

UNIVERSITI TEKNOLOGI MARA



**SATISFACTION TOWARDS SERVICE QUALITY (SERVQUAL) OF
E-HAILING AMONG STUDENTS IN UiTM SEREMBAN**

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ABSTRACT

E-hailing, is one of the transportation industries becomes passenger's favourite and popular in communities. E-hailing refers itself as online transportation service that includes the interaction between customers and service provider. In Malaysia, e-hailing has been introduced since July 2017. At that time five companies of e-hailing services were operating such as Grab, Riding Pink, PICKnGO, Dacsee and MULA. It is especially important for every e-hailing company to enhance its service quality to satisfy their passengers by using service quality model (SERVQUAL). The SERVQUAL model will be used in the study to obtain on how students in University Technology MARA (UiTM) Seremban Campus satisfied with every aspects of the services of e-hailing. SERVQUAL includes main five elements which are empathy, responsiveness, assurance, tangible, and reliability. Multiple linear regression (MLR) model is an efficient and frequently adopted approach for constructing the relationship between a few of independent variables and a dependent variable that the equation easily understood. Customer satisfaction is the dependent variable and tangibility, reliability, responsiveness, assurance and empathy are the independent variables. This analysis explores the relationship between SERVQUAL (reliability, tangibility, assurance, responsiveness and empathy) and customer satisfaction with e-hailing transport. Using primary data from questionnaire distributed to students in University Technology MARA (UiTM) Seremban Campus and with the help of Pearson's Product Moment Correlation Coefficient, we checked whether there is a significant relationship between variables or not. As a result of this we recommended that e-hailing company should improve their tangible, reliability, responsiveness, empathy and assurance to make sure their customers satisfied with the service.

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TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
Chapter 1 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Research Hypothesis	6
1.6 Significance Of Study	7
1.7 Scope And Limitation Of Study	7
Chapter 2 Literature Review	8
2.1 Introduction	8
2.2 E-hailing	8
2.3 Customer Satisfaction	9
2.4 Concept of Service Quality	10
2.5 Tangibility	11
2.6 Reliability	12
2.7 Responsiveness	12
2.8 Assurance	14
2.9 Empathy	15
2.10 Pearson Correlation Coefficient	16
2.11 Multiple Linear Regression	17
Chapter 3 Methodology	18
3.1 Introduction	18
3.2 Source of Data	18
3.2.1 Study Population	18
3.2.2 Study Sample	19
3.3 Study Design	20
3.3.1 Measuring Instrument	20
3.3.2 Likert Scale	21
3.3.3 Method of Data Collection	21
3.3.4 Sampling Technique	22

3.3.5	Pilot Study	22
3.4	Theoretical Framework	23
3.5	Study Analysis	25
3.5.1	Reliability	25
3.5.2	Descriptive Analysis	25
3.5.3	Mean Score	26
3.5.4	Multiple Linear Regression Model	27
3.5.5	Pearson's Product Moment Correlation Coefficient	33
3.5.6	Building the Regression Model: Stepwise Regression Method	34
Chapter 4	Results and Discussions	35
4.1	Introduction	35
4.2	Descriptive Analysis	35
4.2.1	Reliability of analysis	35
4.2.2	Response rate	36
4.2.3	Demographic of Analysis	37
4.2.4	Mean Score of Descriptive Statistics	45
4.3	Factors That Influence Customer's Satisfaction in E-Hailing Transportation	48
4.3.1	Multiple Linear Regression Model	48
4.3.2	Model Adequacy Checking	48
4.4	Model Evaluation	54
4.5	Pearson's Product Moment Correlation Coefficient	55
4.6	Stepwise Regression Method	56
Chapter 5	Conclusion and Recommendations	58
5.1	Conclusion	58
5.2	Recommendations	60
	References	61
	Appendices	67