APPLICATION OF ANALYTIC HIERARCHY PROCESS (AHP) IN SELECTING THE BEST E-HAILING SERVICE AMONG STUDENTS IN UITM CAWANGAN TERENGGANU KAMPUS KUALA TERENGGANU (UITMCT KKT)

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ABSTRACT

E-hailing services like Grab Car, AirAsia Ride, and Maxim are well-known among college students as convenient options for transportation, especially since most people nowadays have their own smartphones. These services offer affordable prices and are highly beneficial for quickly reaching destinations without the need to wait for a public bus. This study aims to identify the best e-hailing service that offers affordable prices and good service. The study utilizes the Analytic Hierarchy Process (AHP) method to select the best e-hailing service among students. Five criteria are considered: service quality, security, fare, promotions, and branding. The three alternatives evaluated are Grab Car, AirAsia Ride, and Maxim. The main objectives of the study are to identify the preferable e-hailing service providers among students in UiTM Cawangan Terengganu Kampus Kuala Terengganu (UiTMCT KKT), to calculate the weight of the criteria that influence students to select the preferred e-hailing services, and to rank the best alternative e-hailing service among students using AHP. In the AHP method, the judgements are valid when the consistency ratio is less than 0.1. By the end of this study, researchers will gain insights into the AHP method and its application. In conclusion, the AHP method will assist students in the selection of e-hailing services.

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