



**THE INTENTION TO USE  
E-HAILING SERVICE IN MALAYSIA**

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**JULY 2020**



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“DECLARATION OF ORIGINAL WORK”**

I, RAUDHAH BINTI ABDUL HAYI,

Hereby, declare that:

- This work has not 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 sources of my information have been specifically acknowledged.

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## **ABSTRACT**

The aim for this study is to examine the intention to use e-hailing service in Malaysia where it aims to know the factors that can influence the intention to use e-hailing service. This study also was an attempt to observe the elements that can influence the relationship between the Theory Planned Behavior (TPB) and the Technology Acceptance Model (TAM) toward the intention to use e-hailing service. Primary data was gathered via the questionnaire that has been distributed among the population in Malaysia by using Google Forms. Data analysis was completed by using the Statistical Package for Social Science (SPSS). The analysis was accomplished to attain the objective of this study where to identify the significant relationship between attitude toward behavioral, perceived behavioral control, perceived ease of use, and perceived usefulness to the intention to use the e-hailing service. Lastly, hoping for this study is can assist the driver of e-hailing to improve their service that it will enlarge the satisfaction of the customer.

Keywords: E-hailing, Attitude Toward Behavior, Perceived Behavioral Control, Perceived Ease of Use, Perceived Usefulness

## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all, I would like to thank god for the good health and wellbeing that had been necessary to complete this Final Year Project. It is always a pleasure to remind the fine people around me for their guidance towards completing this report. Many people have contributed their time, energy, ideas, and suggestion for improving this report.

Besides that, big thanks I address to my parent Mr. Abdul Hayi bin Md Noh and Mrs. Ruzaida binti Tormodi for giving their encouragement, enthusiasm, and invaluable assistant to me. Without all of this, I might not be able to complete this report properly.

On the other hand, a huge thanks also I address to my Final Year Project advisor, Madam Wan Hasmat binti Wan Hasan and Dr. Nur Melissa binti Mohammad Faisal Wee as my second advisor that always instructs me and guides me to apprehend the things that I should comprehend whilst making this Final Year Project and also in producing good project work.

Finally, thank you to my beloved classmate that always stick together and also work hard to produce a good assignment with all effort and responsibility. They always give me support throughout finishing this report, and others. Hope that all the efforts will give a lot of benefit to me and my heart is still full of favors received from every single person.

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