



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE**  
**AND POLICY STUDIES**

**Research Proposal**

**Customer's Satisfaction towards Uber Service among University students in Kota Samarahan,  
Sarawak.**

**Name of Students**

**Terrance Manja Anak Janting (2015140011)**

**Josephson Louis Anak Nako (2015180571)**

**Name of supervisor**

**Madam Elizabeth Caroline Augustine**

**Semester 6**

## **Acknowledgement**

First of all, we would like to express gratitude and thanks to the Almighty GOD for the blessing that we had achieved and successfully did our research proposal for semester 6 without any unwanted terrible incident.

Our sincere thanks to our Research Supervisor Madam Elizabeth Caroline Augustine from UiTM Samarahan Campus 2, who guide, taught and help us in doing our research proposal from many aspect and without her guidance, it is not easy for us to carry out our task.

Our thanks also to goes to our family and friends because have support us and help us in many aspect, it will be hard for us to complete our research without the help from our families and friends.

Last but not least, my faculty which is Faculty of Administrative Science and Policy Studies, particularly fellow lecturers which always provide their teachings and support and encouragement toward us as students. Nevertheless, research proposal indeed does have taught us many things and also we have gain lots of information and we will use it as our future reference and as a knowledge for us to further our studies.

## Table of Contents

Chapter 1 .....	1
Introduction .....	1
1.1 Introduction .....	1
1.2 Background .....	2
1.3 Problem Statement .....	3
1.4 Research Question .....	5
1.5 Research Objective .....	5
1.6 Hypothesis .....	6
1.7 Significance of study .....	6
1.8 Scope of study .....	7
1.9 Definition of term .....	8
1.10 Chapter Summary .....	11
Chapter 2 .....	12
Literature Review & Conceptual Framework .....	12
2.1 INTRODUCTION .....	12
2.2 Concept and Elements.....	13
2.3 Relationship IV and DV.....	19
2.4 Related Theory .....	20
2.5 Review of Related Studies .....	22
2.6 Conceptual Framework.....	24
2.7 Chapter Summary .....	25
Chapter 3 .....	26
Research Methodology.....	26

# Chapter 1

## Introduction

### 1.1 Introduction

This chapter consist of ten sub topics. The first sub topic is introduction followed by the second sub topic background of study. The third sub topic is the problem statement. The fourth sub topic is the research question which followed by the fifth sub topic which is research objective, these two sub topics must be aligned because it connected with each other and must remained consistent. Next, the sixth sub topic which is the significance of the research followed by the seventh sub topic which is hypothesis which is making assumptions. The eight sub topic is the scope of study where the research took place and then followed by the definition of terms which is the ninth sub topic is divided into two components which is conceptual and operational. The last but not least of the sub topic is the chapter summary which summarized the whole chapter.

## 2.2 Concept and Elements

### 2.2.1 Uber Service

According to Rempel (2016) cited in Dahlan Abdullah et al. (2016) and Kumar (2016) uber offer better rates compare to taxi and uber service rates are more reasonable to pay compared to taxi. When the rates offer by uber is much lower compare to taxi, it will help to reduce the cost of the people to travel (Dahlan Abdullah et al, 2016). McCormick (2016) mentioned that Uber has consistently cut their service charge in order to offer lower rates compare to other transportation. Uber also offered lower charge of hybrid cars for their customers and uber also offering environmentally friendly vehicle for their customers (Petersen et al, 2014). According to Kumar (2016), the presence of Uber service is to replace the poor public transportation and this has increased the growth of this new service. Uber driver are more courteous in providing their service to customer example by slowing down the volume of the radio, focusing on the route, follow the speed limits and they are not careless driver (Wallsten, 2015).

Dahlan Abdullah et al. (2016) mentioned that condition of the car used by the driver and how trustworthy is the uber driver are the most important factor that determine customer preference in using uber service. Due to the emerging of Uber service around the globe, Uber Company has strengthening the rules and regulations that used to ensure the safety of their customers. Emeterio (2016) and Alley (2016) stated that by the presence of Uber service in the market it might help to reduce the number of traffic congestion and road accidents. Dahlan Abdullah et al. (2016) mentioned that uber can be the solution to reduce the traffic congestion and carbon dioxide release. According to McGregor and Brown (2016) in uber service the driver need to find the location of their customer that has already requested for a ride and sometimes uber driver need to call their customer to ask for their location. According to Wallsten (2015) customer preferred to use Uber because they can request a ride through their