

**UNIVERSITI TEKNOLOGI MARA**

**USER'S PERCEPTION TOWARDS E-HAILING  
SERVICES IN GOMBAK, SELANGOR**

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**DIPLOMA TOWN AND REGIONAL PLANNING  
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## AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper was carried out in accordance with the regulations of University Technology MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This project paper has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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## **ABSTRACT**

Mobility is an essential need for an individual, therefore, the demand for transport services especially for private cars increased in this modern society. In recent years, tremendous changes have undergone in the taxi industry, especially in Malaysia. The emergence of mobile transportation app-based has increased the demand for ride services such as new entrants like Uber, and Grab services have revamped in the taxi industry which increases competition among local taxi industry and public transportation. The introduction of e-hailing or travel sharing services in Malaysia has revolutionized the personal transport industry. However, early users are sceptical and unsure of the acceptance of the service due to issues including lack of regulatory control, driver credibility, competition, and resistance from conventional taxi drivers. Therefore, this study aims to examine the level of consumer satisfaction about the quality of E-Hailing services and the factors that influence the intention of boarding passengers towards e-hailing in the rapidly developing district of Gombak, Selangor. Methodology uses data collected through personal interviews with e-hailing users. A self-study and online survey of 73 respondents selected through facility sampling was conducted. Analysis using Statistical Package for Social Science (SPSS) resulted in findings on price, security, convenience, accessibility, and content marketing which were felt to be important factors in improving the quality of E-Hailing services.

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