MASTER OF BUSINESS ADMINISTRATION

CONSUMER INTENTION TO USE E-HAILING MOBILE PLATFORM IN NILAI, MALAYSIA

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Abstract

E-hailing becomes a more popular topic in the daily life of people since it is a way for them to reach the destination. There is an increasing trend of E-hailing users that become the major source of revenue in E-hailing industry. E-hailing mobile platform is a widely used method to hail a car in order to reach the destination. However, there are some concerns about safety and risk when E-hailing users use the E-hailing mobile platform to travel. The purpose of the study is to find the factors which will influence consumer intention to use E-hailing mobile platform in Nilai, Malaysia. Different factors shall be identified to determine how they affect consumer intention to use E-hailing mobile platform and to what degree, each factor affects the intention of the consumer. The method of the study is quantitative research based on TRA theory and TAM model. Finally, suggestions based on findings will be given to enhancing the consumer intention towards using E-hailing mobile platform form the perspective of E-hailing service providers.

Keywords:
Consumer intention, E-hailing mobile platform, TRA, TAM, Nilai, Malaysia

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Student Declaration

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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Abbreviation

PEOU (perceived ease of use) **PU (perceived usefulness)**
SN (subjective norm) **EFA (Exploratory Factor Analysis)**
TRA (Theory of Reasoned Action) **TAM (Technology Acceptance Model)**
DV (Dependent Variable) **IV (Independent Variable)**
SPSS (Statistical Product and Service Solutions)

Chapter 1: Introduction

1.1 Global E-hailing Industry

The Internet was founded in 1969 which was also known as the ARPANET network (Swartz, et al., 2013). Besides, in the majority of cities in the world, taxi is essential in the public transportation. The emergence of the Internet improved the development of E-hailing due to the galloping progress of technology. In this case, a new business model called E-hailing platform based on the Internet emerged (Mittal, 2013).

1.1.1 Definition of E-hailing

E-hailing, which has become a growing phenomenon in recent years, was derived from the blueprint for ordering an instant taxi by just clicking the button on electronic devices created by George Arison, who has established the earliest E-hailing company named Taxi Magic although it is not operated well (Ray, 2017). E-hailing is regarded as ordering a private car, taxi, or other types of vehicles for transportation through electronic devices such as computer and mobile phone (Wrydes, 2018). Basically, E refers to electronic channels while hailing stands for the traditional progress of ordering a car to pick up.

Based on taxi dispatch software which is also called the E-hailing mobile platform, a company which provides E-hailing service and software can connect passengers and drivers. Additionally, the function of an electronic device used in the E-hailing process is to provide drivers current location and destination of passengers based on GPS (Tan, et al., 2017). The combination of electronic channels and traditional hailing facilitate the public transportation in daily life.

1.1.2 Global E-hailing condition

Approximately, 40% of passengers are carried by taxi which is more than the other main public transportation of buses and trains which means taxi plays an important role in public transportation (Hands, 2016). Besides, among the 40% passengers, more than 50% of them use electronic devices and E-hailing

applications to order a taxi for transportation, however, there are only 14% taxi drivers used the same E-hailing application to acquire passengers (Bernama, 2017). The reason is that, by the end of 2017, there is a percentage of 71% in private vehicle hailing through the E-hailing mobile platform (Staff, 2017). In this case, the popularity of E-hailing mobile platform improves the public transportation.

1.1.3 The E-hailing service providers worldwide

There are many companies provide E-hailing service worldwide.

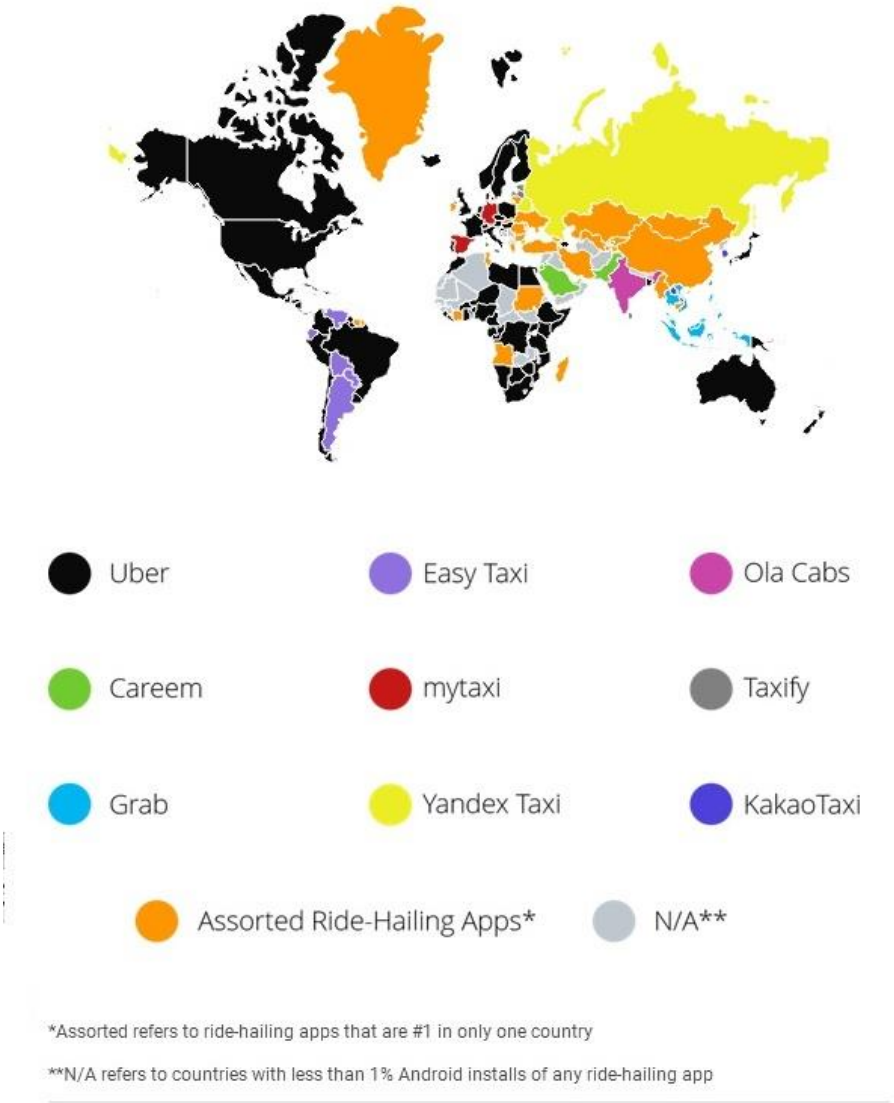

Figure 1.1 Top Ride APPs by country (Marciano, 2016)

The most popular E-hailing service provider is Uber which claimed 107 countries around the world. In the cradle of Uber, the United States, it has been installed on 21.3% of mobile. Although Uber announced that it had withdrawn about 17.7% market share from China because of Didi, the top E-hailing APP in China, it has been successful in many countries (Yang & Ju, 2018). The main reason why Uber become so successful is that it focused on efficiency. Since the success rate of hailing a car has been greatly improved in that the APP will search the driver which is closest to the passenger and pick up the passenger in the shortest period of time, and immediately after the driver drops off the passenger, the phone of the driver will ring up with another order which is closer to the driver. In this case, the unloaded ratio and wasted time will be reduced (Suslo, 2016).

Besides, Brazil-based Easy Taxi also dominated a certain part of the world market in the E-hailing industry which made it become the second largest E-hailing APP in the world (Hinchliffre, 2017). Easy Taxi has been used in 420 cities across 30 countries in the countries of South Africa especially in Paraguay, Bolivia, Ecuador, Venezuela, and Argentina (Buchanan, 2016). One of the competitive advantages of Easy Taxi is that it can be connected to other Facebook applications so that passengers can be able to redeem coupons and vouchers for the reduction of ride price (Lemon, 2016). The secret of Easy Taxi's success is its high executive force, besides, Easy Taxi can deal with different situations and sore points in different countries. Besides, Easy Taxi cooperates with Wechat so that Wechat users in Singapore can also use Easy Taxi to hail a car through Wechat mini program (Writer, 2014).

Apart from that, the other two popular E-hailing apps which take the third place on market share in the E-hailing industry are Dubai-based Careem and Singapore-based Grab. The former, who raised about 60 US Dollars in November of 2016, is the most popular E-hailing APP among the countries in the Middle East and North Africa such as Pakistan, Saudi Arabia, and the UAE (Arnold, 2016). As for the latter, Singapore-based Grab, who dominated the E-hailing market in Southeast Asia, has been downloaded more than 45 million times (Grab, 2017). The major market of Grab is in 21 different cities of the six Southeast Asia

countries. In addition, the business of Uber in Southeast has been sold to its rival Grab symbolizes that Grab will take a large percentage of the market share in Southeast countries (BBC, 2018).

1.2 Malaysia E-hailing Industry

1.2.1 Malaysia E-hailing services

There are a lot of E-hailing service providers which are Uber, Grab, Mycar, and Riding Pink.

Uber, had rolled out its sixth Asian city which is Kuala Lumpur, the capital city of Malaysia since 2013 which means Uber officially entered into the E-hailing market of Malaysia (Millward, 2013). There are three types of E-hailing services provided by Uber which are UberX, UberXL, and UberBLACK, each service has a different fare in terms of the type or size of the vehicle. As for the components of the fee, there are a base fare and an extra fare based on time and distance, however, no matter how the fare increase due to the higher demand, the price of hailing a car is still 20% lower than the regular taxi price in Malaysia (Khoo, 2015).

Grab, originally the MyTeksi, which is a huge success among Southeast countries, has been launched in Malaysia since 2012. The reason why Grab become a success is that Grab meet passengers' needs for public transportation since there are a lot of problems when hailing a taxi such as the low efficiency due to the long waiting time and security concerns if taking a taxi alone. The top reason why women feel unsafe when taking a taxi alone is that there are many rogue drivers in the taxi industry. Someone even said they had to continuously inform their friends of the location they were, the taxi number, and when will they arrive at their destination after they getting in a taxi (Singh, 2017). In this case, Anthony Tan and Tan Hooi Ling, the founder of MyTeksi, decided to launch an application for getting a taxi easily (Lin & Dula, 2017).

MyCar, who is confident to replace Uber, was launched by Platform Apps Sdn Bhd for filling the gap that Uber has withdrawn from Malaysia. Since Uber's business in Southeast Asia has been sold to Grab, it becomes a monopoly in the

E-hailing industry (Jaya, 2018). In this case, drivers will concern about the welfare and operations while passengers will concern about the fare, therefore, MyCar becomes a new option for both drivers and passengers. Unlike its competitors who charge a 25% commission on its drivers, MyCar ensures the 15% commission which will lead to the lower price of hailing a car (Wong, 2018).

Riding Pink, which is a special E-hailing service than other E-hailing APPs, provides E-hailing service only for women, moreover, only women are allowed to register as drivers in Riding Pink (TechNave, 2016). The women-only E-hailing service which was founded in 2016 aims to provide safer and more attentive service for women passengers. Based on the two goals of Riding Pink which are: providing safer transportation option than other E-hailing service provider and allowing women additionally flexible income, it provides not only safer riding environment for women but also job opportunities for other women (Aziz, 2016). Psychologically, for personal safety, women would spontaneously feel more comfortable together with another woman in a car (Mei, 2016). In this case, Denise, a stay-at-home mother, established Riding Pink with the help of her husband (Chong, 2017).

1.2.2 Malaysia E-hailing service

Figure 1.2 The revenue of E-hailing industry (statista.com, 2018)

The demand for public transportation improves the development of E-hailing industry in Malaysia. According to information and statistics, about 80% of the public is willing to use E-hailing APP such as Uber and Grab for traveling instead of using a taxi (Themalaysianreserve.com, 2017). That is the reason why the revenue in the E-hailing industry in Malaysia amounted to 90 million US Dollar in 2018. Besides, the average revenue per user (ARPU), which is an important indicator to measure the personal contribution to E-hailing industry, amounted to 54.1 US Dollar in 2018 (statista.com, 2018). The E-hailing industry develops rapidly in Malaysia in that the government of Malaysia passed two bills on July 27, 2017, that E-hailing services like Uber and Grab are legalized in Malaysia (thestar.com, 2017). Since Uber came to Malaysia in 2014, there are 60,000 drivers under its management in the country (Premananthini, 2016). However, Uber has been merged with Grab which has been downloaded for more than 45,000,000 times. In this case, MyCar was operated with 2,000 drivers in February and obtained 10,000 drivers from Uber within two months which made the service become the 3rd E-hailing force in Malaysia (Pikri, 2018).

1.3 Problem Statement

With the rapid development of internet technology, many E-hailing apps such as Uber and Grab-based on the mobile platform are emerging. In this case, in the future period of time, the E-hailing service will also become the focus of attention in that it has been closely linked with people's lives as a new way of transport. Through the reasonable analysis of big data, those E-hailing APPs can provide the nearest vehicles for passengers which will effectively utilize the unused resources (Chen, et al., 2017). Additionally, the new kind of public transportation is popular among people due to its convenience, economy, efficiency.

The E-hailing service not only improves the efficiency but also offers lower prices in the traveling of the public who has not owned a car, however, there are safety issues such as public casualties, sexual assaults are concerned by passengers which give the E-hailing APPs a bad name. On 10 November 2016, a girl who fell ill after drinking a bottle of wine in Hoxton Bar, ordered a car through Uber to drive her home, however, the Uber driver, a 42-year-old man was trying

to rape his passenger, finally, the girl avoided the incident by lying to the driver that she has HIV (Fun, 2017). Unfortunately, a 29-year-old was allegedly raped in the car she ordered through Grab by her driver on her way home in Seri Kembangan and a 42-year old Vietnamese woman was sexually assaulted by an Uber driver in George Town (Timbuong, 2017). Moreover, on 4 June, an Uber driver dropped two college students halfway so that 2 robbers on a motorcycle took them to a covert place and robbed them (Lim, 2017). The appearance of these incidents makes passengers more concern about their personal safety when they use such E-hailing APPs to order a car.

Besides, Uber, the magnate of E-hailing industry has involved in the bribery scandal which increases the concern of consumers toward the regulation in E-hailing industry (Whiteside, 2017). An employee of Uber in Jakarta has paid multiple times of money to police so that Uber can operate from an office located in a non-business zone. In this case, it will negatively influence consumers' intention to use E-hailing mobile platform for the E-hailing service providers unfollow the regulations.

The E-hailing service not only is a kind of innovation in the mode of transportation, but also carries other social functions, such as solving employment, however, due to the lower employment threshold, drivers are easy to register as an E-hailing driver which will result in difficult problems in managing various drivers by E-hailing service providers so-called "double-edged sword" effect. Therefore, the questions are whether the consumers of Malaysia are familiar with the regulation of E-hailing and whether they have the intention to use E-hailing mobile platform in Malaysia according to the attitude of drivers. In this case, the aim of the study is to confirm the factors that will influence consumer intention to use E-hailing mobile platform. A better understanding of E-hailing mobile platform will help to improve the development of E-hailing industry.

1.4 Research Objectives

Generally, the objective of the study is to identify the intention of the consumer in using the E-hailing mobile platform.

1. To determine the significant relationship between perceived ease of use and consumer attitude towards the E-hailing mobile platform in Nilai, Malaysia.
2. To determine the significant relationship between perceived usefulness and consumer attitude towards the E-hailing mobile platform in Nilai, Malaysia.
3. To determine the significant relationship between perceived ease of use and consumer intention to use E-hailing mobile platform in Nilai, Malaysia.
4. To determine the significant relationship between the attitude and consumer intention to use E-hailing mobile platform.
5. To determine the significant relationship between the subjective norm and consumer intention to use E-hailing mobile platform.

1.5 Research Questions

The research questions about consumer intention to use E-hailing mobile platform in Nilai, Malaysia are as follows:

1. What are the factors that influence the customer attitude on E-hailing mobile platform in Nilai, Malaysia?
2. What are the latent factors which will create the intention for consumers to use E-hailing mobile platform?

1.6 Significant of the Study

The result or the findings of the study will be beneficial to E-hailing service providers who will have the willingness to expand their business in the future. Since the Malaysian government has legalized the E-hailing service, the number of consumers who use E-hailing mobile platform to grab a car will increase. In addition, the social and demographic factors, as well as the advancement of technology, will help to improve the development of E-hailing industry. Previously, there are many failures of E-hailing service, the study will be beneficial to newcomers to survive in the E-hailing industry according to the findings. Through the identification of factors that influence consumer intention toward E-hailing

mobile platform, hopefully, the study will fill the gap of intention of consumer towards the E-hailing mobile platform in Nilai, Malaysia. Plus, the study is expected to be served as a future reference for researchers to further study the consumer intention to use E-hailing mobile platform in Nilai, Malaysia.

1.7 Operational Definitions

The aim of this part is to discuss the key terms and related notions for the comprehensive understanding of factors influence on consumer intention. Therefore, the definition of relevant independent variables are as follow:

Independent Variables	Definition
Perceived Usefulness	The Perceived Usefulness refers to the probability of enhancing the performance of customers after using information system (Akturan & Tezcan , 2012).
Perceived Ease of Use	Perceived ease of use stands for evaluation of the probability of customers to use a specific product or service (Guritnob, et al., 2013).
Attitude	Attitude is the way of consumers' thinking or feeling towards something (Wijaya, 2015).
Subjective Norm	Subjective norm is the expectation from others perceived by consumers which will influence them to perform a specific behavior (Ajzen & Fishbein, 1975).
Dependent Variable	**Definition**
Consumer Intention	The intention of consumers is their commitment or decision to perform a behavior or achieve the goal (Bagozzi, 2000).

Table 1.1 Operational Definition

1.8 Organization of the Study

1) Chapter 1: Introduction. Background, problem statement, research objectives, research questions, significance, the scope of the study, limitation, operational definitions and organization of chapters are mentioned in this chapter.

2) Chapter 2: Literature Review. Based on the previous literature, the study of consumer intention towards the E-hailing mobile platform in Nilai, Malaysia will help to better understand the E-hailing mobile platform. Moreover, the establishment of the framework is the basis of the clearer research idea of how the factors influence consumer intention to use E-hailing mobile platform in Nilai, Malaysia.

3) Chapter 3: Research Methodology. The main aspects of the methodology are including the research design, unit of analysis, sampling design, the methodology of data collection and analysis. First of all, the research design is mainly discussed in Chapter 2 which is the study's research framework. Besides, the methodology of analysis is used to ensure the questionnaire is suitable for the study.

4) Chapter 4: Research Analysis. According to the data collected from the E-hailing mobile platform users in Malaysia, this chapter aims to present findings through the use of SPSS statistical tool to process the research objectives, research questions and prove the hypotheses.

5) Chapter 5: Summary and Conclusion. Based on the result of the analysis in Chapter 4, this chapter will discuss the research findings. Additionally, there are some recommendations presented based on the result of a hypothesis test, the suggestion and limitation for further study are listed in this chapter as well.

Chapter 2: Literature Review

2.1 Categories of E-hailing consumers

Consumers can be divided into several categories based on the reasons why they use E-hailing mobile platform to grab a car. In this case, the consumers of E-hailing mobile platform for the reasons of Favorable price, Convenience, Good service quality, Comfortable travel condition, and service diversification.

- **Favorable price**

Types of service	Base Rate (RM)	Cost per min (RM)	Cost per KM (RM)	Service fee / Minimum fee (RM)	Cancellation fee (RM)
UberX	0.95	0.25	0.60	None	5.00
UberXL	2.50	0.40	0.75	None	5.00
UberBLACK	3.00	0.50	1.40	None	5.00
Taxi Fares & Rates 2015		Taxi Rates (RM)		Estimated Taxi Fares for (RM)	
	Flag fall (inclusive of first KM or first 3 minutes)	Subsequent distance	Subsequent Time	5 KM	10 KM
Budget	3.00	0.25/200 meter	0.25/ 36 sec	8.00	14.25
TEKS1M	4.00	0.30/200 meter	0.30/ 36 sec	10.00	17.50
Executive	6.00	0.20/ 100 meter	0.20/ 21 sec	14.00	24.00
Hired car	-	-	1.25/ 1 KM (ceiling rate)	8.50	14.50
Executive	6.00	0.20/ 100 meter	0.20/ 21 sec	14.00	24.00
Hired car	-	-	1.25/ 1 KM (ceiling rate)	8.50	14.50

Figure 2.1 The Fares & Rates of Uber & Teksi Malaysia (Shen, 2016)

A large portion of consumers uses E-hailing mobile platform for the reason of favorable price. As the Figure shown above, obviously, the fare of hailing an Uber car is much lower than taking a taxi from TEKS1M. Besides, due to the utilization of E-hailing mobile platform, the mobility of public become as cheap as individual car ownership (Bouton, et al., 2015). According to Napalang & Regidor (2017), E-hailing service becomes a cheaper option than choosing taxis because of higher fares and higher fuel costs. In this

case, consumers choose E-hailing mobile platform for the reason of favorable price.

- **Convenience on E-hailing and E-payment**

  The E-hailing mobile platform can provide convenience for passengers such as the reduction of possibly less searching and waiting time, moreover, passengers and drivers can send messages to each other through E-hailing APPs which is a convenient way of communication (He & Shen, 2015). For taxi drivers, time is the money, therefore, since the fare of hailing a car can be paid electronically, the efficient way of paying fare helps to improve the convenience of both passengers and drivers (Wang, et al., 2016). In this case, consumers choose E-hailing mobile platform for the convenience.

- **Good service attitude**

  Some consumers consider the good service attitude as the reason for using the E-hailing mobile platform. According to Chin, et al. (2018), to a large extent, consumer's favorable or unfavorable attitudes depend on customer review which can be influenced by service attitude, will have an impact on consumer intention. Moreover, consumers will evaluate the service they receive, therefore, most issues in the E-hailing industry are from the driver's service attitudes (Curtis, 2015). In this case, consumers choose E-hailing mobile platform for the good service attitude.

- **Comfortable travel condition**

  E-hailing APPs like Grab not only provide economical rides which are obviously more efficient than a taxi but also provide more comfortable condition and higher-quality service than a taxi (Chen, et al., 2017). Barceló & Montero (2017) have stated that technology enables a comfortable seamless travel service which is E-hailing service while Anderson (2016) also mentioned that the E-hailing service encourages passengers to wherever they are most comfortable. In this case, consumers choose E-hailing mobile platform for the comfortable travel condition.

- **Service diversification**

  In general, the E-hailing service provides various types of cars, for instance, Grab provides 5 types of hailing services such as GrabCar Economy, GrabCar Premium, GrabShare, and JustGrab to meet various needs of passengers (Grab, 2018). Besides, Poulhès & Berrada (2017) mentioned that the diversification of various E-hailing services based on affordable price will optimize the searching time and improve the flexibility. In this case, consumers choose E-hailing mobile platform for the service diversification.

2.2 Opportunity and Challenge of E-hailing in Malaysia

2.2.1 Opportunities of E-hailing in Malaysia

The penetration of Internet connectivity among mobile users generates mobile online users, in this case, some companies combined the Internet and taxi industry for providing a more efficient and convenient service called E-hailing. In this case, traditional taxi companies may take its advantage of existing clients and vehicles to set up their online capabilities for improving their E-hailing service supply. The value added in the E-hailing industry due to the widespread of the Internet is an opportunity for traditional taxi companies to further develop their business. The reason for traditional taxi companies to transfer their business to E-hailing mobile platform is the differentiation in the competitive environment based on the online hailing tool will be convenient for consumers to hail a car and potentially increase the E-hailing sales. According to the data from the statista, since 2016, the revenue of E-hailing industry, which grows more than 15 million US Dollar per year, will continue to grow and reach 160 million US Dollar in 2022 (statista.com, 2018). According to Borhan, et al. (2017), the public transportation is limited in Malaysia, in this case, it is a great opportunity for the growth of E-hailing industry in Malaysia.

2.2.2 Challenges of E-hailing in Malaysia

One of the challenges which will influence the growth of E-hailing industry is the benefit of drivers. In fact, the drivers based on E-hailing mobile platform are classified as independent contractors, in this case, E-hailing service providers refuse to provide employee welfare including basic insurance for drivers (Lehmann, 2014). If the drivers of E-hailing service providers are still found to be independent contractors, it is controversial that whether the actions of E-hailing service providers are potentially liable, which means the loyalty of drivers to those providers will be in the low level. Hence, drivers will consider the E-hailing service as a part-time job rather than a full-time job which will limit the growth rate of the E-hailing industry. Another challenge for the development of E-hailing industry is the safety concern of customers. Drivers provide E-hailing service based on the mobile platform, which means drivers use a mobile phone to receive orders and search for the route. However, drivers tend to use a mobile phone during a journey which is dangerous for both drivers and passengers. If the problems of using a mobile phone by drivers during the journey cannot be solved reasonably, the limitation on the growth of E-hailing industry will still exist.

2.3 Consumer behavior towards E-hailing services

2.3.1 Ease of Use of E-hailing Mobile Platform

Ease of use of E-hailing mobile platform is one of the most essential factors which influence the behavior of consumers to use E-hailing mobile platform through the Internet (Taylor, 1999). Perceived ease of use that perceived by consumers towards E-hailing mobile platform may influence the intention of consumers to use E-hailing mobile platform. According to the Venkatesh (2000), if consumers believe that the E-hailing mobile platform will be free of effort, they will intend to use E-hailing mobile platform. Perceived ease of use of the E-hailing mobile platform is shown how easy the APP is used by consumers as the way for hailing a car online, moreover, the perceived ease of use of E-hailing mobile platform depends on the competence of mobile platform characteristic (Rayle, et al., 2014). For example, the ease of use of the homepage of E-hailing APP and

the solution for the common problems provided by E-hailing service providers can influence consumer intention to use E-hailing mobile platform. The point was supported based on the literature, Luo, et al. (2012) stated that one of the major characteristic effects of E-hailing mobile platform on consumer satisfaction is the design of the E-hailing APP for ease of using as well as the customer service.

The study based on Henama & Sifolo (2017) indicated that the perception of consumers on the ease of using E-hailing mobile platform will significantly influence the consumer behavior and consumer intention to use E-hailing mobile platform. The important factors to attract consumers to hail a car through E-hailing mobile platform is the ease of use of the homepage of E-hailing APP and high-efficiency process (Henama & Sifolo, 2017). In this case, consumers will try to discover the easiest direction in the E-hailing APP such as easy to access and easy to understand the simple process in order to use E-hailing mobile platform conveniently and easily with the thinking of that the using of E-hailing mobile platform will set them free from any difficult through using E-hailing mobile platform to hail a car.

2.3.2 Usefulness of E-hailing Mobile Platform

Usefulness of E-hailing mobile platform including the convenience can be defined as the factor which will increase the comfort of consumers and save works for consumers since the E-hailing APPs are the channel for consumers to hail a car online. According to the study of Tan, et al. (2017), usefulness is an important factor influence the thinking of consumers when they are considering the contemporary method to hail a car. Moreover, usefulness especially the convenience is regarded as the key motivator for the consumer to go for E-hailing service. The point was supported by Ruangkanjanases & Techapoolphol (2018) which indicates that usefulness of E-hailing mobile platform is the main point which motivates consumer behavior towards online hailing in that E-hailing mobile platform provides time-saving convenience which enables consumers to perform concurrent in many tasks when using the E-hailing mobile platform.

The usefulness of E-hailing mobile platform not only provides convenience for

consumers but also enables consumers to order a car online from anywhere without considering the limited public transportation in Nilai, Malaysia. A research done by Joia & Altieri (2017) indicated that usefulness of E-hailing mobile platform has a significant relationship with the online consumer intention since the convenience which is a part of perceived usefulness is one of the key motivators for consumers' adoption for E-hailing service. In this case, based on the previous studies on perceived usefulness and consumer intention, it has shown that perceived usefulness is one of the main factors which will influence consumer intention to use E-hailing mobile platform.

2.3.3 Attitude towards E-hailing Mobile Platform

Attitudes of consumers including the safety and risk which perceived by consumers towards E-hailing mobile platform depends on whether it may meet the expectation of consumers (Tan, et al., 2017). According to research conducted by Jiang & Zhang (2018), the E-hailing behavior of consumers will decrease if the risk is at a high level, moreover, due to the risk in using the E-hailing service, the frequency of online hailing will be significantly influenced. In this case, a few studies from Dai, et al. (2014) indicate that consumers will choose to travel by public transportation when they have enough time and perceive a higher level of risk for using the E-hailing mobile platform. In addition, the consumers' intention towards the online hailing environment will be significantly influenced by risk perceived by consumers, which means an attitude of consumers towards E-hailing mobile platform will influence the intention of consumers to use E-hailing mobile platform.

2.3.4 Subjective Norm for Using E-hailing Mobile Platform

According to Ajzen & Fishbein (1975), subjective norm refers to whether an individual carries out the behavior based on the social pressure perceived. There are a few types of research indicate that subjective norm will have a positive influence on consumer intention since it can be regarded as word of mouth, family, friends, and news which will influence the individual to carry out the behavior. Based on the studies of Joia & Altieri (2017), before consumers performing the

behavior, subjective norm plays an important role in developing attitude perceived by consumers for consumers have limited direct experience. As such, E-hailing service providers may influence consumer intention to use E-hailing mobile platform during the attitudinal development stage (Moshref, et al., 2012).

However, Jamil & Mat (2011) argued that although the subjective norm may have an essential effect on consumer intention to use E-hailing mobile platform, it does not mean it will influence the actual consumer using the E-hailing mobile platform. The research indicates that subjective norm including mass media only has minority influence on the actual online hailing. Moreover, apart from the attitude of consumers, the subjective norm was the second most influential consumers' intention through E-hailing mobile platform. In the research of E-hailing mobile platform, the subjective norm will have a positive impact on consumers' intention. The previous studies of Siti, et al. (2012) show that the influence of subjective norm on consumer intention to use E-hailing mobile platform may have a positive relationship between subjective norm and the intention towards the E-hailing mobile platform.

2.4 Theoretical framework

There are two theories used to support the investigation and research in the report which are the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM).

2.4.1 Theory of Reasoned Action (TRA)

TRA means that the universal notion of an individual is an important factor which determines one's attitudes and values (Ajzen, 2012). Meanwhile, the attitudes and values of a person will determine whether a person can be motivated to take a specific action, moreover, the motivation ultimately determines whether an action can be accepted by an individual (Habermas, 2015). In short, the Theory of Reasoned Action (TRA) indicates that the values and beliefs of a person towards the social values will determine whether or not an action will occur (Staub, 2013).

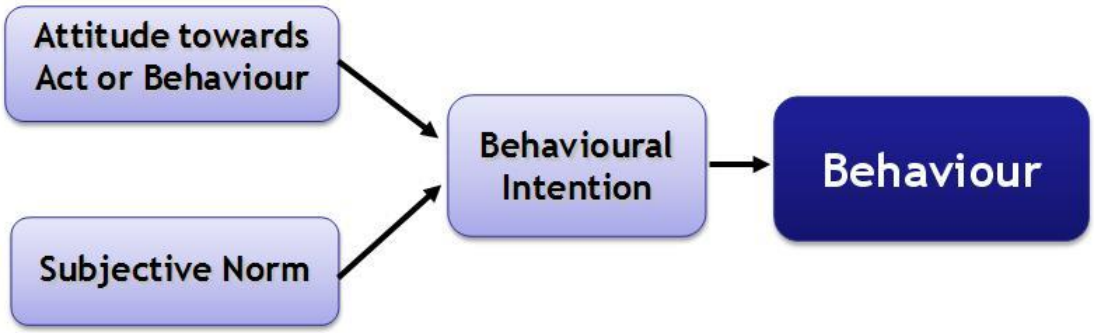

Figure 2.4.1 The Model of TRA (Ssebuggwawo, et al., 2012)

There is an important assumption that people are rational in the TRA which means the adoption of a specific behavior of an individual is controllable (Sniehotta, et al., 2014). Based on previous studies, the several elements of the TRA had been described in 1994 (Hackman & Knowlden, 2014). Overall, the TRA theory shows that all behaviors of people are the final decisions about them based on rational thinking of synthesizing their own value judgments, estimating the opinions that others may produce, and considering the social norms comprehensively (Glanz, et al., 2015).

2.4.2 Theory of Acceptance Model (TAM)

TAM model, which proposed by Davis in 1986, helps us to understand the impact of external variables on the internal beliefs, attitudes, and intentions of users. TAM model is mainly used to explain and predict whether users can accept information systems and information technology (Alharbi & Drew, 2014).

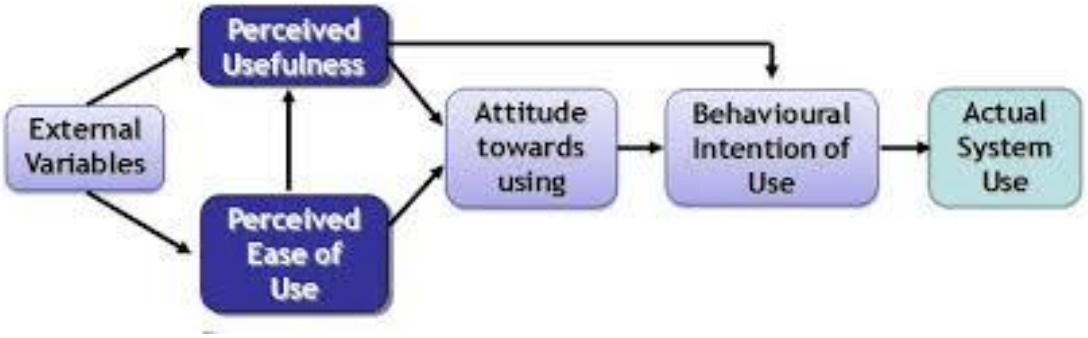

Figure 2.4.2 Technology Acceptance Model (Lai, 2017)

Based on the TRA theory and TAM model which adjust the relationship between the original variables according to the different subjects, it is more

succinct for researchers to describe and explain the acceptance of information technology (Issa, 2014). The TRA theory emphasizes that attitudes and subjective norm will influence individual intentions which will influence individual behaviors (Kim, et al., 2013). Moreover, Davis believes that the behavior refers to the acceptance of technology, the attitude has a stronger influence than the subjective norm, therefore, the two beliefs elements of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) put forward by Davis can determine the attitude toward technology (Akturan & Tezcan, 2012).

2.5 Chapter Summary

Through reviewing the previous literature, this chapter analyzes the opportunities and challenges of E-hailing industry in Nilai, Malaysia. Besides, the study uses the TRA theory and the TAM model to analyze the relationship between consumer intention and perceived ease of use, perceived usefulness, attitude, the subjective norm. Moreover, the theoretical framework built in this chapter is the basis of a conceptual framework which will be explained in chapter 3.

Chapter 3: Research Methodology

3.1 Conceptual Framework

Based on the TAM model and the TRA theory, the report reproduces the theoretical framework as the conceptual framework below:

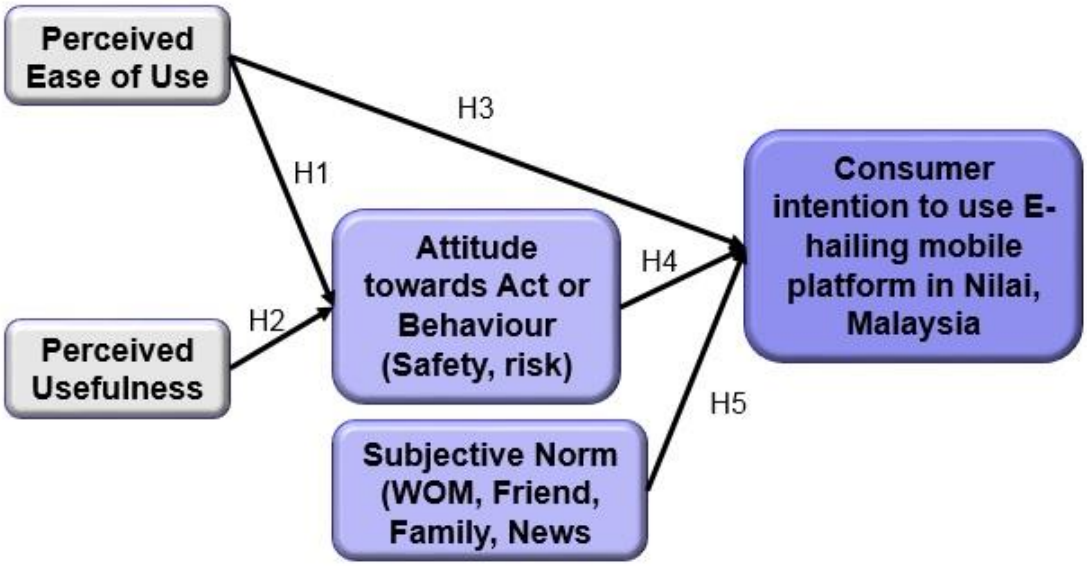

Figure 3.1 Conceptual Framework

Source: Adopted from TAM model (Davis, 1989) and TRA (Ajzen & Fishbein, 1975)

The conceptual framework reproduced from TAM and TRA is including four IVs which will have an impact on the DV which is consumer intention. This model is conducted to determine the relationship between independent variables and the consumer intends to use E-hailing mobile platform. The model indicates that the four IVs are perceived ease of use, perceived usefulness, attitudes (Safety and Risk), and subjective norm (Friend, Family, Word of mouth, and News) while DV is consumer intention to use E-hailing mobile platform.

Perceived Ease of Use (PEOU)

Customer PEOU refers to the consumers' thinking about the ease of using a specific technology (Venkatesh, et al., 2012). Besides, with the popularization of

advanced computer technology, the overall level of customers of using information technology is continuously improved. At the same time, the E-hailing mobile platform has also introduced the more friendly and simplified operating system in order to attract users which lead to the reduction of the difference of customer perceived ease of use (Rittinghouse & Ransome, 2016). Moreover, after the initial step of acceptance, it is easier for customers to understand the operation of the E-hailing mobile platform, there is an essential relationship between customer PEOU and consumer intentions which indicates that customer intention will be enhanced with the increased customer PEOU. Customer PEOU is an important foundation for user experience which can be divided into two levels, the level one is the direct physical experience refers to the customer PEOU when using the product while the second level is the psychological satisfaction refers to the user's perceived emotional communication with the product (Huang & Benyoucef, 2013). In this case, the customer perceived ease of use has significantly and positively influenced both current use and future use.

Perceived Usefulness (PU)

The traditional technical model indicates that the customer perceived usefulness is the main content of the evaluation of things in the cognitive process of customers which will ultimately influence the attitude and behavior of customers (Shiau & Luo, 2012). The first step is the initial acceptance and the next step is continuous use. After the first use or initial acceptance, customers will have a feeling about whether or not the previous expectation has been substantiated, at the same time, in the process of confirming their own expectation, customers will have a feeling about whether the product or service is useful to them (Valvi & West, 2013).

Once the E-hailing mobile platform was accepted by consumers, the perceived usefulness that perceived by consumers will influence that to continuously use E-hailing mobile platform in that perceived usefulness will enhance the user’s level of performance. Through using the E-hailing mobile platform, it is possible that the technology can improve the way users can complete (Lim, et al., 2018).

Attitude

Attitude stands for the positive or negative feelings that a person has in relation to the act, in other words, the attitude is based on the evaluation a person towards the specific behavior, therefore, attitude is often regarded as the belief in the outcome of the individual's behavior. According to Ajzen & Fishbein (1975), with respect to an object or action, attitude is a person's location on bipolar evaluation of them. The reason why attitude can be the basis of segmentation of the population is that it can be used as an assessment.

In this research, the judgment of an individual based on the attitude towards the specific behavior will determine whether the particular behavior is positive or negative. Moreover, if the personal and payment security of consumers is in high level and the risk of hailing a car is in low level, consumer will form have a positive attitude towards the intend to use E-hailing mobile platform. In this case, the intention will determine how hard consumers are trying to use E-hailing mobile platform.

Subjective Norm (SN)

Subjective Nore means the social pressure perceived by a person on whether to take a particular behavior, in other words, the subjective norm is the individual's behavioral decisions influenced the individual or group when predicting the behavior of others will determine the impact of an individual on whether or not to take a particular behavior. Generally, SN is regarded as an individual's viewpoint of who the people relate to (Ajzen & Fishbein, 1975). For example, a person who has lack experience and understanding of E-hailing mobile platform, if his or her friends or families recommend and support the using of E-hailing mobile platform, in this case, he or she may be more likely to use E-hailing mobile platform. Subjective Norm measure how community pressure on consumers can motivate their intention to use E-hailing mobile platform. It is including the advice from families and friends who are able to motivate consumers to use E-hailing mobile platform. Other subjective norms which can motivate consumers' intention include the word of mouth and news.

3.2 Hypothesis formulation

According to the above research objectives and research questions, the study sets up four hypotheses as follow:

- H1: There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer attitude towards E-hailing.
- H2: There is a significant relationship between perceived usefulness of the online hailing mobile platform and consumer attitude towards E-hailing.
- H3: There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer intention to use E-hailing mobile platform.
- H4: There is a significant relationship between consumer attitude and consumer intention to use E-hailing mobile platform.
- H5: There is a significant relationship between subjective norm and consumer intention to use E-hailing mobile platform.

3.3 Sources of Data

Data collection is always an important part of the statistical analysis. The data that used in the research is collected directly and indirectly, which means the sources of data can be divided into two parts including the primary data and secondary data. The primary data is collected for the first time by the researchers and the secondary data is the data which had been collected by other researchers (Surbhi, 2016). Since the primary data is original and based on fact and the secondary data is the analysis of the primary data, both methods are necessary for this research. In this case, when conducting this research, the primary data are collected from respondents through online questionnaire and printed questionnaire while the secondary data is collected from the related website or other channels.

3.4 Data Collection

3.4.1 Questionnaire Development

Since the research design is a stand descriptive design for describing the relationship between DV and IVs, the extent of the researcher interference should be minimal (Sekaran & Bougie, 2016). The reason is that the quantitative study, which is used to generate numerical data, is commonly described as a deductive study in nature which requires the minimal interference in the study since it is a studying of phenomenon occurred (Saunders, et al., 2012). The correlational study is conducted invariably in natural settings which are called field study while the causal study is conducted strictly in lab settings(Toury, 2012).

Generally, the research methodology of the questionnaire is a kind of quantitative research methodology which is a tool designed with a series of questions related to the topics of research for collecting data (Willett, 2012). Besides, the design of questionnaire items in the questionnaire of the research is based on the DV and IVs of the research (Zikmund, et al., 2012). Through distributing and collecting questionnaires, the data that are relevant to the phenomenon which is going to be studied in the research will be the basis of the research (Englander, 2012). There are two reasons why this research uses the research methodology of the questionnaire as the data collection tool, first, the questionnaires distributed are going to investigate the basic information of respondents for identifying whether they are suitable for continuously completing the questionnaire (Aguinis & Vandenberg, 2014). Second, the questionnaire items in the questionnaire are going to explore the intention of respondents and the independent variables which will influence the intention of consumer towards using the E-hailing mobile platform. In this case, the printed questionnaire and online questionnaire will be distributed for collecting data. Especially, the online questionnaire will be created in Google Form to gather the numerical data and the questionnaire link will email to respondents. Hence, respondents can just click the link and fill in the questionnaire form easily. The reason why the research use online questionnaire is that the study is to research the consumer online behavior of using the E-hailing mobile platform. As such, the method of online

questionnaire is preferred in the research. Through the reasonable analysis of the data, a summary of the research will be derived from the data.

The questionnaire items will be divided into three sections named A, B, and C. Where Section A is including five questions of Demographic Profile which are designed based on ordinal scale and nominal scale (Leech, et al., 2013). The questions in Section B and Section C which will be designed as a Likert scale format of five-point from “strongly disagree” to “strongly agree’ (1 to 5) are used for evaluating the independent variables which will influence consumer intention to use E-hailing mobile platform. In Section A, respondents are required to answer some basic questions; in Section B and C, respondents are required for the questions about Independent Variables including, PU, PEOU, Attitude, and Subjective Norms as well as the dependent variable which is Consumer Intention.

The questionnaire of the research will adopt the questionnaire items from the previous study, the adoption of questionnaire items is to change the context of the questions from the previous literature due to the high reliability of the questionnaire items (Wilson, et al., 2012).

3.4.2 Sampling Frame and Techniques

The research uses the convenience sampling and the reason of choosing the convenience sampling is its high efficiency in data collection, in this case, researchers can gather the useful information quickly (Saunders, et al., 2012). Moreover, the definition of the population of this research is the users of the e-hailing APP in Nilai, Malaysia. Besides, the population in Nilai is 36,720 (Worldpopulationreview.com, 2018). Due to the subjective nature such as limited resources and time, it is not possible to study the entire population, in this case, based on the 5% margin of error and confidence level of 95%, therefore, 380 questionnaires will be distributed to collect useful information from the users of the e-hailing APP.

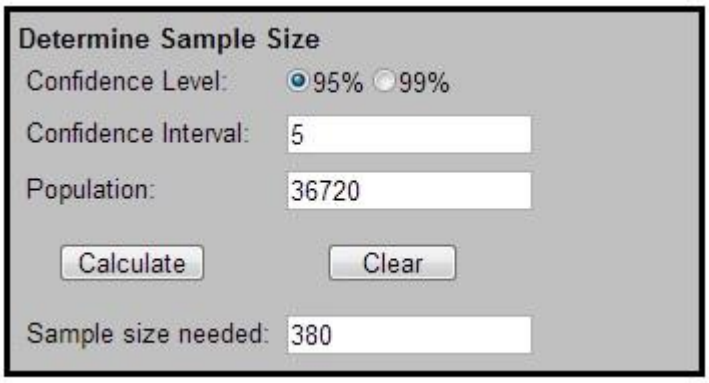

Figure 3.2 sample size (Creative Research Systems, 1982)

3.5 Pilot Study

The pilot test is conducted before the quantitative study in that the questionnaire items in the questionnaire of the study are all adopted from previous studies. Therefore, the pilot test for testing the adopted questionnaire items is to determine which items are suitable for the study (Hajli, 2014). Besides, the appropriate number of questionnaire items in the pilot test is the 10% of the total sample size which is 40 (Pallant, 2013). In this case, the research will choose questionnaires from 40 respondents who are the users of E-hailing APP in Nilai, Malaysia for utilizing pilot test to ensure the items analyzed in the following Reliability Test are suitable.

3.6 Data Processing and Methodology

Since the research is to study the factors which will influence consumer intention towards using the E-hailing mobile platform in Nilai, Malaysia, quantitative research method will be conducted in the research in that it is the easiest way to identify. The quantitative research method can also help researchers to explain and analyze the result related to the given topic by collecting data (Creswell & Creswell, 2017). In this case, in order to investigate the importance of factors which will influence the consumer intention towards using the E-hailing mobile platform in Nilai, Malaysia, it is necessary to conduct quantitative research method through collecting data in the research.

Hypotheses are produced to evaluate the relationship and significance between variables through conducting TRA and TAM. Moreover, the data collected via online and offline survey which targeted at the users of E-hailing APP in Nilai, Malaysia will be analyzed in SPSS through the test of Reliability Test, Descriptive Analysis, Exploratory Factor Analysis, Simple and Multiple Linear Regression.

3.6.1 Reliability Test

The reliability test conducted in the study is to test the reliability level of items. The main purpose of conducting the reliability test is to make the evaluations on measurement stability, internal consistency, and the error of measurement based on the Cronbach's alpha (Sekaran & Bougie, 2016). Moreover, the determination of whether the data are reliable based on the result of the reliability test, if the result is between 0.7 and 0.9, the data has less error and high reliability. It is necessary for the research to conduct reliability test after the factor analysis in that after factor analysis, each common factor will be attached a descriptive name once it is identified which is easy for conducting reliability test (Hair, et al., 2013).

3.6.2 Descriptive Analysis

Descriptive Analysis, as a quantitative term, is used to describe and analyze the data collected in order to discover the inherent regulation which is the basis for choosing a method for further analysis. The value of each variable is summarized by the frequency distribution through descriptive analysis. Therefore, the frequency analysis conducted in SPSS can analyze the demographic characteristics of respondents. By figuring out the mean, median, and standard deviation of respondents, researchers are able to determine the percentage of male or female and the average demographic information.

3.6.3 Exploratory Factor Analysis (EFA)

Factor Analysis is a technique that used to reduce irrelevant factors which have been identified statistically from the variables (Zikmund, et al., 2012). Besides, this is the rule of thumb for loading which is the correlation coefficients

should be more than 0.7 (Hair, et al., 2017). As the most common form of factor analysis, EFA is used to uncover the potential structure of a relatively large scale of variables. Moreover, communalities value of factors will determine whether the factors are suitable for the research, those factors which have the communalities value of less than 0.5 should be removed for ensuring all the communalities value of factors are more than 0.5 for further processing analysis (Paillé & Boiral, 2012).

3.6.4 Regression Analysis

In the simple regression analysis, there will be one variable as a dependent variable and one variable as independent variable while in the multiple regression analysis, there will be one variable as a dependent variable and two or more variables as independent variables in a related variable, it will establish a statistical relationship between variables by using sample data for analysis (Breiman, 2017). The establishment of the excellent regression model requires that the various IVs should have an influence on DV and the correlation between dependent variables and independent variables (Hanmer & Kalkan, 2013). Since the research uses various independent variables, the multiple regression analysis is necessary for the research to determine whether the different IVs have an influence on the DV (Hayes & Preacher, 2014). The regression analysis is to analyze the relationship between four IVs which are perceived ease of use, perceived usefulness, attitude, subjective norm and one DV which is consumer intention to use E-hailing mobile platform.

3.7 Chapter Summary

The chapter primarily introduces the research methodology of the study. Through the formulation of the conceptual framework, the research determines the sources of data which is collected through online and printed questionnaire. Based on the determined population and sample size, the research will conduct the pilot test, reliability test, descriptive analysis, exploratory factor analysis, simple and multiple regression analysis in order to figure out the relationship between DV and IVs which are the consumer intention, PEOU, PU, Attitude, and subjective norm.

Chapter 4 Research Finding

This chapter primarily indicates the results and findings of the research according to data collected from the three hundred and eighty respondents through the questionnaire research method. The analysis test the reliability level of data through reliability test and socio-demographic profile of respondents through descriptive analysis. Finally, the study tests and shows the relationship between consumer intention to use E-hailing mobile platform and four independent variables. The study addresses the research objectives, research questions and test the hypotheses through the SPSS statistical tool.

4.1 Pilot Study

Cronbach's Alpha	Number of Items
0.964	24

Table 4.1 Reliability Statistics

The internal consistency should be determined first for ensuring the reliability of the data set before the test is applied for study purpose. According to Table 4.1 of the pilot study, the research selects 38 samples to measure the reliability of 24 questions (in 5-point Likert Scale) which are used to evaluate the consumer intention to use E-hailing mobile platform in Nilai, Malaysia. Cronbach's Alpha can also evaluate the intention of consumers and their PEOU, PU, attitude, and SN. The Cronbach's Alpha value is 0.964 which indicates that the there is consistency among the items under the TAM model and the TRA theory. In this case, it can be said that the combined model of TAM and TRA is reliable and excellent which is suitable for the study. Moreover, the result of Cronbach's Alpha shows that the research is able to continue.

4.2 Descriptive Statistics

This part will show the descriptive analysis of the socio-demographic characteristic of respondents as well as the perception, attitude, and subjective norm of respondents toward the E-hailing mobile platform.

4.2.1 Socio-Demographic Profile

Descriptive analysis was used to descriptively analyze the socio-demographic profile of respondents in this research. Table 4.2 shows the socio-demographic profile including gender, age, income level, education level, and frequency of using the E-hailing mobile platform of 277 respondents.

Characteristic	Number	Percentage
Gender		
Male	137	49.5
Female	140	50.5
Age		
24 and Below	49	17.7
25-29	133	48.0
30-34	72	26.0
35-39	16	5.8
40 and above	7	2.5
Education Level		
Diploma	31	11.2
Degree	134	48.4
Master and Above	112	40.4
Income Level		
Below RM 1500	26	9.4
RM 1501 – RM 2500	62	22.4
RM 2501 – RM 3500	115	41.5
RM 3501 – RM 4500	53	19.1
RM 4501 – RM 5500	15	5.4
RM 5501 and above	6	2.2
Frequency of using E-hailing APPs (per week)		
Not at all	12	4.3
1-2 times	136	49.1
3-4 times	90	32.5
5 times and above	39	14.1

Table 4.2 Socio-Demographic profile of respondents

Gender

The population of female was over half which is 50.5%. The percentage of females are closely 1% more than the percentage of 49.5 of the males, hence, it was not established a wide gap.

Age

In the group of respondents, most of them were from the 25-29 age group which accounts for 48% of the whole group. Besides, there were 26% of respondents from the 30-34 age group and 17.7% of respondents were from 24 and below age group. However, there were only 5.8% and 2.5% of respondents were from the 35-39 age group and 40 and above age group. In this case, most consumers who use E-hailing mobile platforms were people from the age 20-34.

Education Level

The respondents who had obtained a degree certificate accounting for 48.4%, which rank the first in the whole respondents group. The respondents who were master and above accounting for 40.4%, while the rest 11.2% of respondents were diploma. In this case, among all of the respondents who use E-hailing mobile platform, there were 88.8% of them were degree and above. The reason is that consumers who obtained a higher academic certificate had the related knowledge and ability to use E-hailing APPs smoothly.

Income Level

As Table 4.2 shown above, 41.5% of respondents were from the income level group of RM 2501 – RM 3500, the respondents from RM 1501 – RM 2500 group and RM 3501 – RM 4500 group was similar which accounted for 22.4% and 19.1%. Moreover, 9.4% of respondents were from the group of Below RM 1500 while 5.4% of respondents were from the group of RM 4501 – RM 5500. Besides, only 2.2% of respondents' monthly income higher than RM 5500.

Frequency of using E-hailing APPs per week

Approximately half of respondents use E-hailing APPs 1-2 times per week (49.1%), the group of 3-4 times accounting for 32.5%, and respondents who use E-hailing APPs 5 times and above per week accounting for 14.1%. Plus, only 4.3% of respondents may use E-hailing APPs 1-2 times per month. In this case, the frequency of the respondents using E-hailing APPs was relatively high.

4.2.2 Respondents' perception and attitude towards E-hailing mobile platform

The perception and attitude of consumers indicate their favorable or unfavorable evaluation of E-hailing behavior. In other words, the perception and attitude of respondents are their overall evaluation of using the E-hailing mobile platform. In this case, the evaluation of the perception and attitude of consumers toward E-hailing mobile platform will contribute to achieving the research objectives of the study. The result of the perception and attitude of respondents toward E-hailing mobile platform are listed in Table 4.3 and Table 4.4.

Statement	Percentage					Mean	Standard Deviation
	1*	2*	3*	4*	5*		
1. Learning to operate E-hailing APP (GrabCar, MyCar) would be easy for me.	0	1.8	11.2	53.8	33.2	4.18	0.696
2. I would find it easy to get E-hailing APP (GrabCar, MyCar) to do what I want it to do.	0.4	1.1	20.6	53.4	24.5	4.01	0.727
3. It would be easy for me to become skillful at using E-hailing APP (GrabCar, MyCar).	1.1	2.9	36.8	42.6	16.6	3.71	0.815
4. My interaction with E-hailing APP (GrabCar, MyCar) would be clear and understandable.	0	1.4	19.1	50.9	28.5	4.06	0.729
5. I would find E-hailing APP (GrabCar, MyCar) easy to use.	0	2.2	18.1	53.1	26.7	4.04	0.731
6. Using E-hailing APP (GrabCar, MyCar) in my daily life would enable me to reach my destination more quickly.	0.7	2.2	28.9	49.8	18.4	3.83	0.773
7. Using E-hailing APP (GrabCar, MyCar) would enhance my effectiveness on the transportation.	0.7	1.8	18.1	46.9	32.5	4.09	0.798
8. Using E-hailing APP (GrabCar, MyCar) would make it easier to reach my destination.	0	0.7	17.3	47.3	34.7	4.16	0.725
9. The operators of E-hailing APP (GrabCar, MyCar) would reasonably use the information provided by users.	0	1.4	17.3	48.4	32.9	4.13	0.739
10. I would find E-hailing APP (GrabCar, MyCar) useful in my daily life.	1.4	0.7	15.9	48.4	33.6	4.12	0.801

Indicator:
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree
5. Strongly Agree

Table 4.3 Respondents' perception towards E-hailing mobile platform

Based on the result shown in Table 4.3, there were 87% of respondents feel that learning to operate E-hailing mobile platform would be easy and 77.9% of respondents said it is easy for them to get E-hailing APP to do what they want it to do. However, 36.8% of respondents had no idea about whether they can become skillful at using E-hailing APP. Besides, about four-fifths of respondents think their interaction with E-hailing APP would be clear and understandable

(79.4%). Nearly, 79.8% of the respondents they would find E-hailing APP easy to use.

Statement	Percentage					Mean	Standard Deviation
	1*	2*	3*	4*	5*		
1. I feel safe when I use E-hailing APP (GrabCar, MyCar) to travel alone.	0	3.6	27.1	46.9	22.4	3.88	0.792
2. The online payment process is secure on the E-hailing APP (GrabCar, MyCar).	0	4.0	17.3	49.8	28.9	4.04	0.798
3. For me, using E-hailing APP (GrabCar, MyCar) in my daily life is a good idea.	0	0.4	18.8	48.0	32.9	4.13	0.717
4. Using E-hailing APP (GrabCar, MyCar) for transportation is risky.	0	0.7	16.2	43.0	40.1	4.22	0.738
5. Using E-hailing APP (GrabCar, MyCar) in my daily life is valuable.	0	1.4	23.1	43.0	32.5	4.06	0.782

Indicator:
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree
5. Strongly Agree

Table 4.4 Respondents' attitude towards E-hailing mobile platform

As Table 4.4 shown above, there were still about one-third of respondents don't think they feel safe when they use E-hailing APP to travel alone (30.7%). Moreover, there were 21.3% of respondents feel unsafe if they pay the travel fee online. Nonetheless, 80.9% of respondents consider that using E-hailing APP in their daily life is a good idea. Besides, although there were 83.1% of respondents think using E-hailing APP for transportation is risky, there were still 75.5% of respondents think using E-hailing APP in their daily life is valuable. In this case, it can be concluded that although there were still a small number of respondents have negative perception toward E-hailing mobile platform, most of them have positive perception toward E-hailing mobile platform.

4.2.4 Respondents' Subjective Norm towards E-hailing mobile platform

According to Ajzen & Fishbein (1975), the subjective norm of consumers is the perceived social pressure which will influence them to conduct or not to conduct the behavior. In consumption, there are two components which are

interacting with each other. It includes how other persons who are important to the people would like them to evaluate positively or negatively in order to conduct the behavior. In this case, subjective norms are the people or group who can influence individuals' behavior which means the subjective norm can influence consumer intention. Table 4.5 shows the subjective norms of respondents toward the E-hailing mobile platform.

Statement	Percentage					Mean	Standard Deviation
	1*	2*	3*	4*	5*		
1. Most people who are important to me professionally think I should use E-hailing APP (GrabCar, MyCar) for transportation.	1.4	3.2	32.1	43.0	20.2	3.77	0.857
2. My families would approve my using E-hailing APP (GrabCar, MyCar) for transportation.	2.5	2.9	35.0	42.2	17.3	3.69	0.879
3. My friends recommend E-hailing APP (GrabCar, MyCar) to me for transportation.	3.2	4.7	43.3	32.5	16.2	3.54	0.930
4. According to related news, it is necessary for me to use E-hailing APP (GrabCar, MyCar) for transportation.	0.7	4.3	37.2	40.8	17.0	3.69	0.828
5. It is expected of me that I use E-hailing APP (GrabCar, MyCar) for transportation.	1.1	3.6	27.1	46.2	22.0	3.84	0.843

Indicator:
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree
5. Strongly Agree

Table 4.5 Respondents' Subjective Norm towards E-hailing mobile platform

There are 5 questions that respondents should answer in the part of the subjective norm. There were 63.2% of 277 respondents thought that the people who are important to them think they should use E-hailing APP for transportation. However, there were still 40.4% of respondents stated that their families may not approve them using E-hailing APP for transportation and 51.2% of respondents don't say their friends recommended E-hailing APP to them for transportation before. Even so, 57.8% of respondents use E-hailing APP for transportation according to related news and 68.2% of respondents agree that it is expected of

them to use E-hailing APP for transportation. However, the means of the five items are between 3-4 (3=Neutral, 4=Agree) which indicate that the influence of subjective norm towards E-hailing mobile platform is limited compared to the attitude and perception of consumers.

4.2.5 Respondents' intention towards E-hailing mobile platform

The intention of consumers determined by the perception, attitude, and subjective norm of consumers from which the perception and attitude influence consumers the most based on the socio-demographic profile of respondents. In this case, the evaluation of consumers' intention toward E-hailing mobile platform will help to achieve the research objectives of the study. Table 4.6 shows the intention of respondents toward E-hailing mobile platform.

Statement	Percentage					Mean	Standard Deviation
	1*	2*	3*	4*	5*		
1. I will make an effort to use E-hailing APP (GrabCar, MyCar) for transportation.	0.7	0.7	14.4	61.7	22.4	4.04	0.680
2. I intend to use E-hailing APP (GrabCar, MyCar) for transportation.	0.7	4.0	13.0	48.7	33.6	4.10	0.825
3. I am aiming to use E-hailing APP (GrabCar, MyCar) for transportation.	1.1	2.2	16.2	45.8	34.7	4.11	0.827
4. I will recommend my friends to use E-hailing APP (GrabCar, MyCar) for transportation.	0	2.5	9.0	43.0	45.5	4.31	0.741

Indicator:
1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree
5. Strongly Agree

Table 4.6 Respondents' intention towards E-hailing mobile platform

As Table 4.6 shown above, there were 84.1% of respondents stated that they will make an effort to use E-hailing APP for transportation. Moreover, 82.3% of respondents indicated that they intend to use E-hailing APP for transportation while 80.5% of respondents thought they are aiming to use E-hailing APP for transportation. Among all the 277 respondents, there were 88.5% of them considered that they will recommend their friends to use E-hailing APP for

transportation. Overall, the perception and attitude of respondents have a positive impact on their intention towards using E-hailing mobile platform.

4.3 Exploratory Factor Analysis

The implementation of EFA for identifying the component matrix is necessary for the research. The number of the construct and the underlying structure of the four independent variables and dependent variable will be determined by EFA. Moreover, the use of EFA can help to uncover the latent factors which will influence consumer intention to use E-hailing mobile platform. There were 24 items answered by respondents about their PEOU, PU, Attitude, and SN toward E-hailing mobile platform.

4.3.1 Measurement of Sampling Adequacy

In this study, the sampling adequacy of all the variables is determined by KMO Sampling of Sampling Adequacy and Bartlett's Test of Sphericity. The evaluation of sampling adequacy depends on the value of KMO, 0.5 to 0.7 of the KMO values are mediocre, 0.7 to 0.8 of the KMO values are good, 0.8 to 0.9 of the KMO values are great, and 0.9 and above of the KMO values are marvelous (Hutcheson & Sofroniou, 1999). Moreover, the significance value should be less than 0.05 in that it will show the existence of sufficient correlations among variables. The result of the KMO value in this study shown in Table 4.7 was 0.882 which indicated that the test can be carried out due to the great sampling adequacy.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.882
Bartlett's Test of Sphericity	Approx. Chi-Square	1526.154
	df	66
	Sig.	0.000

Table 4.7 KMO and Bartlett's Test

4.3.2 Communalities

Communalities of variables in the form of percentage indicates the amount of variance that each variable shares the correlation with other variables (Aaker, et al., 1998). As shown in Table 4.8, the results of communalities in this study are between 0.509 and 0.745, the higher the community values are, the higher the correlation relationship with other variables will be. In this case, when conducted the factor analysis, some items had communality value less than 0.5, therefore, the research deleted 9 items in order to achieve significant items for conducting further analysis.

Variables	Initial	Extraction
1. Learning to operate E-hailing APP (GrabCar, MyCar) would be easy for me.	1.000	.700
2. I would find it easy to get E-hailing APP (GrabCar, MyCar) to do what I want it to do.	1.000	.694
3. My interaction with E-hailing APP (GrabCar, MyCar) would be clear and understandable.	1.000	.685
4. I would find E-hailing APP (GrabCar, MyCar) easy to use.	1.000	.732
5. The online payment process is secure on the E-hailing APP (GrabCar, MyCar).	1.000	.678
6. For me, using E-hailing APP (GrabCar, MyCar) in my daily life is a good idea.	1.000	.596
7. Using E-hailing APP (GrabCar, MyCar) for transportation is risky.	1.000	.679
8. Using E-hailing APP (GrabCar, MyCar) in my daily life is valuable.	1.000	.509
9. My families would approve my using E-hailing APP (GrabCar, MyCar) for transportation.	1.000	.671
10. My friends recommend E-hailing APP (GrabCar, MyCar) to me for transportation.	1.000	.733
11. According to related news, it is necessary for me to use E-hailing APP (GrabCar, MyCar) for transportation.	1.000	.745
12. It is expected of me that I use E-hailing APP (GrabCar, MyCar) for transportation.	1.000	.606

Table 4.8 Communalities

4.3.3 Varimax Normalization

The selection of variables is rotated based on varimax rotation in that it can maximize the variances of the factor loadings among the variables for each factor. The value of factor loading of each item that is 0.5 and above is considered as a significant item. Besides, the factor loading for three factors are 0.509 and 0.745.

4.3.4 Dimensions of Consumers' Perception towards E-hailing Mobile Platform

After the varimax rotation of respondents' perception, attitude, and subjective norm which will influence consumer intention to use E-hailing mobile platform, the results of factor loading from the rotated component matrix were obtained and listed in Table 4.9. There were 3 factors which will influence consumer intention towards E-hailing mobile platform were identified.

Items	Factor Loading		
	F1	F2	F3
Perceived ease of use			
Learning to operate E-hailing APP (GrabCar, MyCar) would be easy for me.	0.694		
I would find it easy to get E-hailing APP (GrabCar, MyCar) to do what I want it to do.	0.685		
My interaction with E-hailing APP (GrabCar, MyCar) would be clear and understandable.	0.732		
I would find E-hailing APP (GrabCar, MyCar) easy to use.	0.700		
Variance (percent of explained)	24.134		
Attitude			
The online payment process is secure on the E-hailing APP (GrabCar, MyCar).		0.678	
For me, using E-hailing APP (GrabCar, MyCar) in my daily life is a good idea.		0.596	
Using E-hailing APP (GrabCar, MyCar) for transportation is risky.		0.679	
Using E-hailing APP (GrabCar, MyCar) in my daily life is valuable.		0.509	
Variance (percent of explained)		20.029	
Subjective Norm			
My families would approve my using E-hailing APP (GrabCar, MyCar) for transportation.			0.671
My friends recommend E-hailing APP (GrabCar, MyCar) to me for transportation.			0.733
According to related news, it is necessary for me to use E-hailing APP (GrabCar, MyCar) for transportation.			0.745
It is expected of me that I use E-hailing APP (GrabCar, MyCar) for transportation.			0.606
Variance (percent of explained)			22.729
Total percentage of variance			**66.892**

Table 4.9 Results of Factor Analysis

As the results of three factors shown in Table 4.9, the total variance percentage of the three factors is 66.892. The first factor is the perceived ease of use of E-hailing mobile platform with total variance of 24.134 including four items which is the highest among the three factors. The item with the highest factor

loading in the first factor is “My interaction with E-hailing APP (GrabCar, MyCar) would be clear and understandable” (0.732), followed by “I would find E-hailing APP (GrabCar, MyCar) easy to use” (0.700), “Learning to operate E-hailing APP (GrabCar, MyCar) would be easy for me” (0.694), and “I would find it easy to get E-hailing APP (GrabCar, MyCar) to do what I want it to do” (0.685). The results had shown that consumer intention can be influenced by perceived ease of use towards E-hailing mobile platform.

The second factor is the attitude of consumers with total variance of 20.029 including 4 items which is the lowest among the three factors. The highest variance is “Using E-hailing APP (GrabCar, MyCar) for transportation is risky” (0.679), followed by “The online payment process is secure on the E-hailing APP (GrabCar, MyCar)” (0.678), “For me, using E-hailing APP (GrabCar, MyCar) in my daily life is a good idea” (0.596), and “Using E-hailing APP (GrabCar, MyCar) in my daily life is valuable” (0.509). The results had shown that consumer intention can be influenced by consumers’ attitude including the risk and safety concern.

The third factor is the subjective norm of consumers with total variance of 22.729 including 4 items. The item with the highest variance is “According to related news, it is necessary for me to use E-hailing APP (GrabCar, MyCar) for transportation” (0.745), followed by “My friends recommend E-hailing APP (GrabCar, MyCar) to me for transportation” (0733), “My families would approve my using E-hailing APP (GrabCar, MyCar) for transportation” (0.671), and “It is expected of me that I use E-hailing APP (GrabCar, MyCar) for transportation” (0.606). The results had shown that consumer intention can be influenced by consumers’ subjective norm WOM, friend, news, and family.

4.3.5 Variance Explained

The variance, in the form of percentage, is used to measure the total amount of variables can be explained by factors. According to Aaker, et al. (1998) who had stated that the variance explained is the summary of the total original variance of all the variables represented by factors which are useful in evaluating the factors. The cumulative variance in this study is 66.892 which means 66.89%

of the total variance can be explained by three factors.

Dimension (Factors)	Variance (percent of explained)
Perceived ease of use	24.134
Subjective Norm	22.729
Attitude	20.029
Total percentage of variance	**66.892**

Table 4.10 Results of Variance Explained

4.3.6 Reliability Test (Factor Analysis)

Reliability test conducted in factor analysis is to measure the reliability level of 12 items in that 9 items had been deleted as the result of factor analysis. In the reliability test, three latent factors were identified which means they had sufficient reliability based on the results of Cronbach's Alpha value shown in Table 4.11.

	Cronbach's Alpha	Number of Items
Perceived ease of use	0.862	4
Subjective Norm	0.838	4
Consumer Intention	0.831	3
Attitude	0.775	4

Table 4.11 Result of Reliability Test (Factor Analysis)

The tests of three latent factors, which were based on the TRA theory and TAM model, can provide clear theoretical insight of consumers' intention for researchers as well as the clear information for E-hailing service providers. Through conducting the application, the perceived ease of use, attitude, and subjective norm were jointly accounted for about 66.89% of the variance toward consumer intention to use E-hailing mobile platform.

4.4 Linear Regression Test

4.4.1 Hypotheses Analysis

As Table 4.12 shown, all the hypotheses were listed. Among all the five hypotheses, H1 was tested by simple linear regression, H2 had been removed

based on factor analysis, H3, H4, H5 were tested by multiple linear regression.

● H1: There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer attitude towards E-hailing.
● H2: There is a significant relationship between perceived usefulness of the online hailing mobile platform and consumer attitude towards E-hailing.
● H3: There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer intention to use E-hailing mobile platform.
● H4: There is a significant relationship between consumer attitude and consumer intention to use E-hailing mobile platform.
● H5: There is a significant relationship between subjective norm and consumer intention to use E-hailing mobile platform.

Table 4.12 Hypotheses

4.4.2 Simple Linear Regression

Simple linear regression was conducted to test the relationship between PEOU and consumer attitude.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.615[a]	0.379	0.376	0.46188

a. Predictors: (Constant), Perceived ease of use

b. Dependent Variable: Attitude

Table 4.13 Simple Regression Model Summary

In Table 4.12, R-value is 0.615 which means the overall linear relationship is high and the Adjusted R Square of the current model is 0.376 which indicates that 37.6% of consumer attitude can be explained by the PEOU.

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.757	1	35.757	167.614	0.000[b]
	Residual	58.666	275	0.213		
	Total	94.423	276			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Perceived ease of use

Table 4.14 ANOVA of Simple Linear Regression

As shown in Table 4.14, the p-value which is the Sig. value of ANOVA test is less than 0.05, therefore, the model is fit for the data.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.696	0.189		8.981	0.000		
	peou	0.594	0.046	0.615	12.947	0.000	1.000	1.000

a. Dependent Variable: Attitude

Table 4.15 Result of Simple Linear Regression

Based on Table 4.15, the variance inflation factor (VIF) is less than 10 and the collinearity tolerance is higher than 0.1, in this case, there is no collinearity in the current model. Moreover, the p-value of the simple linear regression is less than 0.05, therefore, it can be concluded that there is a significant relationship between perceived ease of use and consumer attitude ($\beta = 0.594$, p-value < 0.05). Besides, the result of simple linear regression also indicates that if perceived ease of use can increase one unit, the consumer attitude level will increase 0.594 unit. The equation for the regression line is Y= 1.106 + 0. 594 (Perceived ease of use). In this case, H1 was accepted in this research.

4.4.2 Multiple Linear Regression

Multiple linear regression was conducted to test the relationship between consumer intention to use E-hailing mobile platform and three IVs including PEOU, attitude, and subjective norm.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.715[a]	0.511	0.506	0.47424

a. Predictors: (Constant), Perceived ease of use, Attitude, Subjective Norm
b. Dependent Variable: Intention

Table 4.16 Multiple Regression Model Summary

In Table 4.16, R-value is 0.715 which indicates the overall linear relationship is high and the Adjusted R Square of the current model is 0.506 which means that 50.6% of consumer intention can be explained by the PEOU, attitude, and

subjective norm.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.245	3	21.415	95.218	0.000[b]
	Residual	61.399	273	0.225		
	Total	125.645	276			

a. Dependent Variable: Intention

b. Predictors: (Constant), Perceived ease of use, Attitude, Subjective Norm

Table 4.17 ANOVA of Multiple Linear Regression

As shown in Table 4.17, the p-value which is the Sig. value of ANOVA test in multiple linear regression is less than 0.05, therefore, the model is fit for the data.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0.414	0.224		1.844	0.066		
	PEOU	0.439	0.065	0.394	6.770	0.000	0.527	1.897
	Attitude	0.260	0.062	0.225	4.163	0.000	0.612	1.634
	SN	0.221	0.048	0.234	4.647	0.000	0.707	1.415

a. Dependent Variable: Intention

Table 4.18 Result of Multiple Linear Regression

As shown in Table 4.18, the variance inflation factor (VIF) is less than 10 and the collinearity tolerance is higher than 0.1, therefore, there is no multi-collinearity in the current model. Moreover, the p-value of the multiple linear regression is less than 0.05, therefore, it can be concluded that:

- There is a significant relationship between perceived ease of use and consumer intention (β = 0.439, p-value $<$ 0.05). Besides, if perceived ease of use can increase one unit, the consumer intention level will increase 0.439 unit.
- There is a significant relationship between attitude and consumer intention (β = 0.260, p-value $<$ 0.05). Moreover, if perceived ease of use can increase one unit, the consumer intention level will increase 0.260 unit.
- There is a significant relationship between perceived ease of use and consumer intention (β = 0.221, p-value $<$ 0.05). Plus, if perceived ease of

use increases one unit, the consumer intention level will increase 0.221 unit.

The equation for the multiple regression line is: Y= 0.414 + 0.439 (Perceived ease of use) + 0.260 (Attitude) + 0.221 (Subjective norm). In this case, H3, H4, H5 are accepted in this research.

4.5 Chapter Summary

The research combined TRA theory and TAM model for studying the consumer intention towards E-hailing mobile platform. After presenting the socio-demographic profile of 277 respondents, the extracted factors from factor analysis can explain the motivation of consumers for using E-hailing APP. The pilot test of 30 respondents shown that the data is highly reliable. In addition, based on the variance of factor loading, perceived ease of use significantly associated with consumer intention to use E-hailing mobile platform following by the attitude and subjective norm. Moreover, there were 9 items were removed from factor analysis including the five items in the dimension of perceived usefulness which was not fit for the model. Based on the result of factor analysis, PEOU and attitude were tested in simple linear regression; PEOU, attitude, subjective norm, and consumer intention to use E-hailing mobile platform were tested in multiple linear regression. In this case, H1. H3. H4. H5 were failed to reject and H2 was rejected. Finally, the findings of this chapter will be further discussed in Chapter 5, and then presenting the recommendations, limitations, and future research direction.

Chapter 5 Summary and Conclusion

Chapter 5 summarized the factors and latent factors which determined in this study that influence consumer perception and intention towards the E-hailing mobile platform. Besides, the predictions resulting from simple linear regression and multiple linear regression were developed to evaluate the consumers' attitude and intention towards the E-hailing mobile platform. Moreover, the results based on the analysis in the previous chapter indicate the most significant variables can adjust the TRA theory and the TAM model to complete the study. Finally, the limitations of the study as well as recommendations for E-hailing service providers and future research were listed.

5.1 Finding and Discussion

The research focused on the consumer intention to use E-hailing mobile platform in Nilai, Malaysia. Moreover, the research evaluated whether there is a significant relationship between PEOU and attitude and whether there are relationships between consumer intention and PEOU, PU, attitude, the subjective norm. The research developed five hypotheses which were used to answer the research questions and obtain the research objective. All the analysis and findings were based on the data gathered from 277 respondents.

Based on the results of the analysis, Table 5.1 shows the result of five hypotheses through factor analysis, simple linear regression, and multiple linear regression. Four hypotheses were failed to reject and one hypothesis was rejected. In this case, positive consumer PEOU will positively influence consumer attitude; positive consumer PEOU, attitude, and SN have a positive significant relationship with consumer intention to use E-hailing mobile platform.

Hypotheses	Hypothesis Statement	Result
H1	There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer attitude towards E-hailing.	Fail to Reject
H2	There is a significant relationship between perceived usefulness of the online hailing mobile platform and consumer attitude towards E-hailing.	Reject
H3	There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer intention to use E-hailing mobile platform.	Fail to Reject
H4	There is a significant relationship between consumer attitude and consumer intention to use E-hailing mobile platform.	Fail to Reject
H5	There is a significant relationship between subjective norm and consumer intention to use E-hailing mobile platform.	Fail to Reject

Table 5.1 Research Hypotheses Results

H1: There is a significant relationship between perceived ease of use of the online hailing mobile platform and consumer attitude towards E-hailing.

H2: There is a significant relationship between perceived usefulness of the online hailing mobile platform and consumer attitude towards E-hailing.

Hypothesis 1 focused on the perceived ease of use for the online hailing mobile platform and whether it has a positive relationship with consumer intention. As Table 4.15 shown, the hypothesis was supported by the relationship between two variables at the significant level with 0.594 β value (p-value$<$0.05), which indicates the positive relationship between perceived ease of use and attitude.

Hypothesis 2 had been rejected since, in factor analysis, perceived usefulness was tested and does not fit for the model based on the 5 items in the questionnaire, therefore, perceived usefulness had been deleted in the regression test.

H3: There is a significant relationship between perceived ease of use of the

online hailing mobile platform and consumer intention to use E-hailing mobile platform.

H4: There is a significant relationship between consumer attitude and consumer intention to use E-hailing mobile platform.

H5: There is a significant relationship between subjective norm and consumer intention to use E-hailing mobile platform.

The purposes of hypotheses 3, 4, and 5 were proving whether the PEOU, attitude, subjective norm had a positive relationship with consumer intention. According to the result of multiple linear regression in Table 4.18, the three hypotheses were supported by the relationship at level with the β value of 0.439, 0.260, 0.221.

5.2 Recommendations

Based on the understanding of the relationship between consumer intention and PEOU, attitude, and subjective norm, there were some recommendations for E-hailing service providers in order to survive in E-hailing industry.

First of all, E-hailing service providers should develop an E-hailing APP with the more concise homepage and all-sided operational direction which will be easy for consumers to hail a car. The design of E-hailing APP not only determines whether the E-hailing service can meet the demand of consumers but also indicates the credit problems of E-hailing service providers if their drivers cannot reach the pickup point in time. Moreover, E-hailing service providers could conduct the market research in order to understand the demands of consumers, in this case, they can know what kind of design can meet the needs of consumers.

Secondly, providing a safer environment for travel and payment in order to reduce consumers' feeling of risk, in this case, consumers may consider the E-hailing as a valuable way. The regular consumer is the most important basis of E-hailing industry in that those consumers would be able to bring consumption for many times so that E-hailing service providers can achieve more benefits for

them to survive in the E-hailing industry.

Finally, increasing number of consumers to use E-hailing mobile platform through word of mouth E-hailing using experience and word-of-mouth influencing by friends or families. In this case, the users of E-hailing APP will increase if the subjective norms of consumers are positive which will help to publicize the E-hailing service, therefore, the benefits of E-hailing service providers will increase if the number of consumers increases.

5.3 Research Limitation

The first limitation of the research is the time limitation, the period of completing research is a semester of four months, therefore, the tension of time might lead to the less accurate of data collected. Additionally, the study might not research deeply on consumer intention in the context of E-hailing mobile platform in Nilai, Malaysia, therefore, some of the results after analysis were not explained enough.

Second, the number of the sample during the data collection, which is only within the limit of roughly 277 respondents in Nilai, Malaysia, would influence the effectiveness and comprehensiveness of findings. The reason is that the research selects the samples in the target population randomly which result in the systematic errors such as the invalid 63 questionnaires collected from samples. Besides, the data obtained may not represent the whole target population.

Finally, the items in the perception of perceived usefulness are not fit for the model consists of the TRA theory and TAM model, therefore, the items under the independent variable of perceived usefulness should be modified.

5.4 Future Research Direction

Future study is needed to conduct a qualitative approach instead of quantitative approach survey in order to go further into the discussion of the TRA theory and TAM model for extending the research to find out latent factors that

are related with consumer intention to use E-hailing mobile platform in Nilai, Malaysia.

Second, most of the respondents stated that they do not own a car, therefore, future research can focus on the perception of E-hailing users who already had their own cars to explore the attitudes and intention of them toward using the E-hailing mobile platform in Nilai, Malaysia. Moreover, researchers could adopt the similar framework to expand the research range and more areas in Malaysia.

Finally, the current study did not measure customers' actual use which is a major characteristic in TRA theory. Hence, customers' actual behavior of using E-hailing mobile platform could be measured in the future studies for understanding the reason why consumers want to use E-hailing APPs.

5.5 Conclusion

E-hailing service is becoming more and more popular in the world, especially in a developing country such as Malaysia which has limited public transportation. Therefore, the market for the E-hailing service has potential in Malaysia, in this case, improving customer PEOU, attitude, and SN can increase consumer intention to use E-hailing mobile platform which can cover the gap in the public transportation in Nilai, Malaysia.

Moreover, the research findings such as the positive relationship between PEOU, attitude, SN and consumer intention can help E-hailing service providers to meet the demands of consumers in order to expand the business in the E-hailing industry. Besides, the study will be beneficial to newcomers to survive in the E-hailing industry based on the findings of the study. Therefore, through focusing on the perception of consumers toward E-hailing service, they could be encouraged to pay for the E-hailing service and contribute to the development of E-hailing industry.

5.6 Personal Reflections

I began the final project in May 21th, 2016 which basically completed after a long time of analysis and writing although I may be lazy sometimes. After my supervisor read the first three chapters of the report, I was informed to change the topic to the current one, therefore, there was a lot of modification in chapter 1 and 2. Besides, the suggestion from the second supervisor after the first proposal defense help me the enhance the connection between problem statement and conceptual framework. The two supervisors gave me a lot of help with my project, such as teach me how to conduct data analysis and how to modify the questionnaire and project. Besides, my classmate gave me a lot of help as well so that the research could complete in time.

The final project is the final task before graduation, therefore, I will try my best to complete it. Moreover, The classes I attended, such as strategic management and marketing management, not only helped to enrich academic knowledge but also provided a practical experience which gave me skills that can be used in the future career.

Finally, I would like to thank everyone who was directly and indirectly involved in the study in that their support and cooperation in completing this last chapter of the final task.

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Appendix

APPENDIX 1

QUESTIONNAIRE ON CONSUMER INTENTION TO USE E-HAILING MOBILE PLATFORM IN NILAI, MALAYSIA

Dear respondents,

Greeting! I am an MBA student from INTI International University and the following questionnaire is a part of my master research project which focusing on the Consumer Intention to Use E-hailing Mobile Platform in Nilai, Malaysia. By answering the brief survey, your responses will be greatly helpful in identifying the relationship between two constructs.

The questionnaire includes THREE parts and will take less than 10 minutes of your time to complete, moreover, all answers and personal information that you provide will be used for this research only.

This questionnaire is carried out on voluntary basis.

Thank you for your participation!

Kindly regards,

Lin Jiaming

Part A: Basic Information

Note: Please tick the following and proceed with questionnaire if you agree to take this questionnaire.

1. What is your gender?
   □Male □Female
2. What is your age?
   □24 and below □25-29 □30-34 □35-39 □40 and above
3. What is your education level?
   □Diploma □Degree □Master and Above
4. What is your income level (per month)?
   □Below RM 1500 □RM 1501 – RM 2500 □RM 2501 – RM 3500
   □RM 3501 – RM 4500 □RM 4501 – RM 5500 □RM 5501 and above
5. Usually how many times do you use E-hailing APP (GrabCar, MyCar) for transportation (per week)?
   □Not at all □1-2 times □3-4 times □5 times and above

Part B: Perception Questions Related to E-hailing Mobile Platform

Note: The following question related to E-hailing Mobile Platform, please tick or circle according to your true feeling for each item.

"1" = STRONGLY DISAGREE and **"5" = STRONGLY AGREE**

Perceived Ease of Use

Questions	1	2	3	4	5
1. Learning to operate E-hailing APP (GrabCar, MyCar) would be easy for me.					
2. I would find it easy to get E-hailing APP (GrabCar, MyCar) to do what I want it to do.					
3. It would be easy for me to become skillful at using E-hailing APP (GrabCar, MyCar).					
4. My interaction with E-hailing APP (GrabCar, MyCar) would be clear and understandable.					
5. I would find E-hailing APP (GrabCar, MyCar) easy to use.					

Perceived Usefulness

Questions	1	2	3	4	5
6. Using E-hailing APP (GrabCar, MyCar) in my daily life would enable me to reach my destination more quickly.					
7. Using E-hailing APP (GrabCar, MyCar) would enhance my effectiveness on the transportation.					
8. Using E-hailing APP (GrabCar, MyCar) would make it easier to reach my destination.					
9. The operators of E-hailing APP (GrabCar, MyCar) would reasonably use the information provided by users.					
10. I would find E-hailing APP (GrabCar, MyCar) useful in my daily life.					

Attitude

Questions	1	2	3	4	5
11. I feel safe when I use E-hailing APP (GrabCar, MyCar) to travel alone.					
12. The online payment process is secure on the E-hailing APP (GrabCar, MyCar).					
13. For me, using E-hailing APP (GrabCar, MyCar) in my daily life is a good idea.					
14. Using E-hailing APP (GrabCar, MyCar) for transportation is risky.					
15. Using E-hailing APP (GrabCar, MyCar) in my daily life is valuable.					

Subjective Norm

Questions	1	2	3	4	5
16. Most people who are important to me professionally think I should use E-hailing APP (GrabCar, MyCar) for transportation.					
17. My families would approve my using E-hailing APP (GrabCar, MyCar) for transportation.					
18. My friends recommend E-hailing APP (GrabCar, MyCar) to me for transportation.					
19. According to related news, it is necessary for me to use E-hailing APP (GrabCar, MyCar) for transportation.					
20. It is expected of me that I use E-hailing APP (GrabCar, MyCar) for transportation.					

Part C: Overall Intention to use E-hailing Mobile Platform

Note: The following statements will be related to your overall intention to use E-hailing mobile platform. Please rate to what extent you agree or disagree with the following statements (please tick or circle).

"1" = STRONGLY DISAGREE and **"5" = STRONGLY AGREE**

Consumer Intention

Questions	1	2	3	4	5
1. I will make an effort to use E-hailing APP (GrabCar, MyCar) for transportation.					
2. I intend to use E-hailing APP (GrabCar, MyCar) for transportation.					
3. I am aiming to use E-hailing APP (GrabCar, MyCar) for transportation.					
4. I will recommend my friends to use E-hailing APP (GrabCar, MyCar) for transportation.					

(End of Survey)

Thank you and best wished!

APPENDIX 2

Pilot test

Reliability Statistics

Cronbach's Alpha	N of Items
.964	24

Exploratary Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	1526.154
	df	66
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.429	45.238	45.238	5.429	45.238	45.238	2.896	24.134	24.134
2	1.589	13.246	58.483	1.589	13.246	58.483	2.728	22.729	46.863
3	1.009	8.409	66.892	1.009	8.409	66.892	2.404	20.029	66.892
4	.686	5.718	72.610						
5	.596	4.963	77.573						
6	.517	4.310	81.883						
7	.479	3.993	85.876						
8	.439	3.658	89.533						
9	.389	3.240	92.774						
10	.322	2.685	95.459						
11	.282	2.348	97.806						
12	.263	2.194	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component		
	1	2	3
A5I would find E-hailing APP (GrabCar, MyCar) easy to use.	.779		
A2I would find it easy to get E-hailing APP (GrabCar, MyCar) to do what I want it to do.	.777		
A1Learning to operate E-hailing APP (GrabCar, MyCar) would be easy for me.	.771		
A4My interaction with E-hailing APP (GrabCar, MyCar) would be clear and understandable.	.742		
D3My friends recommend E-hailing APP (GrabCar, MyCar) to me for transportation.		.845	
D4According to related news, it is necessary for me to use E-hailing APP (GrabCar, MyCar) for transportation.		.808	
D2My families would approve my using E-hailing APP (GrabCar, MyCar) for transportation.		.763	
D5It is expected of me that I use E-hailing APP (GrabCar, MyCar) for transportation.		.694	
C2The online payment process is secure on the E-hailing APP (GrabCar, MyCar).			.804
C4Using E-hailing APP (GrabCar, MyCar) for transportation is risky.			.730
C3For me, using E-hailing APP (GrabCar, MyCar) in my daily life is a good idea.			.726
C5Using E-hailing APP (GrabCar, MyCar) in my daily life is valuable.			.585

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Simple Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615[a]	.379	.376	.46188

a. Predictors: (Constant), peou

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.757	1	35.757	167.614	.000[b]
	Residual	58.666	275	.213		
	Total	94.423	276			

a. Dependent Variable: attitude

b. Predictors: (Constant), peou

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.696	.189		8.981	.000		
	peou	.594	.046	.615	12.947	.000	1.000	1.000

a. Dependent Variable: attitude

Multiple Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715[a]	.511	.506	.47424

a. Predictors: (Constant), attitude, sn, peou

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.245	3	21.415	95.218	.000[b]
	Residual	61.399	273	.225		
	Total	125.645	276			

a. Dependent Variable: intention

b. Predictors: (Constant), attitude, sn, peou

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.414	.224		1.844	.066		
	peou	.439	.065	.394	6.770	.000	.527	1.897
	sn	.221	.048	.234	4.647	.000	.707	1.415
	attitude	.260	.062	.225	4.163	.000	.612	1.634

a. Dependent Variable: intention

APPENDIX 3

PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	**Lin Jiaming**
Supervisor's Name:	**Dr. Phuah Kit Teng**
Dissertation Topic: **Consumer Intention to Use E-hailing Mobile Platform in Nilai, Malaysia**	

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date			
Review Chapter 1-3 & confirm the conceptual framework	21/5			
Modify Chapter 1-3		9/6		
Done Chapter 1-3		20/6		
Review presentation slides for proposal		29/6		
Proposal presentation		2/7		
Draft questionnaire		7/7		
Modify the questionnaire		9/7		
Showing data & start Chapter 4-5			12/7	
Done Chapter 4-5			30/7	
Final Viva & modify Chapter 1-5				1/8

SECTION B. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

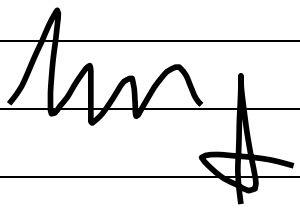
Meeting 1

Date of Meeting	21 May 2018
Progress Made	Review Chapter 1-3 & confirm the conceptual framework
Agreed Action	Review Chapter 1-3 & discuss the conceptual framework, finally, change DV and two IVs, and modify the format of Chapter 1-3
Student Signature	
Supervisor's Signature	

Meeting 2

Date of Meeting	9 June 2018
Progress Made	Modify Chapter 1-3 & decide the framework
Agreed Action	Discuss the conceptual framework and decide the framework
Student Signature	
Supervisor's Signature	

Meeting 3

Date of Meeting	20 June 2018
Progress Made	Done Chapter 1-3
Agreed Action	Done Chapter 2 and update Chapter 1 and 3
Student Signature	
Supervisor's Signature	

Meeting 4

Date of Meeting	29 June 2018
Progress Made	Review presentation slides for proposal
Agreed Action	Finish presentation slides for proposal and finished Chapter 1-3
Student Signature	
Supervisor's Signature	

Meeting 5

Date of Meeting	2 July 2018
Progress Made	First proposal presentation
Agreed Action	After the presentation, need to change conceptual framework and add one hypothesis
Student Signature	
Supervisor's Signature	

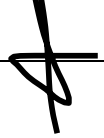
Meeting 6

Date of Meeting	7 July 2018
Progress Made	Draft questionnaire
Agreed Action	After modified Chapter 1-3, and then start to design the questionnaire.
Student Signature	
Supervisor's Signature	

Meeting 7

Date of Meeting	9 July 2018
Progress Made	Modify the questionnaire
Agreed Action	Modify the questionnaire and distribute the questionnaire to respondents for the pilot test
Student Signature	
Supervisor's Signature	

Meeting 8

Date of Meeting	12 July 2018
Progress Made	Showing data & start Chapter 4-5
Agreed Action	Received 30 questionnaires and start pilot test, after done pilot test, start Chapter 4-5
Student Signature	
Supervisor's Signature	

Meeting 9

Date of Meeting	30 July 2018
Progress Made	Done Chapter 4-5
Agreed Action	Finished Chapter 4-5 and prepared the final proposal
Student Signature	
Supervisor's Signature	

Meeting 10

Date of Meeting	1 August 2018
Progress Made	Final Viva & modify Chapter 1-5
Agreed Action	After the final proposal, the thesis needs to enhance and change accordingly
Student Signature	
Supervisor's Signature	

Section C. Comments on Management of Project
(to be completed at the end of the dissertation process)

Student Comments

I am very glad to be supervised by Dr. Phuah Kit Teng and I have learned a lot of knowledge from her. With her help and support, I have understood and master the skill of writing a high-quality thesis and knew the significance of framework for the research, besides, she taught me how to use SPSS for analyzing data. Although she is very busy with work, she spent a lot of time to review my project and revised for me. I am very appreciative.

Supervisor Comments

Jia Ming is a hardworking student and he is good in self learning too.

Signature of Student	Date 7/8/2018
Signature of Supervisor	Date 7/8/18
Ethics Confirmed	Date

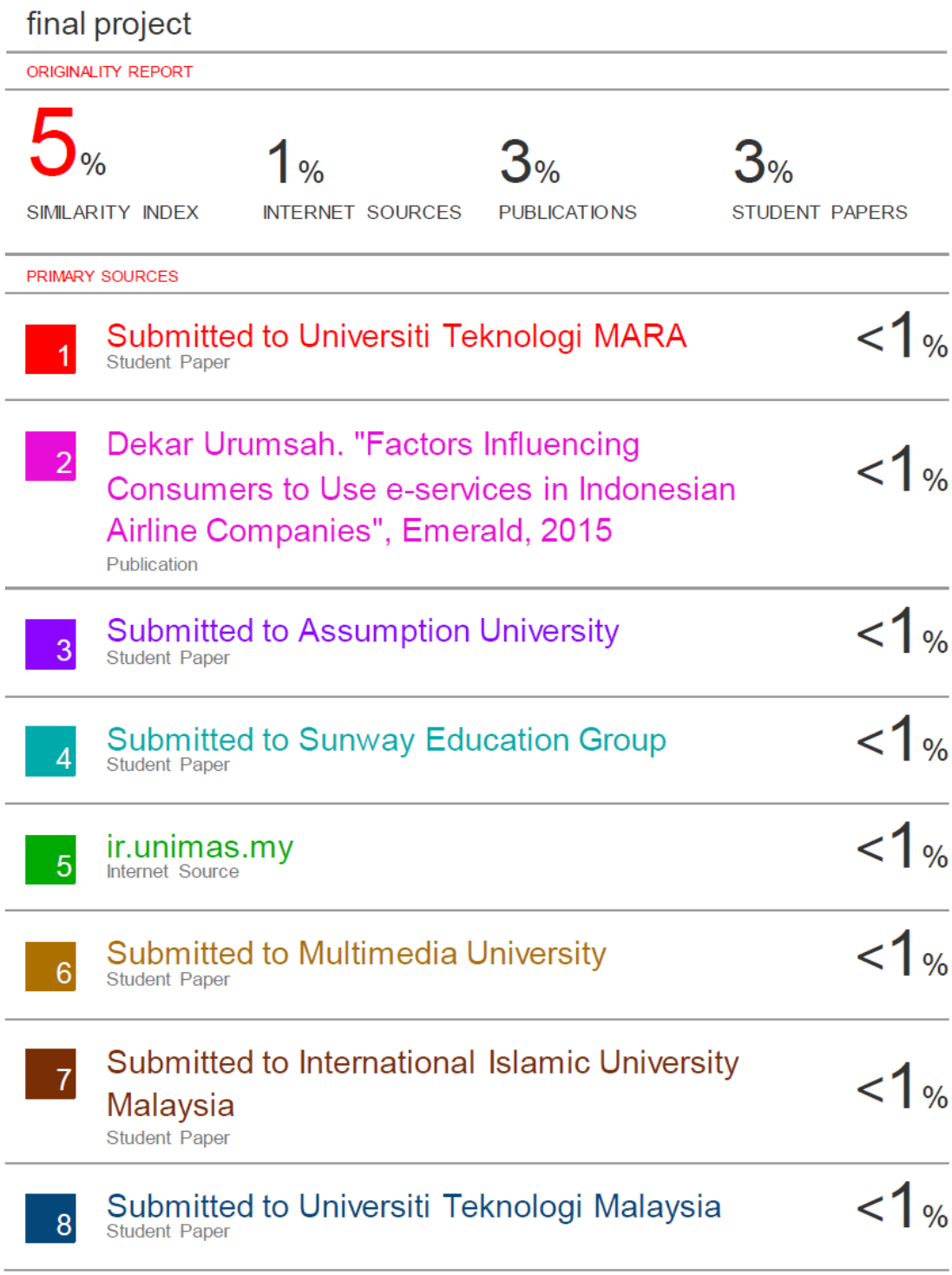
APPENDIX 4

Turnitin Result

final project

by Lin Jiaming

Submission date: 05-Aug-2018 07:57PM (UTC+0800)
Submission ID: 987249293
File name: final_project_picture.pdf (1.12M)
Word count: 13915
Character count: 67186



final project

ORIGINALITY REPORT

5%	1%	3%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Teknologi MARA Student Paper	<1%
2	Dekar Urumsah. "Factors Influencing Consumers to Use e-services in Indonesian Airline Companies", Emerald, 2015 Publication	<1%
3	Submitted to Assumption University Student Paper	<1%
4	Submitted to Sunway Education Group Student Paper	<1%
5	ir.unimas.my Internet Source	<1%
6	Submitted to Multimedia University Student Paper	<1%
7	Submitted to International Islamic University Malaysia Student Paper	<1%
8	Submitted to Universiti Teknologi Malaysia Student Paper	<1%

9	Submitted to Napier University Student Paper	<1%
10	Submitted to INTI International University Student Paper	<1%
11	"Informatics Engineering and Information Science", Springer Nature America, Inc, 2011 Publication	<1%
12	Submitted to Jawaharlal Nehru Technological University Student Paper	<1%
13	www.diva-portal.org Internet Source	<1%
14	Submitted to Universiti Malaysia Sarawak Student Paper	<1%
15	Rageh Ismail, Ahmed(Melewar, TC). "Investigating British customers' experience to maximize brand loyalty within the context of tourism in Egypt: Netnography & structural modelling approach", Brunel University Brunel Business School PhD Theses, 2010. Publication	<1%
16	Dauw-Song Zhu, Gwendolyn Sneed O'Neal, Zui-Chih Lee, Yen-Hsun Chen. "The Effect of Trust and Perceived Risk on Consumers' Online Purchase Intention", 2009 International	<1%

	Conference on Computational Science and Engineering, 2009 Publication	
17	www.studymode.com Internet Source	<1%
18	Zhang, Yong, Gang Wan, Liuting Huang, and Qiong Yao. "Study on the Impact of Perceived Network Externalities on Consumers' New Product Purchase Intention", Journal of Service Science and Management, 2015. Publication	<1%
19	etd.lib.nsysu.edu.tw Internet Source	<1%
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24	Submitted to Universiti Sains Malaysia Student Paper	<1%
25	Mei-Hsiang Wang, Tarng-Yao Yang.	

	"Investigating the success of knowledge management: An empirical study of small- and medium-sized enterprises", Asia Pacific Management Review, 2016 Publication	<1%
26	www.deueko.org Internet Source	<1%
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