

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



**EXPLORING THE EFFECTIVENESS OF  
E-CAB-HAILING SERVICES FROM CUSTOMERS' POINT OF VIEW**

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*In the name of Allah Most Gracious and Most Merciful*

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## **ABSTRACT**

The purpose of the study was to explore the effectiveness of E-Cab-Hailing Services from customers' point of view. With the advancement of technology and the convenience of mobile apps in recent years, the emergence of e-cab-hailing seems to have a positive and significant impact as it provides the customers with a greater choice and options. However, current E-Cab-Hailing Services has caused some public criticism since they threaten customers' safety, so its effectiveness has come into question. Thus, to answer the research question, quantitative methods have been applied, with data collected primarily from primary sources through an online questionnaire. A total of 195 respondents who have used the E-Cab-Hailing Services among people who lived in Selangor, Perak, Penang, and Kedah have answered the survey of this study. From that, the findings revealed that all the variables influenced the effectiveness of E-Cab-Hailing Services as there is a significant relationship between the cost-effectiveness, transport flexibility, payment method, and ride comfort with the Customers' usage of E-Cab-Hailing Services.

Keywords: Cost effectiveness, Transport flexibility, Payment method, Ride comfort, E-Cab-Hailing Services

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