

Factors influencing consumer perception on ride-sharing application services: a case study of grab car

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ABSTRACT

The online transportation that been study in this research is online transportation which is Grab Car application. The area of this study that was concentrate on is at Section 7 Shah Alam with 244 respondents. The main objective of this research is to investigate on the Factors influencing consumer perception on ride-sharing application services and is to identify the intention to ride on consumer perception towards ride-sharing application services in Shah Alam, Malaysia. Quantitative research using questionnaire was designed using Google form. The results found a relationship between reliability on intention of ride on Grab car application, the benefits towards Grab car on transportation online booking, and the fare between Grab car and other online public transportation company.

Keywords

Reliability, Convenient Booking, Cheaper Fare, Quality, Intention to Ride

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

Transportation or transport is the movement of people, livestock, and objects from one location to another. In other words, the transportation activity is characterized as a particular move of an entity or object from point A to point B. Transportation modes include air, land (rail and road), water, cable, pipeline and space. You can break the field into facilities, equipment and operations. Transport is important because it enables people-to-people exchange which is central to civilization growth.

Transport infrastructure consists of fixed facilities including highways, bridges, airways, waterways, canals and pipelines, and terminals such as airports, railway stations, bus stations, warehouses, truck terminals, refuelling warehouses (including docks and fuel stations) and seaports. Terminals can be used for passenger and freight interchanges as well as for maintenance.

Vehicles that operate on these networks may include automobiles, motorcycles, buses, trains, boats, helicopters, watercraft, spacecraft, and aircraft. Operations deal with the manner in which vehicles are handled and the procedures for this purpose, including financing, legalities and policies. In the transport sector, service activities and management may be either public or private, depending on the country and mode.

Passenger transport may be public, or private, where operators provide scheduled services. Freight transport has concentrated on containerization, while large volumes of durable goods are used for bulk transport. In economic growth and globalization, but most forms cause air pollution and waste large quantities of land. While it is heavily subsidized by governments, good transport planning is necessary if traffic flow is to be made and urban sprawl limited.

Literature Review

2.1 Intention to Ride

The intention to ride can be defined a strategy marketing to proceed towards the consumers that is concentrated in constructing and providing precious, stable to attract a clearly defined audience and to earn and gain customer action. The existence of internet these days provide the ease in marketing is actively used by the online business organization and it is a fundamental tool of digital marketing. Ride-sharing companies offer e-hailing services for consumers to utilize mobile applications with lots of advantages such as tracking, ease of payment via cash or credit card and share ride information and record as well as for promotional channel, consequently content marketing is the key for them in attracting their consumer's intention to choose e-hailing over other transportation system. (Baltes, 2015).

2.2 Reliability

Reliability in ability to achieve the service of ride sharing with security, punctuality for consumers where people are able to dignify the good service from the ride-sharing. It stated that the consumers can rely on the service which is based from the safety that the ride-sharing acquire such as tracking and involved emergency button. Safety is the key in the reliability factor which consumers are seeking in ride – sharing application. Since it is a public transport consumer are aware with the service it concerns them to utilize the app (Horsu &Yeboah, 2015).

2.3 Convenient Booking

According to the article convenient booking from the Grab car is an online application-based apps that ease consumer to book a ride and make choices for pricing, driver and type of e-hailing vehicle. Plus, with the convenient ride- sharing application transportation system such as the grab car that is focused on, consumers are seeking for convenience and ease to book a travel ride and obtain a driver, consequently it can enlarge the number of passenger ride intention in utilizing their Grab Car services. (Furuhata, 2013).

2.4 Cheaper Fare

Cheaper fare is the fare from the Grab Car service is reasonably depending during the peaks season and non-peak season and the journey to the destinations. Price is described as perspective of the price in between the quality of the produce. Price in the factors of services plays a critical role since it is the key factors in the marketing mix. In terms of ride-sharing perspectives, the price is basically referring to the fares of the service charged to the traveller (Ruangkanjanases & Techapoolphol, 2018).

2.5 Quality

Quality in reaching goods, services, destination and activities transportation mode, accessibility plays a very critical influence towards customers' intention. In terms of transportation mode, accessibility plays a very critical influence towards customers' intention because passengers will always tend to choose on services which are accessible to reach their desired destination (Litman, 2016).

2.6 Study Framework

This research is focus on the four conceptual variables which has been selected to measure the dependent variables. Based on the literature review, this study will follow the conceptual model.

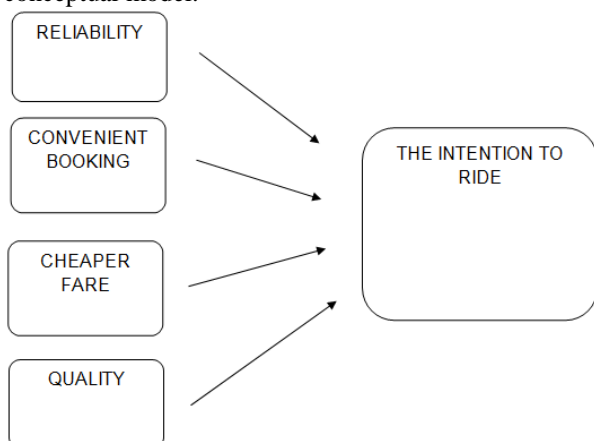


Figure 1 Study Framework

Methodology

3.1. Measurement

Quantitative research methodology used 244 online form survey were conveyed to Grab Car user who are right now or have involved working related to Grab Car service at Seksyen 7, Shah Alam, Selangor. The analysts are utilizing Statistical Package for Social Science (SPSS) software as our expository device to gather the dessect information, translate and summarize the comes about of the study that we have been collected. Cronbach's Alpha had been utilized to the degree the reliability. There are a few investigations included in this chapter and this chapter too in the clear examination were more centered on the respondent's statistic variables based on descriptive statistic, reliability, convenient booking, cheaper fare, quality and the work fulfilment. It will be depicted based on the recurrence examination. In addition, the investigation will be scaled estimation which was utilized to supply the result of the unwavering quality examination. The final portion of this chapter will be the inferential analysis. It will utilize the Pearson's Correlation Analysis to look at the relationship between dependent variable and the independent variables. All the results will show within the strategies of tables, and figures so that it would be simple to get it their relationship between each other.

Results

4.1 Reliability Analysis

In the data collection with the alpha coefficients are generally be a reliable and acceptable for the further analysis. In this factor of selected for the analysis is the dependent variable by using the cronbach's coefficient alpha test. The result of the analysis has been displayed in Table 1.

Table 1: The Cronbach's Alpha

Variables	No. of items	Cronbach's alpha
Reliability	6	.747
Convenient Booking	4	.708
Cheaper Fare	4	.744
Quality	3	.697
Intention To Ride	5	.899

In the Table 1 shows that reliability test that was taken from section B, C, D, E and section F all together the results in the number of item 22 and the result shows that the item used under reliable with the Cronbach's Alpha value of 0.939. Therefore, we have distributed 244 questioners to the respondents and manage to collect those data within the time given. The reliability statistics has stated the measurement of the item in each variables such as reliability, convenient booking, cheaper fare and quality by doing this reputation to see any similar result when gathered all the data. The important of this reliability statistics to show the table that we will provided by each independent variable and dependent variable. According to this Table the most higher is Intention to ride represent .899 for the dependent variable. Followed by Reliability represent .747 and Cheaper fare represent .744. Next is Convenient booking represent .708 followed by the lowest is the Quality is present .697. The reliability test of Quality are below .70 but still reliable for the Cronbach alpha because it has impact of the number of items of this section.

4.1. Profile of respondents

In the survey there are 5 questions are about Demographic Analysis from the respondents that we have collected. The questions were consisting of Gender, Age, Level of Education, Occupation, and Income. A discussion for the demographics has been display in Table 2.

Table 2: Summary of Profile of the respondent

Background Factor	Categories	Frequency	Percentage (%)
Gender	• Male	124	50.8
	• Female	120	49.2
Age	Total	244	100.0
	• 18 - 20 years old	72	29.5
	• 21 - 25 years old	60	24.6
	• 26 - 30 years old	39	16.0
	• 31 - 35 years old	36	14.8
	• 36 - 40 years old	34	13.9
	• 41 years old and above	3	1.2
Level of Education	Total	244	100.0
	• Phd	5	2.0
	• Master	26	10.7
	• Bachelor	107	43.9
	• Diploma	67	27.5
	• STPM	14	5.7
	• SPM	20	8.2
	• No formal education	5	2.0
	Total	244	100.0
Occupation	• Public employee	40	16.4
	• Private employee	70	28.7
	• Self employee	33	13.5
	• Student	92	37.7
	• Other professions	9	3.7
	Total	244	100.0
Income	• Less than RM1500	88	36.1
	• RM1501 - RM2000	38	15.6
	• RM2001 - RM2500	42	17.2
	• RM2501 - RM3000	31	12.7
	• More than RM3001	45	18.4
	Total	244	100.0

4.3. Perceived Reliability on Application

Table 3 show the Perceived Reliability on Application. The table above shown that most of the respondents agree to the PIR_5 with a percent of 38.5. PRA_2 was the second highest with a percent of 32.4. PRA_3 was third highest with 32.0 percent. PIR_6 was the lowest one with a percent of 20.1.

Table 3: Perceived Reliability on application

ITEM	QUESTIONS	SCALE	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
PRA_1	Grab Car service is higher during peak hours against non-peak hours.	9.0	22.1	22.5	29.9	16.4	
PRA_2	The limit time of the waiting from the Grab Car service is Acceptable.	7.8	24.2	24.6	32.4	11.1	
PRA_3	In my experience, the network service of reaching towards the Grab Car is easy.	10.7	20.1	20.1	32.0	17.2	
PIR_4	Using this mobile application would enable me to accomplish my booking more quickly.	7.4	19.7	22.1	29.9	20.0	
PIR_5	Using mobile application can improve my performance.	10.2	20.9	16.4	38.5	13.9	
PIR_6	Using mobile application can increase my productivity.	11.1	23.4	21.7	20.1	23.8	

4.4. Convenient booking

Table 4 show the Convenient Booking. The table above shown that most of the respondents strongly agree to the CB_3 with a percent of 26.2. CB_1 was the second highest

with a percent of 23.0. CB_4 was third highest with 20.9 percent. CB_2 was the lowest one with a percent of 15.9.

Table 4: Convenient Booking

ITEM	QUESTIONS	SCALE	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
CB_1	Based on my experience, by using this ride-sharing booking mobile applications is convenient to used.	4.1	25.0	26.6	21.3	23.0	
CB_2	I always use the Grab Car application when I am in need on ride.	4.1	5.9	34.5	39.5	15.9	
CB_3	I will definitely use this Grab Car application again in the future.	0.8	8.2	23.0	41.8	26.2	
CB_4	I will recommend this ride-sharing service to others	4.9	22.5	24.2	27.5	20.9	

4.5. Cheaper Fare on Application

Table 5 show the Cheaper Fare on Application. The table above shown that most of the respondents agree to the CFA_3 with a percent of 29.1. CFA_2 was the second highest with a percent of 27.9. CFA_4 was third highest with 25.8 percent.

Table 5: Cheaper Fare on Application

ITEM	QUESTIONS	SCALE	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
CFA_1	I was planning the ride from the online application Grab Car at this time regardless of the fare.	7.8	23.0	26.6	20.1	22.5	
CFA_2	Grab Car fare is more reasonable than any public vehicle transportation.	11.1	26.6	21.7	27.9	12.7	
CFA_3	The service from the Grab Car matches with the price fare.	7.4	23.0	22.1	29.1	18.4	
CFA_4	I am satisfied with the price from the Grab Car service.	17.2	19.3	18.4	25.8	19.3	

4.6. Quality

Table 6 show the Quality. The table above shown that most of the respondents agree to the QUA_2 with a percent of 36.1. QUA_1 was the second highest with a percent of 28.7. QUA_3 was third highest with 22.1 percent.

Table 6: Quality

ITEM	QUESTIONS	SCALE	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
QUA_1	The Grab Car application meets my expectation on the quality of Grab Car.	16.4	16.8	18.4	28.7	19.7	
QUA_2	The Grab Car comfortability fulfil my need in quality of the Grab Car.	7.0	20.5	19.7	36.1	16.8	
QUA_3	Grab Car service is more good on Quality than other e-hailing	4.1	22.5	29.5	22.1	21.7	

4.7. Intention to Ride

Table 7 show the Intention to Ride. The table above shown that most of the respondents strongly agree to the ITR_2 with a percent of 37.3. ITR_3 was the second highest with a percent of 35.7. ITR_5 was third highest with 31.6 percent. ITR_4 was the lowest one with a percent of 31.1.

Table 7: Intention to Ride

ITEM	QUESTIONS	SCALE				
		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
ITR_1	This e-hailing application is a very useful ride-sharing services.	17.2	17.2	20.9	24.6	20.1
ITR_2	It is efficient for me to ride and safely arrived at the destination.	7.4	19.7	21.3	37.3	14.3
ITR_3	I think this ride-sharing application is a trustworthy e-hailing application	7.4	19.7	21.3	35.7	16.0
ITR_4	I feel like this e-hailing application is an advantageous to every user.	7.4	18.9	22.1	31.1	20.5
ITR_5	This Grab Car application is a user-friendly	16.8	17.2	15.2	31.6	19.3

4.8. Descriptive statistic (perceived reliability on application, convenient booking, cheaper fare on application, quality and intention to ride)

Table 8 descriptive statistics. The respondents considered PIR_1 is the more reliable with using this mobile application would enable me to accomplish my booking more quickly (mean 3.37) and the highest standard deviation is on PIR_3 on using mobile application can increase my productivity (std. deviation 1.336). The respondent also take that I will definitely use this grab car application again in the future CB_3 (mean 3.84) and standard deviation with 1.329 on CB_2 with I always use grab car application when I am in need on ride (std. deviation 1.329). Respondent also respond that the service from the grab car matches with the price fare at CF_3 (mean 3.28) and standard deviation with 1.381 on CF_4 at I am satisfied with the price from the grab car service. QUA_2 and QUA_3 is the most influencing on the Quality with the grab car comfortability fulfill my needs in quality of the grab car and grab car service is more good on quality than other e-hailing (mean 3.35) with standard deviation with 1.182 is the most highest one amongst the student.

Table 8: Descriptive Statistic (Perceived Reliability On Application, Convenient Booking, Cheaper Fare On Application, Quality And Intention To Ride)
Descriptive Statistics

No.		N	Mean	Std. Deviation	Minimum	Maximum
PRA1	Grab Car service is higher during peak hours against non peak hours.	244	3.23	1.222	1	5
PRA2	The limit time of the waiting from the Grab Car service is acceptable.	244	3.15	1.142	1	5
PRA3	In my experience, the network service of reaching towards the Grab Car is easy.	244	3.25	1.257	1	5
PIR1	Using this mobile application would enable me to accomplish my booking more quickly.	244	3.37	1.222	1	5
PIR2	Using mobile application can improve my performance.	244	3.25	1.227	1	5
PIR3	Using mobile application can increase my productivity.	244	3.22	1.336	1	5

Discussion and Conclusion

The services from the grab car are concentrated on the four factors. It is the service of the grab car which is the driver to be responsible to have the service first-rate that consumers can be relies on. The reliability of the grab car is also important to ensure the consumer's safety using this ride-sharing. Additionally, having the communication skills on how to treat the consumer plays an important role for

positive services that can be rely on. The ride-sharing application is responsible to ensuring that their passengers are happy with services.

Lastly, since the grab car is a private driver, it should take these things as utterly because caring for the consumers are very important. This is because the consumers also need acknowledgement from their service so they feel respected and welcome toward the ride-sharing. The grab car also responsible to care the safety of their consumers. Last but not least, to conclude from the study is from the feedback and rating from the consumers allows the drivers to develop and improve their skills in e-hailing industry. Hopefully in time ahead, current researches will be continuing to study more towards the ride-sharing grab car application in the future.

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