate that accessibility has a significant relationship with customer satisfaction in public transport. The accessibility of public transport was tested in terms of the ease of getting to and using the transport system, access to preferred activities, and satisfaction with access to activities. The researchers conclude that accessibility is crucial when the focus lies on improving customer satisfaction with public transport.

However, research conducted by Atombo & Wemegah (2021) shows that the accessibility of public bus services in Ghana has a negative significant relationship with customer satisfaction. The inaccessibility of public bus services decreased the users' satisfaction. Thus, the researchers suggested that this factor has to be significantly improved in order to meet customer satisfaction.

Abdullahi et al. (2019) indicate that accessibility has a significant positive relationship with customer satisfaction with Internet banking provided by the Nigerian banking industry. Accessibility is determined by the ability of users to access information and services from the web. The banking company in Nigeria is putting a lot of effort to improve the accessibility of the internet banking web page to stimulate users' satisfaction.

Jannang and Jabid (2016) indicate that accessibility has a relationship with customer satisfaction and customer loyalty in shopping malls. The ease of access to reach the shopping mall will affect customer satisfaction and encouraged customers to revisit the mall.

Muluka et al. (2015) indicate that the accessibility of digital banking has a relationship with customer satisfaction in Kenya. The researchers recommended the bank come out with a better application that can boost accessibility in terms of the ability to transact at the preferred timing of customers in Kenya.

H3: There is a relationship between accessibility and millennials' satisfaction with e-hailing services in Malaysia.

2.5.4 Comfort

Tverdokhlebov & Rozhkov (2019) indicates that comfort and cleanliness have a positive impact on the satisfaction level of the taxi service in Moscow, Russia. The taxi companies provide new and more comfortable cars as their competitive advantage because the taxi market in Russia is highly competitive. The taxi companies offered the best service quality to meet customer satisfaction and compete against the competitor.

Based on the research conducted by Wang et al. (2019) shows that passengers in Nanjing, China are more concerned with the comfort level than the travel cost of e-hailing services. The comfort level will affect the passenger's satisfaction and choice behavior, thus, the researchers suggested that e-hailing platforms companies should give priority to improving the comfort level.

Budiono (2009) concludes that comfort and the other four independent variables have a strong relationship but a low influence on customer satisfaction with public bus transport services in Indonesia. The bus comfort level is determined by the cleanliness, seat availability, and staff behavior on the bus. The comfort level of the public bus user is important in developing an attractive public bus transport in the future.

Balachandran & Hamzah (2017) indicates that the comfort of e-hailing services is the most influential factor and has a relationship with customer satisfaction. The researchers suggested that the service provider should improve or maintain the comfort of vehicles in order to achieve customer satisfaction.

Sadik & Alhassan (2021) indicate that comfort has a significant relationship in the hospitality industry in Ghana. The researchers suggested that the hotel should maintain the hygiene level, cleanliness of the room, and the variety of foods and beverages to make the tourist feel comfortable about the services provided to achieve customer satisfaction.

H4: There is a relationship between comfort and millennials' satisfaction with e-hailing services in Malaysia..

2.5.5 Convenience

Getachew (2019) indicates that convenience has a strong correlation and significant effect on customer satisfaction towards transportation service. The research showed that convenience in terms of the transport service's accessibility, waiting time, and ease of payment has the largest impact in gaining customer satisfaction.

Cheng et al. (2018) indicate that convenience has a high and significant relationship with passenger satisfaction on the bus traffic transfer provided at the high-speed railway station in China. Convenience was considered one of the important factors to increase the overall satisfaction of bus transfer service. The researchers suggested the service provider should shorten the transfer distance and reduce waiting time to enhance passenger satisfaction.

Thanaraju et al. (2019) indicate that there is a relationship between convenience and passenger satisfaction towards railway facilities. The level of convenience can be determined by ease of access to travel information, ease of buying tickets, and providing adequate basic facilities. The railway operator must improve the railway facilities to maximize passenger satisfaction by bringing more convenience to them.

Hong et al. (2019) indicate that convenience and three other factors have a significant impact on customer satisfaction in fresh e-commerce logistics services. E-commerce enterprises should ensure the accessibility of the web page and the payment operation is easy to use in order to provide a convenient platform for customers.

Najafi et al. (2014) indicate that convenience has a relationship with customer satisfaction in the bank industry. Access convenience, transaction convenience, benefit convenience are the convenience that the bank service providers should practice to meet customer satisfaction.

H5: There is a relationship between convenience and millennials' satisfaction with e-hailing services in Malaysia.

2.6 Conclusion

This chapter explained the theories applied, literature review, conceptual framework, and hypothesis of each independent variable and dependent variable by using past research and journals. A detailed explanation of the research methodology will be in the next chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter will discuss the methodology that was used to investigate the relationship between the selected independent variables and the customer satisfaction on e-hailing service. This chapter consists of the research design, sampling design, data collection methods, data analysis tools, and data processing.

3.1 Research Design

The quantitative research method will be used in this research. The quantitative research method is selected for this study as it deals with quantifying and analyzing variables in order to get results (Apuke, 2017). This method allows a large and randomly selected study group to test hypotheses, look at cause and effect, and finally make predictions. Additionally, the function of the quantitative research method is to determine the causal relationship between the independent variables (price, safety, accessibility, comfort, convenience) and the dependent variable (customer satisfaction).

3.2 Sampling Design

Sampling is the selection of a subset of the interest population in research. It is impossible to involve an entire population to participate in the research, so a smaller group is relied upon for data collection. Sampling from the population is more practical and allows data to be collected faster and cost-saving than to reach every member of the population.

3.2.1 Target population

The target population of this research is the customers who have experienced using e-hailing services in Malaysia and are Millennial that were born between 1980 and 2000 (Smith & Nichols, 2015). According to Dzisi et al. (2020), millennials are most likely to use e-hailing services as they have stronger pro-environmental, technology-embracing, and variety-seeking attitudes.

3.2.2 Sampling Frame

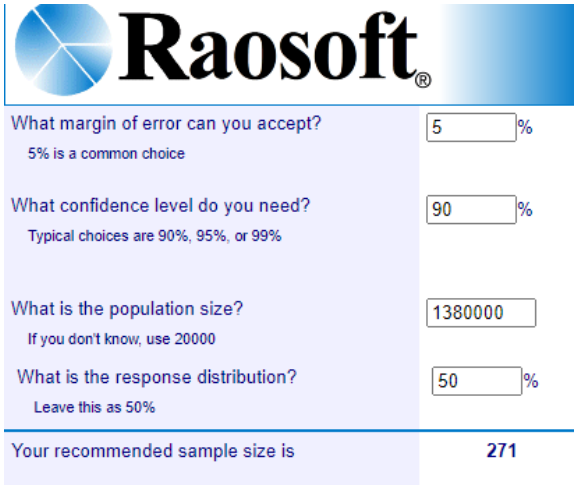
In this research, the questionnaire will be distributed through social media platforms and communication applications. It is because e-hailing users are familiar with the use of the Internet and it is easier to approach them through online platforms. Based on the Internet Users Survey 2020 conducted by the MCMC shows that the non-internet user rate in the '40s, '30s, and '20s is low. In other words, most Millennial are Internet users and it means they can be easily approached through the Internet. Thus, the questionnaire will mainly be distributed to the respondent through social media platforms and communication applications such as Facebook, Instagram, Whatsapp, and Facebook Messenger.

3.2.3 Sampling Technique

In this research, convenience sampling will be used as the sampling technique to collect questionnaires from the target population. The Malaysian Millennials aged between 21 to 42 of any race and from different states are invited to fill out the online questionnaire where the link will be shared on social media platforms and communication applications. The Millennials are free to participate in the study and the participation was entirely voluntary.

3.2.4 Sample Size

Figure 3.1: Raosoft Sample Size Result



Source: Develop for the research.

The Millennial population in Malaysia is 13.8 million and with a 90% confidence level, Figure 3.1 shows the sample size recommended by the Raosoft sample size calculator is 271 (Population Quick Info, 2021). Therefore, 271 respondents as the maximum sample size recommended by the sample size calculator are chosen to conduct this research in order to make this study more accurate.

3.3 Data Collection Method

In this research, the quantitative data collection method will be adopted to obtain data from the target respondents. A Google form questionnaire will be distributed to the respondents and collect information and data from their responses. The questionnaire will be distributed through different platforms such as social media platforms and communication applications.

3.3.1 Primary Data

In this research, the questionnaire will be used as a tool to obtain primary data from the target respondents. Primary data is real-time and first-hand data collected by the researcher him/herself (Ajayi, 2017). It is time-consuming to gather primary data but the information collected is more accurate and reliable. Primary data can be obtained in various ways such as surveys, observations, experiments, questionnaires, and personal interviews.

3.3.2 Pilot Test

A pilot test also called pre-testing was conducted on a selected sample of respondents in order to verify the validity and reliability of the questionnaire before being distributed to the target population (Wanjala et al., 2017). Cronbach's alpha reliability test required a minimum of 30 respondents in the pilot testing to test whether the scale items have strong correlations among the items (Nawi et al., 2020). In the pilot test, 30 questionnaires will be distributed to Millennial with experience in using the e-hailing service in Malaysia. The duration from the collection of the questionnaires, data coding, data entering, and testing for reliability using SPSS software will take about 2 weeks.

3.3.3 Questionnaire Design

In this research, a brief introduction of the researcher and the purpose of the research will be attached as the cover page of the questionnaire. An ethical clearance form will attach after the cover page as an assurance of confidentiality to motivate the respondents to answer the questionnaire.

Table 3.1: Section A - Demographic Profile

Section	Items	Scale of measurement
A	● Gender	● Nominal
	● Race	● Nominal
	● Age group	● Ordinal
	● Education level	● Ordinal
	● Most used e-hailing service	● Nominal
	● Frequency of using e-hailing	● Ordinal
	● Reason for traveling by e-hailing	● Nominal

Source: Develop for the research.

This questionnaire consists of two sections which are Section A and Section B. Table 3.2 shows Section A is the demographic profile of respondents including gender, race, age, education level, most used e-hailing service, frequency of using e-hailing, and reason for traveling by e-hailing. Both nominal and ordinal scales are applied in Section A to collect demographic data of the respondents.

Table 3.2: Section B - Independent Variables and Dependent Variable

Section	Variables	No. of Question	Sources	Scale
B	Price	5	Suhaimi et al. (2018)	Interval (5 point Likert Scale)
	Safety	5	Suhaimi et al. (2018)	
	Accessibility	7	Idros et al. (2020)	
	Comfort	4	Friman et al. (2020)	
	Convenience	5	Suhaimi et al. (2018)	
	Customer satisfaction	6	Pei et al. (2020)	

Source: Develop for the research.

Section B of questionnaire comprises five independent variables which are price, safety, accessibility, comfort, convenience, and one dependent variable which is customer satisfaction. Table 3.3 shows the questions in Section B use the 5-point Likert interval scale to determine the respondents' degree of agreement towards certain statements. The number one to five on the Likert scale represents a different degree of agreement, for instance, 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neutral, 4 indicates agree, and 5 indicates strongly agree. The questions from Section B retrieved from other research or surveys and was altered to fit with this research. Any question or contents that are not related to the research topic or unfamiliar to the target respondents will be revised and modified into questions that will be understood better by the respondents. For example, the words Uber will be revised into e-hailing services because Uber has exited from Malaysia and the respondents will not be familiar with the services provided by the company. In addition, this research is not specified on any e-hailing company, thus, all e-hailing brand names will be modified as e-hailing services.

3.4 Data Analysis Tool

According to Puteh & Azman (2017), SPSS means Statistical Package for the Social Sciences widely used by researchers or academicians worldwide. In this research, Cronbach alpha test, Pearson Correlation analysis and Multiple Regression will be adopted to test and analyze the data collected from the questionnaire. By using SPSS version 22, it can easily examine the causal and effect relationship between the independent variables and dependent variable.

3.4.1 Descriptive Analysis

In this research analysis, the overview of demographic data was illustrated using the pie chart and bar chart that include useful information such as the percentage and frequency of the respondents.

3.4.2 Reliability Analysis

In this research, the Cronbach alpha test is adopted to conduct the reliability analysis of the survey. The coefficient alpha value with 0.90 and above shows greater reliability and the minimum accepted coefficient alpha value should be equal to or above 0.60. Any value less than 0.6 is considered poor or unacceptable reliability.

Figure 3.2: Coefficient Alpha Ranges:

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 >	Excellent

Adapted from: Nawi, F. A., Tambi, A. M., Samat, M. F., Mustapha, W. M. (2020). Asian People Journal (APJ), 3(1), 19–29.

There are five levels of reliability which are **poor reliability** for value less than 0.6, **moderate reliability** that range from 0.6 to lower than 0.7, **good reliability** that range from 0.7 to lower than 0.8, **very good reliability** that range from 0.8 to lower than 0.9, and **excellent reliability** for value equal to 0.9 and above.

Table 3.3: Pilot Test Reliability Result

No	Variables	Cronbach Alpha for Pilot Test	Alpha Coefficient Range
1	Price	0.819	0.8 to < 0.9
2	Safety	0.838	0.8 to < 0.9
3	Accessibility	0.812	0.8 to < 0.9
4	Comfort	0.825	0.8 to < 0.9
5	Convenience	0.823	0.8 to < 0.9
6	Customer satisfaction	0.882	0.8 to < 0.9

Source: Data generated by SPSS version 22.

The Cronbach's Alpha value for the pilot test of independent variables (price, safety, accessibility, comfort, and convenience) and dependent variable (customer satisfaction) is in the range from 0.8 to lower than 0.9. The range indicates that the Cronbach's Alpha values for all the variables are having very good reliability.

3.4.3 Inferential Analysis

Pearson Correlation Analysis and Multiple Regression are adopted as inferential analysis methods to analyze the relationship between the dependent variable and independent variables in this research.

3.4.3.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient is chosen to test the outcome of the survey to decide the relationship between the independent variables and dependent variable from the hypothesis in the earlier chapter. A correlation coefficient of 0 indicates that a neutral relationship exists between independent variables and dependent variable. A correlation coefficient of -1 or +1 indicates a perfect linear relationship. The value +1 represents the strongest degree of relationship in which the independent variables will positively affect the dependent variable, while the value -1 represents the strongest degree of relationship in which the independent variables will negatively affect the dependent variable.

Table 3.4: Pearson Correlation Interpretation

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to –1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	negligible correlation

Source: Mukaka. M. M (2012). Statistics Corner: A guide to appropriate use of Correlation coefficient in medical research. Malawi Medical Journal.

3.4.3.2 Multiple Regression Analysis

In this research, hypotheses in the earlier chapters are also tested using multiple regression analysis. The significance of the relationship between independent variables and dependent variable can be explained through the P-value. If the P-value is less than 0.05 that indicates there is a significant relationship between the independent variable and dependent variable. Thus, the hypothesis is accepted in the study. On the other hand, if the P-value is greater than 0.05 indicates that there is no significant relationship between the variables, and the hypothesis is rejected in the study. Besides that, the R-square value is the proportion of variance in the dependent variable (customer satisfaction) that can be explained by the independent variables.

The formula for Multiple Regression Analysis:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5$$

Y = Dependent variable

b_0 = Constant

x_1, x_2, x_3… = Independent variables

b_1, b_2, b_3… = Beta coefficient

3.5 Data Processing

In this research, there are four criteria which are data checking, data coding, data entering, and data transcribing in the data processing. Statistical Package for the Social Sciences (SPSS) software will be used in this research for data processing.

3.5.1 Data Checking

The validation, accuracy, and consistency of the questionnaire will be checked through the Pilot test by distribution to 30 respondents. The sentences with the unclear message will be amended after obtaining feedback from the respondents. Later, the questionnaire will be distributed to 271 target respondents and will double-check all the questionnaires that have been collected before proceeding to data coding.

3.5.2 Data Coding

In this research, the minimum code range that has been used is "1" while the maximum is "5". Data coding is the stage where each question will be assigned the numerical code that represents the option. The numerical coding facilitates the researcher to interpret and analyze the data with SPSS software.

Table 3.5: Data Coding For Questions In Section A

Question No.	Coding
Q1 Gender	1 = Male 2 = Female
Q2 Race	1 = Malay 2 = Chinese 3 = Indian 4 = Other
Q3 Age group	1 = 21-25 years' old 2 = 26-30 years' old 3 = 31-35 years' old 4 = 36-42 years' old
Q4 Education level	1 = Secondary 2 = Foundation/ STPM/ A-Level 3 = Diploma 4 = Bachelor's Degree 5 = Master's Degree or above
Q5 What e hailing services do you usually use?	1 = Grab 2 = EzCab 3 = MyCar 4 = DACSEE 5 = Other
Q6 How often do you use e-hailing services?	1 = Less than 1 time per month 2 = At least once per month 3 = 2 - 4 times per month 4 = Above 5 times per month
Q7 What is the main reason you travel by e-hailing?	1 = Work 2 = Attend school 3 = Vacation 4 = Shopping, Entertainment 5 = Other

Table 3.6: Data Coding For Questions In Section B

Question No.	Variables	Coding
PR (Q1 - Q5)	Price	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
SF (Q1 - Q5)	Security	
AS (Q1 - Q7)	Accessibility	
CF (Q1 - Q4)	Comfort	
CV (Q1 - Q5)	Convenience	
CS (Q1 - Q6)	Customer satisfaction	

Source: Developed for the research.

3.5.3 Data Entering

The data collected from the questionnaire will then be transferred into SPSS software for the purpose of result interpretation. In order to avoid errors occurring during the data entering, all the data will be checked to ensure it is consistent with the actual data in the questionnaires.

3.5.4 Data Transcribing

In this step, researchers will use SPSS software to transfer the coded data into data results that the researcher can interpret and analyze easily.

3.6 Conclusion

In conclusion, this chapter provides a clear picture of the research design, target population, questionnaire design, data analysis tools, and data processing to ensure the accurate process of data collection. The questionnaire will be distributed to target respondents and the SPSS software will be used to facilitate the data analysis process. Data analysis interpretation will be discussed in the next chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter is about the result of 271 questionnaires generated by SPSS statistical software version 22. The criteria that will be explained in this chapter consist of the demographic profile of respondents, central tendencies measurement, and reliability analysis for each variable. Later on for inferential analysis, Pearson Correlation Coefficient will be used to test the relationship between the five independent variables with consumer satisfaction. Last but not least, Multiple Regression Analysis will be used to test the hypothesis of the research and follow with a summary of this chapter.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of Respondents

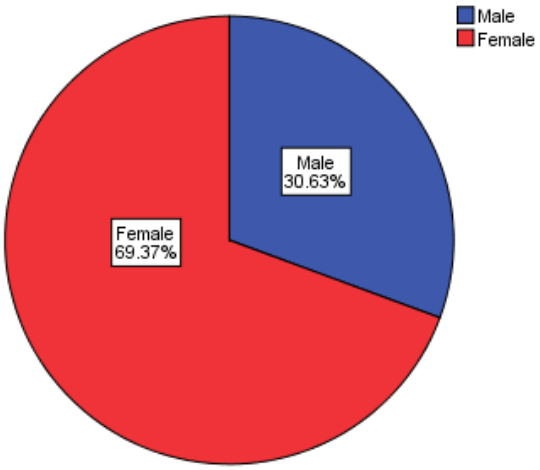
4.1.1.1 Gender

Table 4.1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	83	30.6	30.6	30.6
	Female	188	69.4	69.4	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.1: Distribution of Gender



Source: Data developed for research.

Figure 4.1 shows the number of males and females who participated in this study. The total number of the respondents is 271, where 83 (30.63%) of the respondents are male and 188 (69.37%) of them are female.

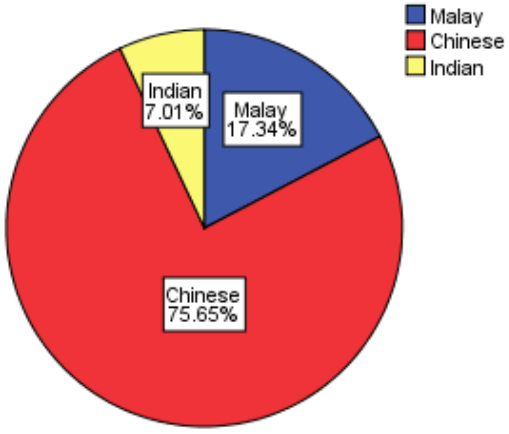
4.1.1.2 Race

Table 4.2: Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	47	17.3	17.3	17.3
	Chinese	205	75.6	75.6	93.0
	Indian	19	7.0	7.0	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.2: Distribution of Race



Source: Data developed for research.

Figure 4.2 shows the different races of respondents who participated in this study. Among 271 respondents, there are 205 (75.65%) Chinese respondents, 47 (17.34%) Malay respondents, and 19 (7.01%) Indian respondents that participated in this research.

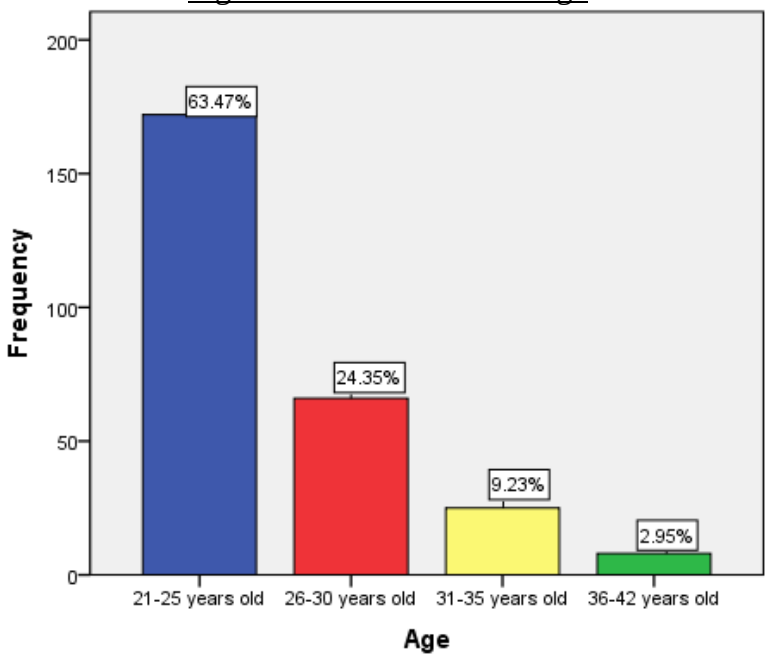
4.1.1.3 Age

Table 4.3: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 years old	172	63.5	63.5	63.5
	26-30 years old	66	24.4	24.4	87.8
	31-35 years old	25	9.2	9.2	97.0
	36-42 years old	8	3.0	3.0	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.3: Distribution of Age



Source: Data developed for research.

Figure 4.3 shows the average age of respondents from the four categories which are 21-25 years old, 26-30 years old, 31-35 years old, and 36-42 years old. Among 271 respondents, 172 (63.47%) of them are in the age of 18 to 25 years old, 66 (24.35%) of them are in the age of 26 to 30 years old, 25 (9.23%) of them are in the age of 31 to 35 years old, and 8 (2.95%) of them are in the age of 36 to 42 years old.

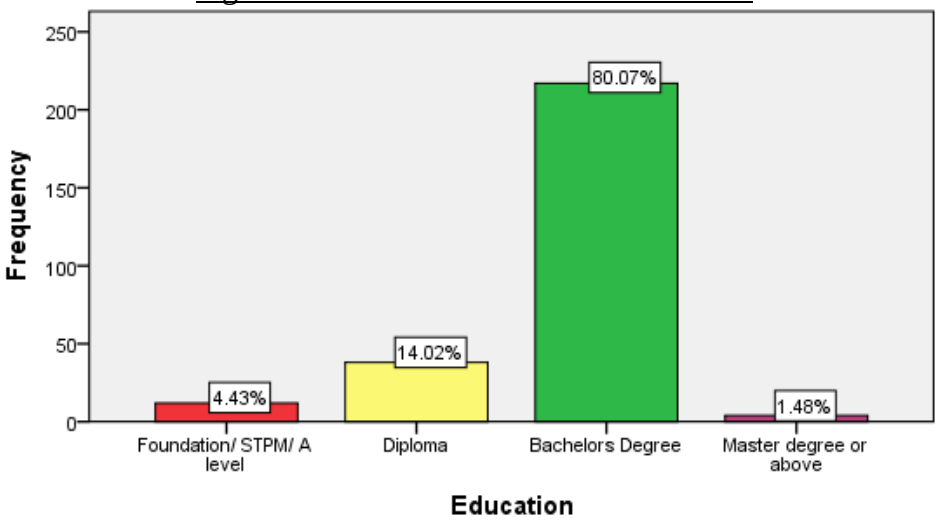
4.1.1.4 Education Level

Table 4.4: Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Foundation/ STPM/ A level	12	4.4	4.4	4.4
	Diploma	38	14.0	14.0	18.5
	Bachelors Degree	217	80.1	80.1	98.5
	Master degree or above	4	1.5	1.5	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.4: Distribution of Education Level



Source: Data developed for research.

Figure 4.4 shows the education level distribution of respondents from four categories which are Foundation/ STPM/ A-Level, Diploma, Bachelor's Degree, and Master Degree and above. Among 271 respondents, 217 (80.07%) of them are having Bachelor's Degree educational level, 38 (14.02%) of them are having Diploma educational level, 12 (4.43%) of them are having Foundation/ STPM/ A-Level educational level, and 4 (1.46%) of them are having Master's Degree and above educational level.

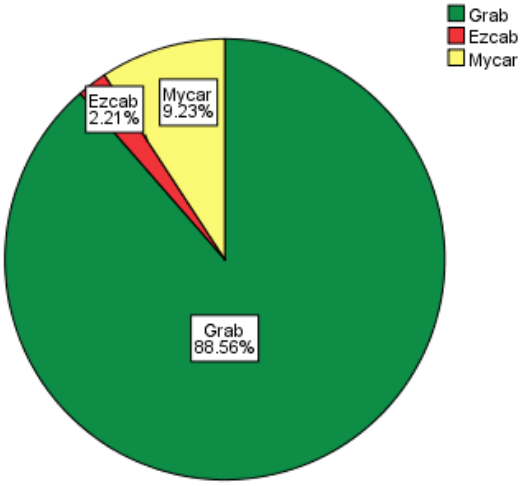
4.1.1.5 Most Used E-hailing Service

Table 4.5: Most Used E-hailing Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Grab	240	88.6	88.6	88.6
	Ezcab	6	2.2	2.2	90.8
	Mycar	25	9.2	9.2	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.5: Most Used E-hailing Service



Source: Data developed for research.

Figure 4.5 shows the Most used e-hailing service among the respondents. Among 271 respondents, 240 (88.56%) of them used Grab the most, 25 (9.23%) of them used Mycar the most, and 6 (2.21%) of them used Ezcab the most.

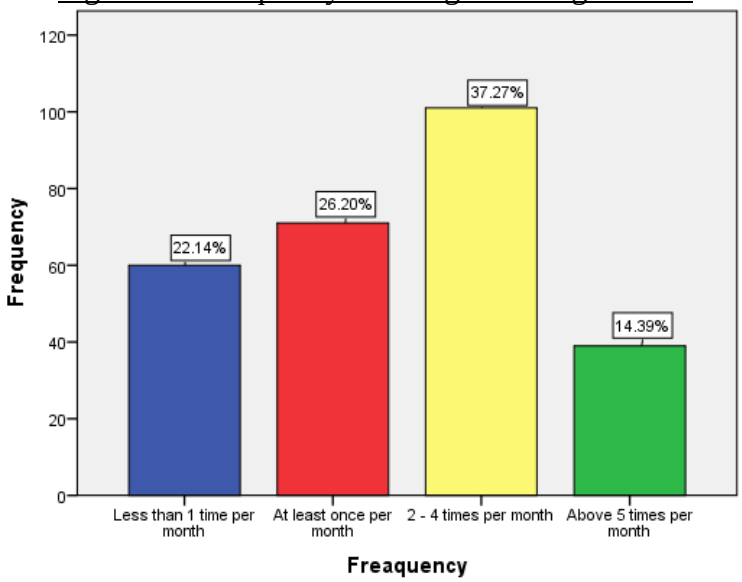
4.1.1.6 Frequency of Using E-hailing Service

Table 4.6: Frequency of Using E-hailing Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 time per month	60	22.1	22.1	22.1
	At least once per month	71	26.2	26.2	48.3
	2 - 4 times per month	101	37.3	37.3	85.6
	Above 5 times per month	39	14.4	14.4	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.6: Frequency of Using E-hailing Service



Source: Data developed for research.

Figure 4.6 shows the frequency of using e-hailing services among the respondents. They are divided into the frequency of less than 1 time per month, at least once per month, 2 - 4 times per month, and above 5 times per month. Among 271 respondents, 101 (37.27%) of them used e-hailing service 2 - 4 times per month, 71 (26.20%) of them used e-hailing service at least once per month, 60 (22.14%) of them used e-hailing service less than 1 time per month, and 39 (14.39%) of them used e-hailing service above 5 times per month.

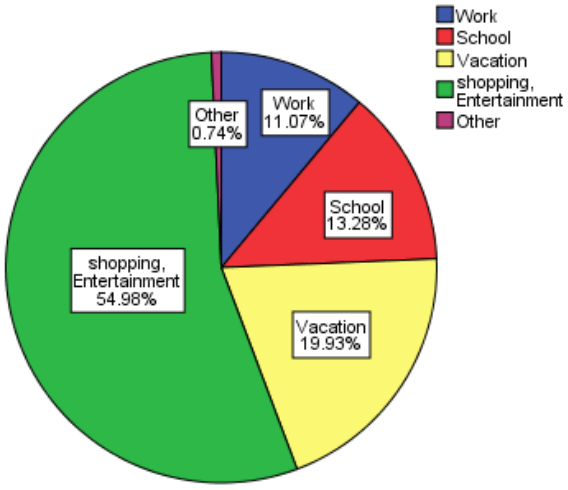
4.1.1.7 Reason for Traveling by E-hailing

Table 4.7: Reason for Traveling by E-hailing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	30	11.1	11.1	11.1
	School	36	13.3	13.3	24.4
	Vacation	54	19.9	19.9	44.3
	shopping, Entertainment	149	55.0	55.0	99.3
	Other	2	.7	.7	100.0
	Total	271	100.0	100.0	

Source: Data developed for research.

Figure 4.7: Reason for Traveling by E-hailing



Source: Data developed for research.

Figure 4.7 shows the reason of respondents traveled by e-hailing. The reasons are divided into five categories which are work, school, vacation, shopping, entertainment, and other reasons. Among 271 respondents, 149 (54.99%) of them traveled by e-hailing for shopping and entertainment purposes, 54 (19.93%) of them traveled by e-hailing for vacation, 36 (13.28%) of them traveled by e-hailing for attending school, 30 (11.07%) of them traveled by e-hailing for going to work, and 2 (0.74%) of them traveled by e-hailing for other reasons.

4.2 Central Tendencies Measurement of Construct

SPSS is used in this central tendency to measure the mean and standard deviation for all the questions in the questionnaire.

4.2.1 Customer Satisfaction

Table 4.8: Central Tendencies Measurement of Customer Satisfaction

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	271	2	5	3.43	.736
CS2	271	2	5	3.87	.624
CS3	271	3	5	4.17	.512
CS4	271	2	5	4.25	.548
CS5	271	2	5	4.38	.601
CS6	271	2	5	4.58	.538
Valid N (listwise)	271				

Source: Data developed for research.

Table 4.8 shows the central tendencies summary of customer satisfaction. The question which has the highest mean is CS6 with the value of 4.58 and the question which has the lowest mean is CS1 with the value of 3.43. Additionally, the question which has the highest standard deviation is CS1 with the value of 0.736 and the question which has the lowest standard deviation is CS3 with the value of 0.512.

4.2.2 Price

Table 4.9: Central Tendencies Measurement of Price

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PR1	271	1	5	3.48	.851
PR2	271	2	5	4.43	.578
PR3	271	2	5	4.03	.712
PR4	271	2	5	4.01	.798
PR5	271	2	5	4.03	.732
Valid N (listwise)	271				

Source: Data developed for research.

Table 4.9 shows the central tendencies summary of price. The question which has the highest mean is PR2 with the value of 4.43 and the question which has the lowest mean is PR1 with the value of 3.48. Additionally, the question which has the highest standard deviation is PR1 with the value of 0.851 and the question which has the lowest standard deviation is PR2 with the value of 0.578.

4.2.3 Safety

Table 4.10: Central Tendencies Measurement of Safety

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SF1	271	2	5	4.39	.540
SF2	271	2	5	3.74	.770
SF3	271	2	5	4.35	.556
SF4	271	2	5	4.37	.580
SF5	271	3	5	4.27	.575
Valid N (listwise)	271				

Source: Data developed for research.

Table 4.10 shows the central tendencies summary of safety. The question which has the highest mean is SF1 with the value of 4.39 and the question which has the lowest mean is SF2 with the value of 3.74. Additionally, the question which has the highest standard deviation is SF2 with the value of 0.770 and the question which has the lowest standard deviation is SF1 with the value of 0.540.

4.2.4 Accessibility

Table 4.11: Central Tendencies Measurement of Accessibility

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AS1	271	2	5	4.46	.542
AS2	271	3	5	4.37	.534
AS3	271	2	5	4.32	.568
AS4	271	3	5	4.37	.520
AS5	271	2	5	4.36	.559
AS6	271	2	5	3.53	.829
AS7	271	2	5	3.74	.735
Valid N (listwise)	271				

Source: Data developed for research.

Table 4.11 shows the central tendencies summary of accessibility. The question which has the highest mean is AS1 with the value of 4.46 and the question which has the lowest mean is AS6 with the value of 3.53. Additionally, the question which has the highest standard deviation is AS6 with the value of 0.829 and the question which has the lowest standard deviation is AS4 with the value of 0.520.

4.2.5 Comfort

Table 4.12: Central Tendencies Measurement of Comfort

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CF1	271	3	5	4.28	.499
CF2	271	3	5	4.16	.599
CF3	271	3	5	4.28	.531
CF4	271	3	5	4.56	.533
Valid N (listwise)	271				

Source: Data developed for research.

Table 4.12 shows the central tendencies summary of comfort. The question which has the highest mean is CF4 with the value of 4.56 and the question which has the lowest mean is CF2 with the value of 4.16. Additionally, the question which has the highest standard deviation is CF2 with the value of 0.599 and the question which has the lowest standard deviation is CF1 with the value of 0.499.

4.2.6 Convenience

Table 4.13: Central Tendencies Measurement of Convenience

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CV1	271	3	5	4.39	.518
CV2	271	2	5	4.35	.556
CV3	271	1	5	4.49	.543
CV4	271	2	5	3.36	.866
CV5	271	2	5	4.36	.525
Valid N (listwise)	271				

Source: Data developed for research.

Table 4.13 shows the central tendencies summary of convenience. The question which has the highest mean is CV3 with the value of 4.49 and the question which has the lowest mean is CV4 with the value of 3.36. Additionally, the question which has the highest standard deviation is CV4 with the value of 0.866 and the question which has the lowest standard deviation is CV1 with the value of 0.518.

4.3 Reliability Analysis

Table 4.14: Actual Study Reliability Result

Variables	**Factors**	**Cronbach's Alpha**	**Number of item**
Dependent Variable	Customer Satisfaction	0.888	6
Independent Variables	Price	0.873	5
	Safety	0.896	5
	Accessibility	0.868	7
	Comfort	0.823	4
	Convenience	0.852	5

Source: Developed for the research.

The reliability test result of 271 sets of questionnaires is shown in table 4.14. The objective of conducting a reliability test is to measure the consistency and stability of the variables of the study.

Based on table 4.14, the ranking of Cronbach's Alpha for all these variables in descending order is Safety with the value of 0.896, followed by Customer satisfaction with the value of 0.888, Price with the value of 0.873, Accessibility with the value of 0.868, Convenience with the value of 0.852, and the lowest value is Comfort which has recorded as 0.823.

From the result of the reliability test, it can be concluded that all the factors in the questionnaire are consistent and stable as the overall Cronbach's alphas lie in the range from 0.8 to lower than 0.9 which they have very good reliability.

4.4 Inferential Analysis

4.4.1 Pearson Correlation Coefficient

Table 4. 15: Pearson Correlation Result

Variable (2 tailed Sig.)	Price	Safety	Accessibility	Comfort	Convenience	Customer satisfaction
Price	1 271	.930*** .000 271	.751*** .000 271	.751*** .000 271	.762*** .000 271	.840*** .000 271
Safety		1 271	.789*** .000 271	.819*** .000 271	.813*** .000 271	.720*** .000 271
Accessibility			1 271	.873*** .000 271	.907*** .000 271	.725*** .000 271
Comfort				1 271	.870*** .000 271	.805*** .000 271
Convenience					1 271	.832*** .000 271
Customer satisfaction						1 271

Source: Develop for the research.

Table 4.15 shows the Pearson Correlation result for each of the variables. The correlation results for all the variables fell in the range from 0.720 to 0.840. This result shows the high and positive relationship between the independent variables (Price, Safety, Accessibility, Comfort, Convenience) and the dependent variable (customer satisfaction).

The highest correlation value has recorded 0.840 which is the correlation between price and customer satisfaction. Besides, the correlation between safety and customer satisfaction has recorded 0.720 indicating a high relationship between the variables.

Additionally, the correlation between accessibility and customer satisfaction has recorded 0.725 while comfort and customer satisfaction has recorded 0.805. Lastly, the correlation between convenience and customer satisfaction has been recorded as 0.832.

Based on the Pearson Correlation result has shown a high and positive relationship between the independent and dependent variables. Thus, if there are any changes in independent variables will give an impact on the dependent variable.

4.4.2 Multiple Regression Analysis

Table 4.16: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.634	.631	.25821

Source: Data generated by SPSS version 22.

Table 4.16 shows that the correlation coefficient value (R) is 0.774 which indicates it has a correlation between dependent and independent variables. The positive R-value shows that there is a positive relationship between dependent and independent variables.

The adjusted R square which is recorded as 0.631. This indicates that there is 63.1% variation of customer satisfaction can be explained by the 5 independent variables. In other words, there is 36.9% of the variation in customer satisfaction that can not be explained in this study.

Table 4.17: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.353	5	11.471	172.037	.000[b]
	Residual	17.669	265	.067		
	Total	75.021	270			

Source: Data generated by SPSS version 22.

Based on table 4.17 shows the p-value was recorded as 0.000 which is less than the significant level of 0.05. This indicates that the independent variables (price, safety, accessibility, comfort, convenience) were having a significant relationship to the dependent variable (customer satisfaction). This shows that the model is reliable to use in testing the relationship between the independent and dependent variables.

Table 4.18: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.388	.128		3.030	.003
Price	.482	.079	.501	6.099	.000
Safety	.396	.082	.458	4.832	.026
Accessibility	.223	.075	.232	2.974	.003
Comfort	.241	.060	.285	4.028	.002
Convenience	.352	.077	.363	4.581	.013

Source: Data generated by SPSS version 22.

Multiple regression analysis was used to test the hypothesis of the study. The variables with a significant value (p-value) less than 0.05 can be concluded that the hypothesis is significant and accepted in the study.

The first hypothesis (H_1) stated that there is a relationship between price and millennials' satisfaction with e-hailing services in Malaysia.. Based on table 4.18, the p-value of Price was recorded as 0.000 which is less than 0.05. This can be concluded that there is a significant relationship between price and customer satisfaction among Millennials with e-hailing services in Malaysia.

The second hypothesis (H2) stated that there is a relationship between safety and millennials' satisfaction with e-hailing services in Malaysia. Based on table 4.18, the p-value of Safety recorded as 0.026 which is less than 0.05. This can be concluded that there is a significant relationship between safety and customer satisfaction among Millennials with e-hailing services in Malaysia.

The third hypothesis (H3) stated that there is a relationship between accessibility and millennials' satisfaction with e-hailing services in Malaysia. Based on table 4.18, the p-value of Accessibility recorded as 0.003 which is less than 0.05. This can be concluded that there is a significant relationship between accessibility and customer satisfaction among Millennials with e-hailing services in Malaysia.

The fourth hypothesis (H4) stated that there is a relationship between comfort and millennials' satisfaction with e-hailing services in Malaysia. Based on table 4.18, the p-value of Comfort recorded as 0.002 which is less than 0.05. This can be concluded that there is a significant relationship between comfort and customer satisfaction among Millennials with e-hailing services in Malaysia.

The fifth hypothesis (H5) stated that there is a relationship between convenience and millennials' satisfaction with e-hailing services in Malaysia. Based on table 4.18, the p-value of Convenience recorded as 0.013 which is less than 0.05. This can be concluded that there is a significant relationship between convenience and customer satisfaction among Millennials with e-hailing services in Malaysia.

According to table 4.18, it shows that Price recorded the highest beta coefficient value which is 0.482. This means that 1 standard deviation change in Price will bring the impact of 0.482 standard change of the dependent variable while the other independent variables remain constant. Based on the regression analysis result, the regression equation was show as below:

CS = 0.388 + 0.482(PR) + 0.396(SF) + 0.223(AS) + 0.241(CF) + 0.352(CV)

4.5 Conclusion

In conclusion, this chapter discussed the analysis of data collected from target respondents. The demographic profile analysis makes the researcher understand more about their target respondents while the reliability test indicates the validity of all variables tested in the study. Two different types of the inferential analysis indicate the significant relationship between independent variables and dependent variable. The major findings, implications, limitations, and recommendations of the study will be further discussed in the following chapter which is Chapter 5.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 which is the last chapter of the study will be carried on with the summary of statistical analysis. The chapter will then continue with the discussion of the findings and hypothesis results. Additionally, the implication of the study, limitations of the study, and suggestions for further study will be discussed accordingly.

5.1 Summary of Statistical Analysis

Total 271 sets of questionnaires were successfully collected for this study. The summary of the findings as below:

5.1.1 Summary of Demographic Information

The demographic information collected from the survey indicates that there are more female respondents than male respondents who participated in this survey. A total of 188 or 69.37% female respondents participated in this survey while male respondents only has 83 respondents which is 30.63%. Additionally, the respondents who participated in this survey are mostly Chinese which has 205 respondents or 75.65% of Chinese respondents while Indian respondents only consist of 19 respondents (7.01%).

A large number of respondents that participate in the survey are from the age group of 21-25 years old, which had contributed 63.47% while respondents from the age group of 36-42 years old only consisted of 8 respondents or 2.95% of the total data collected. In addition, most of the respondents are Degree holders which are 217 respondents (80.07%) while only 4 respondents (1.48%) are a Master's Degree or above.

Moreover, more than 80% of respondents or 240 respondents selected Grab as their most-used e-hailing service. 25 respondents (9.23%) selected Mycar while 6 respondents (2.21%) selected Ezcab as their most-used e-hailing service.

Furthermore, 101 respondents (37.27%) are using e-hailing services 2-4 times per month. 71 respondents (26.20%) used e-hailing services at least once per month, 60 respondents used less than 1 time per month, and 39 respondents (14.39%) used the services above 5 times per month. There are 149 respondents or 54.98% are traveling by e-hailing services to visit shopping malls or other entertainment purposes while only 2 respondents (0.74%) selected other reasons to travel by e-hailing services.

5.1.2 Reliability Analysis

The overall Cronbach Alpha results for each of the variables in this study were accepted with the ranging from 0.823 to 0.896 through the analysis. The results show a high and very good reliability among the variables in this study.

5.1.3 Summary of Inferential Analysis

Table 5.1: Summary of Multiple Regression Analysis

Hypothesis	Multiple Regression Analysis	
	Result (sig)	Remarks
H_1: There is a relationship between price and Millennials' satisfaction with e-hailing services in Malaysia.	0.000	Supported
H_2: There is a relationship between safety and Millennials' satisfaction with e-hailing services in Malaysia.	0.026	Supported
H_3: There is a relationship between accessibility and Millennials' satisfaction with e-hailing services in Malaysia.	0.003	Supported
H_4: There is a relationship between comfort and Millennials' satisfaction with e-hailing services in Malaysia.	0.002	Supported
H_5: There is a relationship between convenience and	0.013	Supported

Millennials' satisfaction with e-hailing services in Malaysia.		

Source: Develop for the research.

Based on table 5.2 shows the Multiple Regression result for each independent variable indicates that all the hypotheses were supported in this study with the significant value less than 0.05. All of the independent variables affect dependent variable in this study.

5.3 Discussion of Major Findings

5.3.1 There is a relationship between price and Millennials' satisfaction with e-hailing services in Malaysia.

Based on the result findings show that Price has a p-value which is 0.000 less than 0.05 able to prove that price has a direct influence on Millennials' satisfaction with e-hailing services. The findings are aligned with the previous study of Susanti, 2019; Alzoubi, 2020; Melan et al., 2021; Mai & Ngo, 2016. The researchers conclude that price is the most important factor in determining customer satisfaction and there is a relationship between price and customer satisfaction.

5.3.2 There is a relationship between safety and Millennials' satisfaction with e-hailing services in Malaysia.

Based on the result findings show that Safety has a p-value which is 0.026 that less than 0.05 define that safety has a direct influence on Millennials' satisfaction with e-hailing services. The findings are aligned with the previous study of Horsu & Yeboah, 2015; Rahman et al., 2017; Hashemi & Abbasi, 2017; Fujii et al., 2021; Alananzeh, 2017. The researchers all have the same result by concluding that safety has a relationship with customer satisfaction in the transportation industry, online banking services, and hotel industry.

5.3.3 There is a relationship between accessibility and Millennials' satisfaction with e-hailing services in Malaysia.

Based on the result findings show that accessibility has a p-value which is 0.003 less than 0.05 defines that accessibility has a direct influence on Millennials' satisfaction with e-hailing services. The findings are aligned with the previous study of Friman et al., 2020; Abdullahi et al., 2019; Jannang and Jabid, 2016;Muluka et al., 2015. The researchers concluded that accessibility has a relationship with customer satisfaction in the public transportation industry, banking industry, and shopping malls.

5.3.4 There is a relationship between comfort and Millennials' satisfaction with e-hailing services in Malaysia.

Based on the result findings show that comfort has a p-value which is 0.002 less than 0.05 able to prove that accessibility has a direct influence on Millennials' satisfaction with e-hailing services. The findings are aligned with the previous study of Tverdokhlebov & Rozhkov, 2019; Wang et al., 2019; Balachandran & Hamzah, 2017; Sadik & Alhassan, 2021. The researchers concluded that there has a relationship between comfort and customer satisfaction in transportation industry and hospitality industry. Customers will rather choose a comfortable vehicle when they are traveling by e-hailing service or a taxi.

5.3.5 There is a relationship between convenience and Millennials' satisfaction with e-hailing services in Malaysia.

Based on the result findings show that convenience has a p-value which is 0.013 less than 0.05 able to prove that convenience has a direct influence on Millennials' satisfaction with e-hailing services. This study proves convenience in terms of the transport service's accessibility, waiting time, and ease of payment could influence customer satisfaction. The findings are aligned with the previous study of Getachew, 2019; Cheng et al, 2018; Hong et al., 2019; Najafi et al., 2014.

5.4 Implications of Study

Along with the development of technology, people nowadays are more reliant on the convenience of the Internet. There is a huge change in the transportation industry when it utilizes the technology and Internet to facilitate the customers' hailing process. E-hailing refers to the hailing process carried out by using electronic applications. Many e-hailing providers carry out different promotions and establish various policies to fulfill customer satisfaction when using their services. Eventually, to ensure customer satisfaction with e-hailing services, the e-hailing providers and drivers have to understand the factors affecting customer satisfaction with e-hailing services. Hence, this research act as an instrument for the service providers and drivers to have a further understanding of the factors that affect customer satisfaction.

This research focuses on the factors affecting Millennials' satisfaction with e-hailing services. The factors included in this research are the price, safety, accessibility, comfort, convenience as the independent variables and customer satisfaction as a dependent variable.

Findings from the research show that Price has the highest impact on customer satisfaction with e-hailing services. A reasonable price should be offered by the e-hailing services providers and drivers. A not too low and not too high price offers from the e-hailing services providers and drivers can increase customer interest in the service and retain the customer by fulfilling their satisfaction towards price with the services. The more reasonable the price is offered by the providers and drivers, the more customer satisfaction towards the e-hailing services. Therefore, the e-hailing providers and drivers are encouraged to focus on the price level to increase customer satisfaction with e-hailing services.

Findings also show that Safety has the highest P-value but it is still lower than 0.05 and is considered to have a high impact on customer satisfaction with e-hailing services. The government and e-hailing service providers should work together to establish related rules, regulations, and policies to ensure the e-hailing app is safe to be used by the users and to ensure the passenger is safe while traveling by the drivers' self-prepared vehicles. Both parties must make sure the e-hailing drivers comply with the policy to secure the safety of the passengers.

5.5 Limitations of Study

There are several limitations found in this research. One of the limitations is the target population of this research that is only dominated by one demographic cohort which is the Millennials. E-hailing users in the other demographic cohort such as baby boomers, generation X and generation Z are not included in the research. Hence, the findings indicated by this research are only able to represent the Millennials e-hailing users since the study only focuses on the specific group of population.

Moreover, this research only focused on the five factors which are price, safety, accessibility, comfort, and convenience. There are many more factors that can be added to this research to heighten the adjusted R square value and increase the percentage of the factors that can explain the variation in customer satisfaction.

Furthermore, English is the only language that is used in conducting the questionnaire. The understanding of questionnaires by respondents from different races might influence the accuracy and reliability of data. Some of the respondents will not answer the questionnaire sincerely as they might find it is hard to understand the question clearly in that one language. Hence, the respondent will randomly tick an answer and this will affect the data's accuracy and reliability.

5.6 Recommendations for Future Research

Based on the limitation mentioned in the previous section, there are some suggestions provided for future research in a similar topic or area. In the future study, the researcher can include baby boomers, generation X, and Generation Z as their targeted population so there will be no demographic cohort left behind and can have a better understanding of their satisfaction with e-hailing services. In addition, the future researcher should target a larger sample size as the target population becomes bigger.

The other suggestion for the future researcher is to extend the research model. Some of the factors under service quality such as tangible, reliability, responsiveness, assurance, and empathy can be added in the future study for a better and further understanding of the factors influencing customer satisfaction on e-hailing services. Last but not least, it is suggested to provide a multi-language questionnaire such as Malay, Chinese, and even Tamil to increase the level of understanding and avoid the respondent from answering the questionnaire indiscriminately.

5.7 Conclusion

In conclusion, the independent variables in the study which are price, safety, accessibility, comfort, and convenience have a relationship with customer satisfaction with e-hailing services among Millennials. The findings of this study are useful for both the e-hailing providers and drivers in managing their customer satisfaction and creating their own competitive advantage in the competitive environment of the e-hailing services industry.

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APPENDICES

Appendix A: Questionnaire Reference

Variables	Statements	References
Price	1. The navigation of route arrangement is reasonable and affordable.	Suhaimi, M.Z.A., Talib, S.A., Bachok, S. & Saleh, M.M. (2018). Service attributes, customer satisfaction and return usage: A case of Uber Malaysia. Journal of Tourism, Hospitality & Culinary Arts, 10(2), 81- 103.
	2. The receipt is available via email.	
	3. E-hailing service offers promotions and discounts.	
	4. E-hailing service offers lower prices than traditional businesses with the same offer. (e.g. taxi)	
	5. There is no or very little additional charge for using e-hailing service platforms.	
Safety	1. The details of drivers are provided in the application.	Suhaimi, M.Z.A., Talib, S.A., Bachok, S. & Saleh, M.M. (2018). Service attributes, customer satisfaction and return usage: A case of Uber Malaysia. Journal of Tourism, Hospitality & Culinary Arts, 10(2), 81- 103.
	2. The safety and security policy is available.	
	3. The details of passenger is secured.	
	4. Drivers can be trusted.	
	5. The vehicle is in a good condition.	
Accessibility	1. E-hailing provides an accessible platform for all users.	Idros, A. N., Mohamed, H., & Jenal, R. (2020). Customer Satisfaction Of E-Hailing: An Item Development.
	2. Booking an e-hailing vehicle can be done easily through the search bar provided.	
	3. E-hailing has designed a user-friendly	

	system with easy access.	International Journal of Management, 11(11), 1157-1165.
	4. The information in e-hailing is useful for the users.	
	5. Travel information provided by an e-hailing application is complete.	
	6. E-hailing is accessible at any time without system failure.	
	7. I can access e-hailing anywhere without any problem.	
Comfort	1. Traveling by e-hailing is comfortable.	Friman, M., Lättman, K., & Olsson, L. E. (2020). Public Transport Quality, Safety, and Perceived Accessibility. CTF Service Research Center and Department of Social and Psychological Studies, 12. doi:10.3390/su12093563
	2. The e-hailing vehicle is modern.	
	3. The e-hailing vehicle environment is clean.	
	4. The seat is adequate when traveling by e-hailing.	
Convenience	1. E-hailing services are available in my area.	Suhaimi, M.Z.A., Talib, S.A., Bachok, S. & Saleh, M.M. (2018). Service attributes, customer satisfaction and return usage: A case of Uber Malaysia. Journal of Tourism, Hospitality & Culinary Arts,
	2. E-hailing services are easy to book.	
	3. E-hailing payment transaction is convenient (e.g.e-wallet, cash, debit card, credit card)	
	4. I am able to get the services fast.	
	5. E-hailing apps navigation is easy.	

		10(2), 81- 103.
Customer satisfaction	1. I am satisfied with the price of e-hailing services.	Pei, X. L., Guo, J. N., Wu, T. J., Zhou, W. X., & Yeh, S. P. (2020). Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. Sustainability, 12(18), 7436. doi:10.3390/su12187436
	2. I am satisfied with the safety of e-hailing services.	
	3. I am satisfied with the accessibility of e-hailing services.	
	4. I am satisfied with the comfort of the e-hailing vehicle.	
	5. I am satisfied with the convenience of e-hailing services.	
	6. I will use e-hailing services again.	

Appendix B: Questionnaire

FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)
FINAL YEAR PROJECT

FACTORS AFFECTING THE MILLENNIAL'S SATISFACTION ON E-HAILING SERVICE IN MALAYSIA

SURVEY QUESTIONNAIRE

Dear respondents,

I am Lee Mei Ru, an undergraduate student of Bachelor of International Business (Hons), from Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to study the factors affecting the Millennial's satisfaction on e-hailing service in Malaysia. E-hailing provides public transport services to passengers who book through electronic applications. A Millennial with experience in using e-hailing services is qualified to answer this questionnaire.

There are two (2) sections in this questionnaire which are Demographic profile (Section A) and Variables affecting customer satisfaction (Section B). Please answer **ALL** questions in both sections. The survey is expected to take about 5 to 10 minutes to complete. There is no right or wrong to this questionnaire. Please read the statement carefully and provide with honest answer. If you have any inquiries, please do not hesitate to contact me through email at leemeiru@1utar.my

Please be aware that under the Personal Data Protection Act 2010 (PDPA), there is an obligation here to give notice of the collection, recording, storage, use and retention of personal information and to require consent to be used for educational purpose only and that all data will be kept **Private and Confidential.**

By filling out this questionnaire, you have agreed to participate in this research. Thank you for agreeing to participate in this survey. Your participation is highly appreciated.

Survey Questionnaire

Section A: Demographic Profile

Please choose the option that best matches your response.

Q1. Gender
- ■ Male
- ■ Female

Q2. Race
- ■ Malay
- ■ Chinese
- ■ Indian
- ■ Other:

Q3. Age group
- ■ 21-25 years old
- ■ 26-30 years old
- ■ 31-35 years old
- ■ 36-42 years old

Q4. Education level
- ■ Secondary
- ■ Foundation/ STPM/ A-Level
- ■ Diploma
- ■ Bachelor's Degree
- ■ Master's Degree or above

Q5. What e-hailing service do you usually use?
- ■ Grab
- ■ EzCab
- ■ MyCar
- ■ DACSEE
- ■ Other

Q6. How often do you use e-hailing services?
- ■ Less than 1 time per month
- ■ At least once per month
- ■ 2 - 4 times per month
- ■ Above 5 times per month

Q7. What is the main reason you travel by e-hailing?
- ■ Work
- ■ Attend school
- ■ Vacation
- ■ Shopping, Entertainment

- Other: _____

Section B : Likert Scale Question
Please choose the number to show your degree of agreement with each of the statements.
1- Strongly disagree 2- Disagree 3- Neutral 4- Agree 5- Strongly agree

Independent variables

Price (P)	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
1. The navigation of route arrangement is reasonable and affordable.	1	2	3	4	5
2. The receipt is available via email.	1	2	3	4	5
3. E-hailing service offers promotions and discounts.	1	2	3	4	5
4. E-hailing service offers lower prices than traditional businesses with the same service (e.g. taxi).	1	2	3	4	5
5. There are no or very few additional charges for using e-hailing service applications.	1	2	3	4	5

Safety (S)	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
1. The details of drivers are provided in the application.	1	2	3	4	5
2. The safety and security policy is available. (Safety and security policy is shown or can be searched online).	1	2	3	4	5
3. The details of passenger is secured (Privacy Policy is shown and has to agree with it before you start using the service).	1	2	3	4	5
4. Drivers can be trusted (Driver's name, plate number, vehicle brands, and models are shown in the app).	1	2	3	4	5
5. The vehicle is in a good condition.	1	2	3	4	5

Accessibility (A)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. E-hailing provides an accessible platform for all users. (Can be found in Play Store or App Store)	1	2	3	4	5
2. Booking an e-hailing vehicle can be done easily through the search bar provided.	1	2	3	4	5
3. E-hailing services has designed a user-friendly system with easy access.	1	2	3	4	5
4. The information in an e-hailing application is useful for the users. (Able to check or track all past activities in activity history)	1	2	3	4	5
5. Travel information provided by an e-hailing application is complete.	1	2	3	4	5
6. E-hailing services are accessible at any time without system failure.	1	2	3	4	5
7. I can access e-hailing services anywhere without any problem.	1	2	3	4	5

Comfort (COMF)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Traveling by e-hailing is comfortable.	1	2	3	4	5
2. The e-hailing vehicle is modern (i.e. vehicle brand and model).	1	2	3	4	5
3. The e-hailing vehicle environment is clean.	1	2	3	4	5
4. The seat is adequate when traveling by e-hailing.	1	2	3	4	5

Convenience (CONV)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. E-hailing services are available in my area.	1	2	3	4	5
2. E-hailing services are easy to book.	1	2	3	4	5
3. E-hailing payment transaction is convenient (e.g.e-wallet, cash, debit card, credit card)	1	2	3	4	5
4. I am able to get the services fast.	1	2	3	4	5
5. E-hailing apps navigation is easy.	1	2	3	4	5

Dependent variable

Customer Satisfaction (CS)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I am satisfied with the price of e-hailing services.	1	2	3	4	5
2. I am satisfied with the safety of e-hailing services.	1	2	3	4	5
3. I am satisfied with the accessibility of e-hailing services.	1	2	3	4	5
4. I am satisfied with the comfort of the e-hailing vehicle.	1	2	3	4	5
5. I am satisfied with the convenience of e-hailing services.	1	2	3	4	5
6. I will use e-hailing services again.	1	2	3	4	5

Appendix C: Pilot Test Reliability

Cronbach Alpha For Price

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	13.43	10.599	.548	.803
PR2	12.73	10.478	.564	.798
PR3	12.87	10.189	.726	.752
PR4	13.87	10.051	.652	.771
PR5	12.83	10.971	.580	.793

Cronbach Alpha For Safety

Reliability Statistics

Cronbach's Alpha	N of Items
.838	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SF1	14.67	6.092	.673	.798
SF2	15.10	6.024	.540	.835
SF3	14.83	5.661	.773	.770
SF4	15.00	5.793	.570	.829
SF5	14.80	5.959	.688	.794

Cronbach Alpha For Accessibility

Reliability Statistics

Cronbach's Alpha	N of Items
.812	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AS1	21.07	11.030	.735	.754
AS2	21.40	11.972	.731	.763
AS3	21.40	12.248	.606	.780
AS4	21.37	11.620	.767	.755
AS5	21.77	12.668	.406	.813
AS6	21.97	12.102	.425	.814
AS7	22.03	12.516	.349	.829

Cronbach Alpha For Comfort

Reliability Statistics

Cronbach's Alpha	N of Items
.825	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CF1	11.60	2.869	.608	.800
CF2	11.97	2.447	.597	.812
CF3	11.77	2.254	.816	.698
CF4	11.37	2.723	.610	.798

Cronbach Alpha For Convenience

Reliability Statistics

Cronbach's Alpha	N of Items
.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CV1	14.80	7.338	.403	.851
CV2	14.70	6.769	.666	.774
CV3	14.50	6.397	.733	.753
CV4	15.20	6.648	.551	.809
CV5	14.67	6.437	.786	.741

Cronbach Alpha For Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.882	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	18.73	10.685	.549	.886
CS2	18.00	10.207	.801	.845
CS3	18.10	10.507	.688	.862
CS4	18.10	9.679	.892	.829
CS5	18.10	10.576	.621	.872
CS6	17.80	10.028	.646	.870

Appendix D: Actual Study Reliability

Cronbach Alpha For Price

Case Processing Summary

		N	%
Cases	Valid	271	100.0
	Excluded[a]	0	.0
	Total	271	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	15.60	13.426	.483	.896
PR2	14.76	11.466	.805	.821
PR3	15.10	11.871	.739	.837
PR4	15.11	11.465	.756	.833
PR5	15.10	11.786	.736	.838

Cronbach Alpha For Safety

Reliability Statistics

Cronbach's Alpha	N of Items
.896	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SF1	16.41	7.101	.846	.852
SF2	17.03	8.247	.413	.950
SF3	16.45	6.989	.869	.847
SF4	16.43	6.935	.858	.848
SF5	16.52	7.154	.813	.859

Cronbach Alpha For Accessibility

Reliability Statistics

Cronbach's Alpha	N of Items
.868	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AS1	24.24	11.755	.785	.830
AS2	24.34	11.692	.824	.826
AS3	24.38	11.623	.811	.827
AS4	24.33	11.712	.831	.825
AS5	24.34	11.656	.805	.827
AS6	25.15	14.188	.193	.915
AS7	24.95	12.983	.438	.878

Cronbach Alpha For Comfort

Reliability Statistics

Cronbach's Alpha	N of Items
.823	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CF1	13.00	1.774	.785	.718
CF2	13.13	1.725	.624	.791
CF3	13.01	1.707	.774	.717
CF4	12.72	2.097	.443	.864

Cronbach Alpha For Convenience

Reliability Statistics

Cronbach's Alpha	N of Items
.852	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CV1	16.14	6.755	.867	.768
CV2	16.18	6.806	.824	.778
CV3	16.04	6.710	.836	.774
CV4	17.11	9.306	.130	.962
CV5	16.16	6.774	.860	.770

Cronbach Alpha For Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.888	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	20.63	12.768	.412	.914
CS2	20.21	11.619	.673	.873
CS3	19.92	11.167	.813	.852
CS4	19.84	10.934	.821	.850
CS5	19.72	10.952	.754	.860
CS6	19.52	10.858	.785	.855

Appendix E: Pearson Correlation Analysis

Correlations

		Price	Safety	Accessibility	Comfort	Convenience	CustomerSatisfaction
Price	Pearson Correlation	1	.930**	.751**	.751**	.762**	.840**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	271	271	271	271	271	271
Safety	Pearson Correlation	.930**	1	.789**	.819**	.813**	.720**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	271	271	271	271	271	271
Accessibility	Pearson Correlation	.751**	.789**	1	.873**	.907**	.725**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	271	271	271	271	271	271
Comfort	Pearson Correlation	.751**	.819**	.873**	1	.870**	.805**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	271	271	271	271	271	271
Convenience	Pearson Correlation	.762**	.813**	.907**	.870**	1	.832**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	271	271	271	271	271	271
CustomerSatisfaction	Pearson Correlation	.840**	.720**	.725**	.805**	.832**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	271	271	271	271	271	271

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

Appendix F: Multiple Linear Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Convenience, Price, Comfort, Accessibility, Safety[b]	.	Enter

a. Dependent Variable: CustomerSatisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.634	.631	.25821

a. Predictors: (Constant), Convenience, Price, Comfort, Accessibility, Safety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.353	5	11.471	172.037	.000[b]
	Residual	17.669	265	.067		
	Total	75.021	270			

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), Convenience, Price, Comfort, Accessibility, Safety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.388	.128		3.030	.003		
	Price	.482	.079	.501	6.099	.000	.131	7.608
	Safety	.396	.082	.458	4.832	.026	.099	10.119
	Accessibility	.223	.075	.232	2.974	.003	.146	6.861
	Comfort	.241	.060	.285	4.028	.002	.177	5.638
	Convenience	.352	.077	.363	4.581	.013	.141	7.069

a. Dependent Variable: CustomerSatisfaction

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Price	Safety	Accessibility	Comfort	Convenience
1	1	5.973	1.000	.00	.00	.00	.00	.00	.00
	2	.014	20.629	.87	.01	.01	.00	.01	.00
	3	.008	28.056	.01	.12	.06	.06	.07	.04
	4	.003	46.656	.07	.02	.01	.18	.79	.15
	5	.002	60.461	.00	.09	.07	.62	.01	.71
	6	.001	70.897	.05	.77	.85	.15	.11	.10

a. Dependent Variable: CustomerSatisfaction