

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF RIDESHARING
SERVICES ADOPTION IN KUALA
LUMPUR**

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Thesis submitted in fulfillment
of the requirements for the degree of
Master of Science (Business Management)

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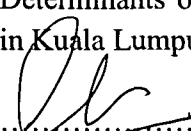
AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied by the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

In accordance with the conventional academic research ethic, I hereby declare that some parts of this thesis have been published in the following journal and articles:

1. Razieman Mohd Yusoff, Norminsham Abdul Karim & Azimah Daud (2015). *The Impact of Satellite-Based Dispatch Systems for Taxi Services in Urban Areas: A Literary Review*. Global Conference on Economics and Management Sciences 2015 (GEMS2015)
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ABSTRACT

The expansion of ridesharing services around the globe rapidly becoming a phenomenon. It practically changed the logistical fabric of cities around the world. Technological advancements such as Global Positioning System (GPS) and mobile internet services gave operators such as Uber and Grab the ability to come out with an effective fleet management, namely ridesharing services. Ridesharing service is broadly defined in this study as private sharing fleet services facilitated by smartphones and geo-location technology, offering consumer with alternatives and lower price for a private ride. This study aims to investigate influential factors behind ridesharing services adoption amongst urban residents in Kuala Lumpur. Six variables were formed based on past researches; Attitude, Operational Characteristics, Knowledge, Alternative Travel Modes Preferences, Adoption Intention and Ridesharing Services Adoption. Judgmental sampling employed to 1000 specific respondents and data collection was done from April to May 2016. In addition, interview with Land Public Transport Commission (SPAD) officers were conducted to gain input from their perspective in regards of ridesharing issues as well as observation on local taxi drivers, Uber and Grab drivers. Preliminary result from pilot test conducted on 30 respondents showed reliability test for each variable exceeded minimum level of .70 for Cronbach's Alpha. The overall response rate was 41.5% and missing value was less than 5%. The end result indicated favorability towards the aspects of accessibility, usefulness, trendy and private car preference. Intention was found to mediate between variables and ridesharing adoption.

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