

UNIVERSITI TEKNOLOGI MARA

**THE ACCEPTANCE OF RIDE-
SHARING MOBILE APPLICATION
(GRABCAR) IN KLANG VALLEY**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of
Executive Master of Administrative Science

**Faculty of Administrative Science and Policy
Studies**

June 2019

ABSTRACT

The presence of GrabCar as a smartphone-based taxi booking application in today's modern world has been a game changer for mobility. However, the complaints and criticisms regarding the mobile application from its users regularly arise. There is the need to study the acceptance of The GrabCar mobile application in order to gain a better understanding about it as well as to provide solutions to the said matter. Accordingly, Technology Acceptance Model (TAM) theory was adopted to accomplish the study. A total of 400 questionnaires were distributed to people who reside in Klang Valley that includes Gombak, Petaling Jaya, Klang, Hulu Langat and Kuala Lumpur. The result revealed that there is a high acceptance of The GrabCar mobile application among Klang Valley community. It was also found that there is a significant relationship between Perceived Usefulness and Perceived Ease of Use with the Behavioral Intention. Next, Perceived Usefulness is the most contributing factor for the acceptance towards the GrabCar mobile application. It is also discovered that Age does not moderate the relationship between all variables in the conceptual framework for this study. Following to the findings, it is suggested that the related parties to initiate a quick and effective solution in addressing the matter. Meanwhile, future researchers are encouraged to improvise and expand the same context of study based on the recommendations given. Finally, it is hoped that the study is able to benefit to one and all.

ACKNOWLEDGEMENT

Firstly, praise to The Almighty Allah for the wisdom he bestowed upon me, the determination, patience and passion to keep me going in order to finish this dissertation. I am greatly indebted to my supervisor, Assoc Prof Dr Abdul Jalil Mohamed Ali for the guidance, concern and support in this endeavour. I would like to expand my heartfelt gratitude to my parents, Wan Mohd Zaini Wan Sulaiman and for constant moral and financial support throughout the study. Special thanks to my brothers for words of encouragement that gave me strength to complete this dissertation. Finally, I also place my deepest gratefulness to my colleagues and friends for helping me out with valuable suggestions and opinions given in order to accomplish this study on time. This piece of victory is dedicated to everyone that directly or indirectly involved. Thank you so much.

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

It is undeniable that there is a significant revolution in the public transport industry of Malaysia in the last few years. The presence of app-based ride-hailing service namely GrabCar, is truly a game changer as it offers a professional business connection between the service provider (drivers) and the users (passengers) through a digital platform. As to date, the increasing number of users come from various countries like Malaysia, Singapore, Indonesia, Thailand, Vietnam, Philippines, Myanmar, and Cambodia. Due to that fact, GrabCar is considered as a great market leader in Southeast Asia as the top ride-hailing app. This is confirmed by Chan (2018) whereby he stated that GrabCar is the most stand out ride-sharing company in the local crowd as well as in Southern Asia (Chan, 2018). The organization beats its closest rival which is Uber with a record of 81 million users installed the mobile app and 2.4 million registered drivers. Therefore, GrabCar is selected to be the main subject of the study.

The term of ride-sharing is created to refer to an act of carpooling that aims to reduce traffic flow and carbon emission (Grab, 2018). The ride-sharing service generally gives a whole new experience for society in Malaysia and even all over the world to easily commute from one point to another. In this era of technology, GrabCar is smart enough to exploit the market by developing a brilliant system that totally embraces globalization. This modern initiative has received many great feedbacks and response. The revolution of ride-sharing industry is now expanding globally because apart from GrabCar, there are also other comparable ride-sharing service providers such as Taxify, Wisemile, Ola, Lyft and BlablaCar (Virkus, 2017). As in Malaysia, GrabCar is not the only company that offers the ride service as there are also Tumpang, Carpool Malaysia Rideshare, and Droupr that offer Malaysian society a wide range of choices in deciding on their most preferred ride-sharing service at any required time (Kushairi, 2016).

In Malaysia, GrabCar is the most hit ride-sharing service because as claimed by Customer Satisfaction Survey in Malaysia (2015), 80 percent of citizens are in favour of ride-sharing services and that refer to GrabCar, as well as Uber (during its presence