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**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**



**STUDENTS INTENTION OF USING E-HAILING SERVICE IN UITM KAMPUS KOTA  
SAMARAHAN 2**

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## **ABSTRACT**

There are some revolutions in terms of e-hailing services in this world and our country is included with it. E-hailing is a type of online transportation management that is popular among travelers and includes collaboration between customers and service providers. As consumers become more aware and can select any service provider they like, e-hailing firms are compelled to satisfy and give greater assistance to their numerous clients, notably around e-hailing administration. Maintaining consumer loyalty is critical for e-hailing's specialty firms to maintain a competitive advantage. This result will give insight to ridesharing service providers and may be used to enhance their services by examining the student's intention of using E-hailing in campus among UiTM Campus Samarahan 2. The student's intention of using E-hailing in campus among UiTM Campus Samarahan 2 that being address are perceived convenience, perceived price, and perceived accessibility. In the future, researchers might add a variety of factors to investigate UiTM Campus Samarahan 2 students' intentions to use E-hailing on campus.

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## 1.2 Background of Study:

Technology has advanced significantly in every field in this modern era. Each type of business, including e-hailing, now has several benefits and potential customers due to the development of technologies. Many people currently utilize e-hailing as their primary method of transportation, which has caused its use to grow quickly over the years. It is mentioned that Grab has gained 187 million users as per the year of 2020 (Smith, 2023). After Uber started operating in Kuala Lumpur in 2013, e-hailing services were introduced in Malaysia. Through e-hailing, users can get around by using only their phones and connection to the internet (Jais and Marzuki, 2018). Figure 1 shown the number of e-hailing service users in Malaysia as reported by Statista in 2019. According to Statista (2019), the number of Malaysians using e-hailing services will nearly quadruple from 1.67 million in 2017 to 6.0 million in 2023.

E-hailing services are available through e-hailing applications such as Grab, Maxim, AirAsia Ride, and others. E-hailing is a service provided by the Malaysian Ministry of Transport that allows consumers to organize public transportation via smartphone applications. In Malaysia, the term “e-hailing service” refers solely to the shared mobility service made available by apps. (Jais and Marzuki, 2018). A private car providing public transportation to people who book through electronic applications is known as an e-hailing vehicle. Furthermore, as compared to other modes of transportation, such as taxis, e-hailing services offer on-demand services at a reduced cost, which is sometimes lower than market rates. Since the introduction of e-hailing to the market, getting from one location to another has been easier. This is because, in the past, anytime we needed a ride, we had to stand by the roadside and wave for a taxi, which may be difficult because most taxis became preoccupied, or the drivers could not see you waving. As a result, the only method to get a cab then was to flag one down on the street (Ruangkanjanases and Techapoolphol, 2018). The usage of e-hailing services, on the other hand, makes it easier because customers can just order a trip using their smartphone through the corresponding application. All they must do is make the request and wait for the driver to arrive at your location.

As a result of recent improvements in improving e-hailing services, there are currently multiple sites through which to request a trip. Individuals began to use e-hailing services more regularly after they were established, and more individuals choose e-hailing services since they find them to be highly convenient. As a result, numerous types of e-hailing software have been

## **2.2 Introduction To The E-Hailing Services**

E-hailing is a type of ride-hailing service that uses smartphone applications to link users with vehicles that are available for hire (Jais and Marzuki, 2020). By using GPS to track their current location, passengers have been assigned with the nearest driver and given estimates for the cost of rides, driver reviews, and travel time while using a personal vehicle. The vehicle was utilized to bring passengers in exchange for payment of a fare, which was made accessible via a digital application made available by the operators of a third-party company. Dhawan and Yadav (2018) proven that the letter 'E' stands for "electronic" and the word "hail" indicates to the old-fashioned method of ordering a nearby taxi car to halt. According to the Government of Malaysia (2017), The term "E-hailing" was adopted by the Malaysian government and had been established in the amendments to the Land Public Transportation Act 2017 (Jais and Marzuki,2018). Since then, the term continues to be used often in Malaysian literature and the media. E-hailing services are characterized as on-demand car rental services that depend on network access and the use of a particular online application. Grab is probably the most well- known corporation that provides e-hailing services in Malaysia. However, there are also others e- hailing services such as MyCar, Maxim, EzCab, and Pickup2u.