



**THE ACCEPTANCE FACTORS OF GRAB SERVICE AMONG
CONSUMERS**

MUHAMMAD HANIF BIN RAMLI

2017267488

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

JANUARY 2020

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

“DECLARATION OF ORIGINAL WORK”

I am Muhammad Hanif Bin Ramli

Hereby, declare that:

- This work has not been previously been accepted in substance for any degree locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_____ **Date:**_____

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude and thanking to Allah S.WT. For never ending internal strengths and blessings He gave me throughout the completion of this thesis titled “The Acceptance Factors of Grab Service among Consumers”

Next. I would like to express my sincere gratitude to my advisor, Mr Juan Rizal bin Sa'ari for giving the guidance, continuous support and encouragement throughout the process of completing this research. His helps surely has make the process of writing this thesis became smooth and succeed. Also special thanks to Dr. Nur Melissa binti Mohammad Faisal Wee as my second advisor for this thesis for your helping and advices.

Besides my advisor, I would like to thanking my classmates BM 246 6B for sharing their knowledge and opinion whenever I was in need. I might not able to write this thesis with ease without their help.

Not to forget, many thanks to all parties that involved directly or indirectly along the journey of this thesis especially my dearest respondents who have contributed their time to participated in answering my questionnaire and those who helped me in distributing my questionnaire.

Last but not least, thank you to my parents for their never ending support along my journey in completing my Bachelor Degree study. Your moral support, endless encouragement and advice means everything to me.

ABSTRACT

The conduct of this study is aimed to identify the influential factors of the acceptance of Grab service among consumers in Malaysia. It was done based on the Service Quality (SERVQUAL) Dimensions proposed by Parasuraman in 1988. Non-probability under convenient sampling was employed for the study and a set of questionnaire was used as the core of collecting data. The questionnaire was distributed via Google form link over period of 4 weeks from 11th October 2019 until 10th November 2019. At the end of this time frame, a total of 145 of usable data from 145 respondents were gained and the data later were keyed in and analyzed using SPSS software version 22. According to the data analysis result, two of the independent variables; responsiveness and promotion & price were found to have positive relationship with the acceptance of Grab service among consumers and the other two independent variables; tangible and reliability showed negative relationship towards the acceptance of Grab service among consumers. Based on the findings, several recommendations and directions have been made at the end of the study to aid future researcher to conduct their research.

Keywords: Acceptance of Grab service among consumers, tangible, responsiveness, reliability, promotion and price

TABLE OF CONTENT

		Page
TITLE PAGE		I
DECLARATION OF ORIGINAL WORK		II
LETTER OF SUBMISSION		III
ACKNOWLEDGEMENT		IV
TABLE OF CONTENTS		V
LIST OF TABLES		VII
LIST OF FIGURES		VIII
ABSTRACT		IX
CHAPTER 1	1.0 INTRODUCTION	1
	1.1 BACKGROUND OF STUDY	1
	1.2 PROBLEM STATEMENT	3
	1.3 RESEARCH OBJECTIVES	4
	1.4 RESEARCH QUESTIONS	5
	1.5 SIGNIFICANCE OF STUDY	6
	1.6 DEFINITION OF TERMS	7
	1.7 LIMITATIONS	8
	1.8 CONCLUSION	9
CHAPTER 2	2.0 INTRODUCTION	10
	2.1 WHAT IS GRAB & HOW IT WORKS	10
	2.2 SERVICE QUALITY DIMENSIONS	11
	2.3 TANGIBLE	12
	2.4 RESPONSIVENESS	13
	2.5 RELIABILITY	13
	2.6 PROMOTION AND PRICE	14
	2.7 THE ACCEPTANCE OF GRAB SERVICE	15
	2.8 GRAB AS A NEW DIGITAL PLATFORM	16
	2.9 RESEARCH FRAMEWORK	18