Students Satisfaction of Using E-Hailing in UiTM Puncak Alam, Selangor, Malaysia

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Abstract - **E-hailing is a transportation service that allows passengers to book a ride through a digital platform or mobile application instead of hailing a taxi or car on the street. The services connect passengers with drivers of private vehicles, often through a network of independent contractors. Key companies providing e-hailing services around the world include Grab, Uber, Maxim and others. Many says that e-hailing has disrupted the traditional taxi industry by offering more convenience, pricing transparency, and even offer a higher level of service through driver and vehicle ratings. These services have become an integral part of modern urban transportation, providing an alternative to traditional taxis and public transportation. Providers of e-hailing work hard to keep customers satisfied and loyal to their platforms through a combination of strategies and features designed to enhance the overall customer satisfaction. This study aims to investigate the roles of accessibility, safety, comfortability and price on customers' satisfaction on e-hailing services, and proposes some suggestions to improve the services. This research espoused a quantitative research methodology by using a survey approach. Data was collected from 108 retail management students of the Faculty of Business and Management, Puncak Alam Campus, Selangor Malaysia. The data were analysed using the Statistical Package of Social Sciences (SPSS). The analyses carried out inclusive of descriptive analysis and cross tabulation analysis. The results show the four variables have roles on students' satisfaction. This study also determines to provide several solution factors about some e-hailing issues faced by the students. This finding will provide the solutions on how e-hailing needs to improve their services to satisfy students in UiTM Puncak Alam Campus, Selangor Malaysia.**

Keywords *– Accessibility, Comfortability, E-hailing, Price, Safety, Satisfaction*

I.   Introduction

E-hailing or electronic hailing is a rider hailing service which enables customers to hire a vehicle by ordering through e-hailing apps in their smartphones. Nowadays, E-hailing services have also expanded to include options beyond car rides, such as e-hailing for bikes, scooters, and even food delivery. The service has been becoming popular because of its convenience and fast response from the providers upon customers ordering. With the e-hailing apps, customers may not have to face trouble to hail for public transportation. This as well happens to students at many higher institutions of learning and of it is at the Universiti Teknologi Mara (UiTM) Puncak Alam, which the situation may offer uncomfortable and inefficiency during the rush hours and rainy days. There is a great number of students studying in UiTM Puncak Alam which many of them rely on public transport to accomplish their chores especially when going to classes, shopping their groceries, buying food and some other

activities (He & Shen, 2015). The competitive atmosphere in the transportation sector enforced e-hailing companies to study some critical factors to ensure it is not misaligned from its customer management. This matter needs serious attention because it is the thrust of customer satisfaction.

According to Halim, Zamri and Rasid (2018) organizations which offer services must know that demand of customers should be prioritized as they are important assets to companies. They further assert companies are responsible to meet customer's needs and satisfy them regardless of their demographic differences. Customer satisfaction is a measure of how well e-hailing service companies, and overall customer experience meet customer expectations. It reflects whether e-hailing services is good or not for using to all of the customers. Based on the research, it is important to have and know the customer satisfaction level because it can help e-hailing customers to project customer loyalty, to monitor and improve their services and to build customer trust (Franklin, 2021), in this case particularly the students in UiTM Puncak Alam. Besides, measuring customer satisfaction is a need for e-hailing companies to develop effective strategies, improve their service quality and gain a competitive advantage (Arman, Ridzuan, Chok, Seena, Farid & Ilham, 2023). Hence, knowing about e-hailing has an impact on overall satisfaction because customers will be more comfortable using the system after they grasp the general functions of e-hailing, and when they are satisfied, it will lead to the future strengthening of e-hailing (Idros, Mohamed & Jenal, 2020).

E-hailing is a modern ride-booking service that connects its drivers and customers through applications (Idros et al., 2020). The emergence of e-hailing brings an advancement in the Malaysian transportation industry. Nowadays, e-hailing services successfully expanded in urban areas due to the growing number of people using the internet. E-hailing services are available in locations where public transport is less accessible, specifically in suburban areas (Salim et al., 2020). Study shows that 43.2% students use ride-hailing services to get to campus and for shopping the most frequently (Azmi, Buliah & Wan Ismail, 2016).

In addition, customers who used e-hailing were given the option to rate the driver on a scale of 1 to 5 stars after the trip was complete. The system then calculated the average star rating automatically, and the driver's star rating was displayed as one of the driver's details. E-hailing companies use this method to maintain the quality of services and monitor customer satisfaction. E-hailing businesses have become an undeniable force in the transportation industry, and it is essential for them to address client requirements to maintain their competitive edge and ensure customer satisfaction. According to Elsaadani (2019), having a plan in place to address client requirements can enable e-hailing businesses to run lucrative operations that will boost economic growth and have a positive impact on the transportation sector. Buruhanutheen et al. (2019) viewed E-hailing has an influence on customer satisfaction since customers would feel at ease using the system. The intention to use e-hailing services include the effect of social media marketing, the price, customer satisfaction, and reliability.

The research aims students who are studying in a Bachelor of Business Administration (Hons) Retail Management in UiTM Puncak Alam, Selangor Malaysia as participant. To emphasize this, the findings are on students' satisfaction level and how these students respond by using e-hailing services such as grab, maxim and others. It is very important to ascertain the factors that students choose to use e-hailing as their transportation. This study is to investigate e-hailing services offered such as accessibility, safety, convenience, response time, comfortability and price or affordability. Moreover, e-hailing companies should be concerned about their customers' safety since there are a lot of complaints about safety issues such as driver abuse, sexual harassment, and violence towards customers (Shakhrit, Masri & Othman, 2021). According to Salim et al. (2021) to ensure the safety of customers, the e-hailing drivers must comply to the stipulated regulations such as possess a competent driving license, free from any criminal charges and records, and do not being blacklisted by the Royal Malaysia Police and Road Transport Department Malaysia. Regardless of these problems, the marketing of e-hailing continues to rise as students need to use their services. Hence, the study highlighted three (3) objectives which were (1) to ascertain the factors that affect students choose to use e-hailing, (2) to identify the effects towards students when fares spike, and (3) to determine ways that could improve e-hailing services in UiTM Puncak Alam.

II. Literature Review

Customers Satisfaction

Customer satisfaction is defined as a perception of the extent to which customers expect and need to be fulfilled. It is an important indicator of a business's past, current, and future accomplishments to gain brand loyalty by customers (Suhaimi et. al, 2018). As an outcome, marketing experts and researchers have been critically focused on this for a long period of time. According to the study, customers will be satisfied with the service when the products or services purchased meet their expectations (Mahdzar, Raznan, Jasmin & Aziz, 2020). This implying the expectations and actual performance for fulfilling the products or services ((Bismo, Sarjono & Ferian, 2018).

Customer satisfaction also implies a thorough assessment of experience of the services performance. The importance of understanding customer's experience expectation is to ensure a positive customer satisfaction. Customer satisfaction is important in-service industry to guarantee the good result of service quality (Cameran

et. al, (2009). According to Md Nor, Md Sabri and Mat Isa (2021) the factors that influence customer's satisfaction using e-hailing include accessibility, safety, price, and convenience. In addition, response time and comfortability also can influence customer satisfaction (Phuong & Trang, 2019). In the following part, we will further explore the roles played by accessibility, safety, comfortability, and pricing on customers' satisfaction with e-hailing services.

Accessibility

Accessibility means the ease of getting goods, services, travel to destinations, and activities. This is described as opportunities together, which is the objective of most transportation services (Litman, 2016). E-hailing service provides an accessible platform where customers can easily book vehicles through the apps. At the same time, the application provides the live journey from the driver to arrive at the pickup point to the end of destination. Moreover, customers can have access to the travel information process from the apps which has avoided potential confusion than waiting for a traditional taxi or buses. According to Rayle et al. (2014) the most apparent reason for a customer to use e-hailing is the convenience of payment and waiting time. Customers can reduce the amount of time they need to walk to their destination by utilizing e-hailing because, in contrast to public transit, e-hailing services drop off their customers at the preferred location. According to Geradin (2015), using e-hailing are the advantageous because it has a user-friendly access and can convey information in terms of type of car requested and the capability to track the driver by using a smartphone.

Safety

One of the most important factors that customers consider while getting a vehicle is safety. Laws and regulations are designed to guarantee the security of e-hailing services for customers. Drivers should have a license with no criminal record. E-hailing has taken a few steps to protect the safety of their drivers and passengers which includes tracking features with the detailed information of the drivers such as the name, car plate number and real time location are available (Juma, 2016). This feature is crucial to check the driver's background and the passengers to ride safely. According to Ngo (2015), to ensure safety of vehicles "the type, model and condition of the vehicle, the actual point-to-point route followed by the car, the minimum fuel efficiency standard and data reporting, the car should not exceed five years."

Comfortability

Feeling comfort in a vehicle's surroundings are the significant factor when riding e-hailing services, for instance, space, seats, scent, music and air conditioning (Litman, 2008). In the same ways Litman (2008) added that the ambient conditions are the vital key that will influence the customer's degree of comfort. However, other than cleanliness Lim et al. (2018) justifies that driver personality when having conversation has a significant impact on customer feeling comfortable. Therefore, e-hailing applications today have the system for customers to rate drivers through a star rating where they will display the driver's information that include safety, communication, vehicle environment, punctuality and personalization after a ride experience (Balachandran & Hamzah, 2017).

Price

Price is another most significant factor in the user's satisfaction with e-hailing. Gumilar, Oliver, Gunawan, and Sfenrianto (2019) asserted that passengers be certain of using public transport such as e-hailing due to its convenience and enjoyable other than it reduces transportation cost. This is because it relates closely to the user's affordability with the reasonable fare. The lower the transportation fare the higher chances that university students will choose e-hailing services (Ibrahim & Mat Yunoh, 2020). Other than that, Nadine (2016) found that many people choose e-hailing because the fare price is way cheaper than conventional taxi. Taxi fare is regularly more expensive than other transportation options since most e-hailing services provide lower rates than taxi fares, they have become a top option for customers (Friani et. al, 2018). However, rates might differ from place to place. As a result, the fare price will be stated on the e-hailing application before requesting the booking. Thus, this will help the customer decide whether to take the ride or use other transportation.
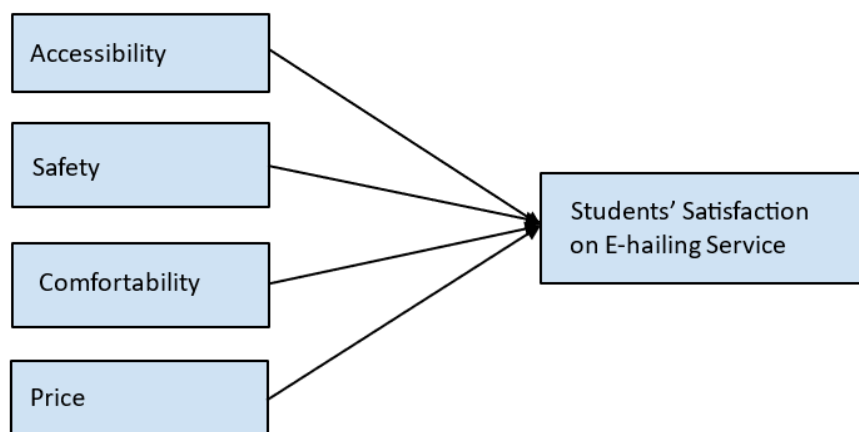
Figure1: Factors Influencing Students Satisfaction in Using E-Hailing in UiTM Puncak Alam
(Research Model based on Md Nor et al. (2021) and Elsaadani (2019)

III. Methodology

The design of the study is a descriptive statistical research. The analysis developed in this study based on the examination of accessibility, safety, comfortability and price on students' satisfaction of e-hailing service. For this research, the questionnaire was constructed in Google Form. The survey was conducted through online distribution by sharing the Google Form link in the students' WhatsApp Group and Telegram. The purpose of using the medium was to get instant feedback from the respondents. Convenience sampling has been chosen as the method for this study consisting of 108 respondents amongst the Retail Management students.

The development of the questionnaire was adapted from Md Nor et al. (2021) and Elsaadani (2019), and guided by a review of the literature of the current study. The questionnaire was systemized into three (3) sections, in which included the demographic, the independent variables and the dependent variable section respectively. The final questionnaire included several questions on accessibility, safety, comfortability, price, satisfaction and participants' demographic information. Ordinal and nominal scale were used to measure the participants' demographic information, whereas accessibility, safety, comfortability, price and satisfaction were measured using Likert's scale. The data of the study was analysed using data descriptive analysis and cross tabulation statistical tests in an SPSS.

IV. Findings

Demographic

The analysis data for demographic background of this study is shown in Table I. From the result, it shows that female respondents (65.1%) is greater than male respondents (34.9%). Respondents who stay in college is greater than respondents who do not stay in college that are 83 and 26 respectively. In terms of percentage, the 83 respondents contribute to 76% whereas the 26 non-college respondents contribute to 24% of the total respondents. The analysis result also shows that majority of the respondents use public transportation (75.2%), whilst the remaining 24.8% do not use public transportation to class. On top of that, the result of demographics shows that 15% of respondents use e-hailing a week, 20% use e-hailing twice a week, 13% respondents use e-hailing daily, 39% of the respondents rarely use e-hailing and 13% use e-hailing only once a month. The types of e-hailing that are commonly used by respondents are Grab Car (80.7%), followed by Rapid KL Bus (55%), AirAsia Ride (8.3%) and the least e-hailing used are Maxim (6.4%), whilst Others mean of transportation is 8.1%.

Table 1: Descriptive Statistic

Constructs	Factors	N	%
Gender	Male	38	34.90
	Female	71	65.10
Residency	College	83	76.10
	Non-college	26	23.90
Use of Public Transport	No	27	24.80
	Yes	82	75.20

Frequency of Using E-hailing	Once a week	16	14.70
	Twice a week	22	20.30
	Everyday	14	12.80
	Rarely	43	39.40
	Once a month	14	12.80
Types of E-hailing	Grab Car	88	80.70
	Rapid KL Bus	60	55.00
	AirAsia Ride	9	8.30
	Maxim	7	6.40
	Others	9	8.1

Cross Tabulation

Research Question 1: What are the influence factors of students' decisions to use e-hailing in campus?

The majority of UiTM students concur that students' satisfaction with using e-hailing UiTM Puncak Alam is most closely related to accessibility. The ease of accessing and using the transportation system, availability of chosen activities, and satisfaction with accessibility to activities were used to evaluate the accessibility of e-hailing. When e-hailing consumer satisfaction is the primary goal, accessibility is essential. The price is the next element that has an impact on students' satisfaction. This suggests that pricing fairness significantly and favourably affects consumer satisfaction. Price needs to be carefully evaluated from the main marketing choice because it has a big impact on customers' opinions of the service, customer satisfaction, and customers' purchase decisions. In addition, students' satisfaction was impacted by safety since they felt secure when the e-hailing service had the proper training and a legal driver's license to operate these ride-hailing services. Additionally, the attitude of the driver and the quality of the vehicle both affect the passenger's personal safety and security. Finally, by offering newer, more comfortable cars, the comfortability of e-hailing is crucial for creating an engaging e-hailing service in the future. (Refer to Table 2 to Table 5)

Table 2 shows the relevance of gender and the safety using E-hailing in UiTM Puncak Alam, the highest percentage located in Strongly agree with 50% for male and followed by 40.8% for female. As a result, E-hailing is safe to use for students in UiTM Puncak Alam. Based on the previous study by Ibrahim and Mat Yunoh (2020) found that safety may have a significance impact on the intention to use an e-hailing services. In the result of previous study, the respondents agree that e-hailing service must ensure that safety is adhere and to be given detail attention especially because it involves customers' personal information.

Table 2: Gender and Safety

Gender * I can access driver's information to ensure a safe ride. Crosstabulation								
			I can access driver's information to ensure a safe ride.					
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Gender	Male	Count	0	1	5	13	19	38
		% within Gender	0.0%	2.6%	13.2%	34.2%	50.0%	100.0%
	Female	Count	1	2	12	27	29	71
		% within Gender	1.4%	2.8%	16.9%	38.0%	40.8%	100.0%
Total		Count	1	3	17	40	48	109
		% within Gender	.9%	2.8%	15.6%	36.7%	44.0%	100.0%

Table 3 depicts the cross-tabulations between use and comfortability shows 61% voted for strongly agree that students using e-hailing in UiTM Puncak Alam are satisfied with clean vehicles leaving a great impression on the driver.

Table 3: Use and Comfortability

Use * Clean vehicle leaves a great impression on the driver. Crosstabulation							
			Clean vehicle leaves a great impression on the driver.				
			Disagree	Neutral	Agree	Strongly Agree	Total
Use	No	Count	2	4	13	8	27
		% within Use	7.4%	14.8%	48.1%	29.6%	100.0%
	Yes	Count	0	4	28	50	82
		% within Use	0.0%	4.9%	34.1%	61.0%	100.0%
Total		Count	2	8	41	58	109
		% within Use	1.8%	7.3%	37.6%	53.2%	100.0%

Based on the output results in Table 4, residents utilize e-hailing more than non-residents. The biggest percentage of residency and booking e-hailing vehicles can be done easily through the applications that are strongly agreed upon by students in residency for 53%, but non-residents show 69.2% strongly agree because e-hailing like Grab, AirAsia Ride, and so on are more easily accessible outside UiTM.

Table 4: Residency and Accessibility

| | | | \multicolumn{5}{c}{Booking e-hailing vehicles can be done easily through the apps.} | Total |
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Residency	College	Count	1	2	6	30	44	83
		% within	1.2%	2.4%	7.2%	36.1%	53.0%	100.0%
	Non-resident	Count	0	0	2	6	18	26
		% within	0.0%	0.0%	7.7%	23.1%	69.2%	100.0%
Total		Count	1	2	8	36	62	109
		% within	.9%	1.8%	7.3%	33.0%	56.9%	100.0%

Based on the findings shown in Table 5, it can be observed that a significant number of individuals exhibit a tendency to book e-hailing services rarely. Notably, the largest percentage of respondents, comprising 41.9%, expressed agreement with the notion that they are more inclined to book e-hailing services when prices are lower. Furthermore, an additional 44.2% of participants strongly agreed with this statement. The results align with previous study by Ibrahim and Mat Yunoh (2020) which affirmed that university students deliberately cautious about price when choosing a transportation mode as budgeting is crucial for them. In conclusion, based on the previous study, price has a significance impact on the intention to use an e-hailing services.

Table 5: Frequency and Affordability

| | | | \multicolumn{5}{c}{I book e-hailing when the prices are lower.} | Total |
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Frequent	Once a week	Count	0	0	1	3	12	16
		% within Frequent	0.0%	0.0%	6.3%	18.8%	75.0%	100.0%
	Two times a week	Count	0	0	3	8	11	22
		% within Frequent	0.0%	0.0%	13.6%	36.4%	50.0%	100.0%
	Everyday	Count	0	0	1	3	10	14
		% within Frequent	0.0%	0.0%	7.1%	21.4%	71.4%	100.0%
	Rarely	Count	2	1	3	18	19	43
		% within Frequent	4.7%	2.3%	7.0%	41.9%	44.2%	100.0%
	Once a month	Count	0	1	3	9	1	14
		% within Frequent	0.0%	7.1%	21.4%	64.3%	7.1%	100.0%
Total		Count	2	2	11	41	53	109
		% within Frequent	1.8%	1.8%	10.1%	37.6%	48.6%	100.0%

Descriptive Analysis
The result of analysis in Table 6 indicates that the mean score for accessibility is relatively high (M=4.28, SD=0.80), whilst safety mean score indicates a slightly high (M=4.09, SD=0.90). Comfortability is also slightly high which the value is (M=4.10, SD=0.96). Lastly, price mean score shows that it has the lowest score (M=4.07, SD=0.95) as compared to the other three (3) independent variables.   This finding indicates that almost all of respondents agreed on the role of accessibility, safety, comfort, and pricing on the overall satisfaction of customers with e-hailing services.

Table 6: Descriptive Statistics

Constructs	Mean	Std. Deviation
Accessibility	4.28	0.80
Safety	4.09	0.90
Comfortability	4.10	0.96
Price	4.07	0.95

Research Question 2: Why spike of e-hailing fare has effect to students in UiTM Puncak Alam?

According to the findings of Research Objective 2, e-hailing has a beneficial influence on students since it provides an accessible platform for all users. To offer clients a convenient platform, e-commerce businesses should make sure the apps is always easily accessible and the payment process is simple. Customers use the tools that the company has supplied to access the company's information resources. These e-hailing apps offer a platform for information exchange that facilitates more effective and convenient contact between drivers and riders. On the other hand, e-hailing has a negative impact on students. Especially around midnight, it is challenging to find an e-hailing service during emergency situations. The busiest times are listed as 7am–9am and 5pm–8pm on the Grab website. However, despite going outside of peak times, users claim to have been charged high charges. According to reports, the service fee jumped by up to 400% during peak hours, infuriating customers and passengers.

Table 7 shows that from 109 respondents, the first ranking of mean for the factor of affordability/price is 4.50 with the question "E-hailing price rates are high when it's peak hour", and followed by the second and third ranking which are 4.29 and 4.26 with the questions "I book e-hailing when the prices are lower" and "I avoid using e-hailing when the price is higher than usual". The fourth ranking of mean for this factor is 4.23 with the question "I will wait for buses if the e-hailing price is higher" and the lowest mean is 3.06 with the question "I can afford to use e-hailing to go to classes everyday".

The standard deviation for the variables E-hailing price rates is high when it is peak hour, I book e-hailing when the prices are lower, I avoid using e-hailing when the price is higher than usual, I will wait for buses if the e-hailing price is higher, I can afford to use e-hailing to go to classes every day is 0.689, 0.864, 0.810, 0.968, and 1.426 respectively.

Table 7: Factors of Price/Affordability

No.	Affordability/price	Mean	Standard Deviation	Ranking
1.	E-hailing price rates are high when it's peak hour.	4.50	.689	1
2.	I book e-hailing when the prices are lower.	4.29	.864	2
3.	I avoid using e-hailing when the price is higher than usual.	4.26	.810	3
4.	I will wait for buses if the e-hailing price is higher.	4.23	.968	4
5.	I can afford to use e-hailing to go to classes every day.	3.06	1.426	5

Research Question 3: How specific changes could be made to the e-hailing services at UiTM Puncak Alam?

Table 8 shows the majority from 109 respondents, the first rank of suggestion is "E-hailing drivers must undergo criminal records checks." with mean 4.43. Followed by the second and third ranking which are 4.43 and 4.32 with the suggestion "E-hailing drivers must undergo health check-ups." and "E-hailing companies should update their e-hailing applications.". The suggestion "Commission rate for e-hailing companies reduced from 25 percent to 20 percent for services run by personal vehicle drivers." is the lowest rank with mean 4.15.

The standard deviation for the variables, E-hailing drivers must undergo criminal records checks (SD=0.725), E-hailing drivers must undergo health check-ups (SD=0.75), E-hailing companies should update their e-hailing application (SD=0.792), E-hailing drivers needed to comply with requirements through the Land Public Transport Agency (SD=0.766), Public Service Vehicle (PSV) licenses for drivers are provided at cost (SD=0.773), E-hailing companies offer insurance packages that cover passengers and drivers against injury in an accident during working hours (SD=0.831), Passengers of e-hailing service users are required to upload valid identification card or passport details upon registration to ensure the safety of the drivers (SD=0.862), E-hailing companies should help bear the financial burden (SD=0.862), E-hailing companies should raise the minimum fare for every ride in

order to protect drivers' incomes (SD=0.854), and the Commission rate for e-hailing companies reduced from 25 percent to 20 percent for services run by personal vehicle drivers (SD=0.931).

The results highlight the realities of our world, particularly the nature of behavioural research surrounding the interpretation of human behaviour. It also emphasizes the necessity for additional research to identify potential remedies for the students' level of happiness and how these pupils react when utilizing e-hailing. A rich platform for a more in-depth investigation and profiling of gender disparities is descriptive analysis. These are all crucial insights for the educational institution as well as the concerned party to prevent issues with accessing information anyplace.

Table 8: Suggestions

No.	Suggestion	Mean	Standard Deviation	Ranking
1.	E-hailing drivers must undergo criminal records checks.	4.43	.725	1
2.	E-hailing drivers must undergo health check-ups.	4.43	.750	2
3.	E-hailing companies should update its e-hailing applications.	4.32	.792	3
4.	E-hailing drivers needed to comply with requirements through the Land Public Transport Agency (APAD).	4.31	.766	4
5.	Public Service Vehicle (PSV) licenses for drivers are provided at cost.	4.29	.773	5
6.	E-hailing companies offer insurance packages that cover passengers and drivers against injury in an accident during working hours.	4.29	.831	6
7.	Passengers of e-hailing service users are required to upload valid identification card or passport details upon registration to ensure the safety of the drivers.	4.28	.862	7
8.	E-hailing companies should help bear the financial burden.	4.25	.862	8
9.	E-hailing companies should raise the minimum fare for every ride in order to protect drivers' incomes.	4.22	.854	9
10.	Commission rate for e-hailing companies reduced from 25 percent to 20 percent for services run by personal vehicle drivers.	4.15	.931	10

V. Conclusion

The results of this study indicate that, of all the variables, accessibility has the greatest role on consumer satisfaction. This is followed by safety, comfort, and pricing. It is quite obvious that users place a high value on being able to access e-hailing services. It alludes to how simple it is to use e-hailing services and get where one is going. Passengers always choose services that are easily accessible to go to their intended destination, hence accessibility has a significant impact on customer happiness. Customers believe that the cost of the e-hailing services must be acceptable in addition to accessibility. Despite needing the e-hailing service, the cost is a key problem because this survey was conducted among younger persons with less income. The next component, comfortability, also appears to have some bearing on consumer pleasure, albeit a very minor one. The findings indicate that safety issues have a little impact on customers' happiness with e-hailing services.

E-hailing service providers must think about ways to improve customer happiness as the e-hailing market becomes more competitive, particularly in a targeted region where the majority 50 of clients are younger individuals. The study's findings have identified a variety of variables that e-hailing service providers may employ to enhance their offerings and boost customers' satisfaction in the future. This has prompted the researchers to suggest for improvement of e-hailing service in UiTM, including the requirement that e-hailing drivers undergo criminal background checks and physical examinations. E-hailing businesses should also update their e-hailing applications. Thus, the researchers offer some recommendations to e-hailing drivers and companies to help them understand the insights and address the issues the students are experiencing. Several recommendations are laid out as follows:

1. E-hailing drivers must undergo criminal records checks.

The government wants to verify these app-booking personal drivers and e-hailing drivers will have to go through a rigorous verification and licensing process, including a six-hour training module. The Land Public Transport Commission (SPAD) is conducting background checks on drivers for the e-hailing services. To ensure that drivers have a clean driving record and no criminal history, checks are being made with the Road Transport Department (JPJ) and police.

2. E-hailing drivers must undergo health check-ups.

All e-hailing drivers' health must be handled seriously, with a thorough medical check performed to verify that all drivers are medically fit to deliver their services, as the lives of passengers are placed in their hands the moment they step inside their vehicle. The government must insist on a complete and accurate medical examination without sacrificing the level and tolerating calibre of healthcare services offered by the GPs who conduct these physicals.

3. E-hailing companies should update their e-hailing applications.

E-hailing firms should regularly update their e-hailing applications to increase their efficiency for the convenience of users, particularly drivers when they are on duty. Since these features have been mostly disregarded, e-hailing businesses should update the apps in an effort to fix faults and enhance the user experience for its drivers. Due to application technological issues, ignorance of this issue will also have a detrimental impact on workers' pay potential.

A few recommendations for future research are posed here:

1. Future research should explore on correlational research and examine the interaction effects between the variables of the study.
2. Further studies should be extended to UiTM all over Malaysia as the researcher needs to compare whether there are similarities or differences of findings.
3. Future research should expand to other explanatory variables such as perceived usefulness and perceived easy of use and customer satisfaction on using e-hailing in UiTM Puncak Alam.

Acknowledgements

Conflict of Interest Statement

There is no conflict of interest between the authors and co-author.

Author's Contribution

This research was a collaborative effort, and we are indebted to the collective support and contributions that have made this publication possible.

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