

**UNIVERSITI TEKNOLOGI MARA**

**USERS SATISFACTION TOWARDS E-HAILING  
SERVICES IN KOTA BHARU, KELANTAN**

**NURSALSABILLA BINTI MOHD ARIFFIN**

**DIPLOMA IN TOWN AND REGIONAL PLANNING**

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## AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper 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 indicate or acknowledge as reference work. This project paper has not bene submitted to any other academic institution or non-academic institution for any degree or qualification.

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


Name of Student : NurSalsabilla binti Mohd Ariffin

Student I.D. No : 2018444456

Programme : AP111

Faculty : Town and Regional Planning

TITTLE : Users Satisfaction Towards E-hailing Services in Kota Bharu,  
Kelantan

Signature of Student :  .....

Date : 2 August 2021

## ABSTRACT

Emergence of mobility transportation application based has increased the demand on E-hailing services such new entrants Uber, GrabCar and MyTaxi services have restored in the E-hailing industry which is increase competition of public transportation. The main purpose of this study is to study the E-hailing services. The objectives of this research of study is to identify the characteristics of E-hailing services, analysis the users perspective on the E-hailing services and to purpose the services of E-hailing towards efficient public transport supply demand system. This objective is important of the users satisfaction and effect the customers services. The independent variables of this research are services, comfort, tangible (safety), coupon redemption and fare and reliability. The methodology used the researcher are quantitative, qualitative, questionnaire tool via the google form, 50 respondents were participated in this study and using the sampling method. Based on the analysis, the researcher found that services, comfort and reliability have positive significant with the users satisfaction. Among all the factors, comfort is the most influence factor on users satisfaction services in Kota Bharu, Kelantan. This result will be benefits of E-hailing services to provide well they can improve in which factor has the least negative on customer's satisfaction. The researcher can study the different variables to study the customer satisfaction of E-hailing services in Kota Bharu.

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