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Refining Electronic Hailing Service Quality on Customer Satisfaction and Impact on Electronic Word of Mouth

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Abstract
This study investigates factors affecting customer satisfaction with e-hailing among the population of Klang Valley, Selangor, Malaysia. A total of 156 completed questionnaires were analysed using SPSS. Samples were selected from young adults with experience using e-hailing in Klang Valley, Selangor. The research found a significant relationship between perceived safety, reliability, and word of mouth. However, they found inconsistent results for price, app function and timeliness. In conclusion, perceived safety, reliability, and word of mouth are critical to customer satisfaction.

Keywords: Keywords: E-Hailing; User Satisfaction; Service Quality; SmartPLS.

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1.0 Introduction
E-hailing transport service has been a significant disrupter in the industry related to passenger movement since the introduction of Uber in 2009 and has been experiencing fast growth since then. E-hailing also is well known by other terms, including ride-booking, on-demand travelling and ride-hailing. Most applications (apps) can be downloaded from AppStore for iOS or Play Store for Android. The app functions to link the driver and the passenger by utilising the Global Positioning System (GPS) and mobile internet. The fare is managed by the company, which generally comprises the distance and share of the driver and the company. E-hailing has rapidly gained popularity among the public as mobile internet users have grown tremendously recently.

Rahim & Yunus (2021) mention that services have provided not only options for public transport dependent person transports, its availability also helps reduce the grievances of passengers towards the conventional taxi provider where most of the time is inefficient, indiscipline, rude drivers, stinky cabs and had been known to overcharge. The disruption is a revolutionary innovation that answers the growing issues in the taxi industry. There is to be continuous development around the ride-sharing industry, from regulation to services. However, the lack of data might hinder the growth, especially in customer acceptance and satisfaction with Malaysia's e-hailing services. This research aims to help in understanding better how customers are satisfied with their e-hailing experience and e-word of mouth (e-WOM) as satisfied customers would also display positive e-WOM.

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2.0 Literature review

2.1 Customer Satisfaction (CS)

Customer satisfaction is defined as the degree of experience they have with the product to determine customer happiness (Athirah, Mohamed, Jenal, & Idros, 2020). The satisfaction level depends on the individual's expectations for the product or service's performance. Studies on public transportation services concluded that travellers would be satisfied if the service met their expectations (Lin et al., 2019). From the disconfirmation of customer satisfaction theory, adverse disconfirmation outcomes will be directed to dissatisfaction and vice versa (Athirah et al., 2020).

2.2 Perceived Reliability (PR)

Perceived reliability is the possibility that an item will fulfil when used under the specified conditions and within the defined time frame (Athirah et al., 2020). In transportation service, reliability involves the ability to deliver a service regularly and punctually. For the ride-sharing service quality dimensions, factors including destination arrival, communications, routes scheduled and length of the journey are vital components. Understanding customer expectations on the service experience and offering the desired service to a customer is a crucial foundation of customer satisfaction which additional gauges the outcome of service quality in the service business (Ali & Raza, 2015; Cameran, Moizer and Pettinicchio,2010). Based on Horsu and Yeboah (2015) study, they concluded that consistent comfort, service, reliability, affordability, and have a substantial beneficial impact on consumer satisfaction in their study. Meanwhile, safety has both a positive and insignificant influence on customer satisfaction.

2.3 Perceived Price (PP)

PP is described as the relationship between a person's perception of price and the product's quality (Teo, Azimulfadli, Iqbal, 2018). Price is an essential indicator of quality and determines the worth of a consumer. In Malaysia's e-hailing industry, there are two main ways of payment, money and e-wallet, that make passengers flexible in terms of cost (Teo, Mustaffa, & Rozi, 2018). The rates of the ride-hailing services are justified by the distance from one location to another with all detailed payments on the apps (Gabel,2016).

Previous studies have focused on the importance of perceived price and customer satisfaction. Research conducted by (Zhong & Moon,2020) revealed a significant relationship between perceived price and customer satisfaction. These findings also coincide with Hanaysha's (2016) and Qin and Prybutok's (2009) research into fast food businesses. Price plays a significant role in satisfying consumers, as people always value the service by price (Zhong & Moon,2020).

2.4 Perceived Convenience (PC)

A product or service is considered handy when it reduces a user's cognitive, physical, and emotional responsibilities (Chang, Yan, and Tseng,2012). Convenience has a favourable relative impact on customers' intentions (Zhang, Yan & Zhao 2016). To practise continuous improvement and enhance performance, the organisation must be an expert in catching up with the latest technologies and innovations. This will ensure that the product that fulfils the client's needs is simple.

This also includes the application's tangibility and feature performance. Parasuraman (1988) states that tangible refers to physical facilities such as settings, decorations, presentations, and equipment. Aside from that, tangibles such as consumer safety and convenience, as well as the company's image and quality, are also important, especially in ride-hailing service. Furthermore, with the simple application-based taxi system such as e-hail apps, clients seek simplicity and ease while booking a ride and locating a driver, leading to increased passenger satisfaction with their services.

2.5 Perceive Safety (PS)

According to Horsu & Yeboah (2015), the complex feeling of anxiety, fear, and worry originating from a tense situation is the explanation for safety concerns. The chances of being involved in an accident that results in injury and losses are mainly the safety perception of an individual's general judgements about it. They also found that Perceived safety is a major contributing factor to passengers' satisfaction with transportation services. Expanding through Ringle, Sarstedt, & Zimmermann's (2011) paper, safety is now just being safe during the travel, but also the various aspect of risk from ordering, purchasing, and taking the service itself, such as financial risk, social risk, and psychological risk.

2.6 Apps Function (AF)

According to Luiz Antonio Joia and Diego Altieri (2017), E-Hailing Apps are advanced mobile application services that allow customers to request a mobility service through the Internet connection and geolocation by using mobile applications and tracking the service provided and the fees payments. Online platform is developed by service providers which enable end customers to make bookings of any mobility service. This app also connects the driver and customer while simultaneously allowing the customers to rate the service level of the service provided so that the company can keep track of their customer's satisfaction.

Athirah, Mohamed, Jenal, & Idros, (2020) the 'access' factor relates to information and tools. Customers are allowed to access the company's information resources by using tools that the company has provided, including the apps function, which are acceptable and agreed upon by the expert. Based on work by (Daud, Omar, & Mohd Yusoff, 2021), the variable of attitude toward e-hailing apps, Ease of Use, Usefulness, Compatibility and Risk has recorded a positive relationship. The mean for all variables in this study was considered high. Hence, e-hailing adoption could be further enhanced by improving the compatibility of its apps and the safety of its operations (Daud A., Omar M., Yusoff R., 2021).

2.7 Timeliness (TL)

While most e-hailing satisfaction works did not incorporate timeliness in their study, this study included timeliness as one of the variables. Most works focused on service quality as a single construct. In contrast, in technical operation, several components of service quality can be extracted to identify which exact service quality components influence satisfaction. Timeliness has been introduced in the physical distribution literature, which was later applied in logistics studies. There is little work which uses timeliness in the context of transport study.

The assessment of time and what has been promised is considered fundamental in a transportation service context. When service providers reach the destiny as time stated, that is where customers get satisfied. Oktaviasari and Rachma (2017), in their study, reported a positive relationship between timeliness and satisfaction and that timeliness has a positive and significant effect on customer satisfaction. Similarly, Firmansyah (2020) also confirmed how timeliness and happiness are positively important in e-hailing services. Adam et al (2020) have also considered timeliness as a construct. However, in the study, there is no inferential analysis being done to identify the relationship between timeliness and customer satisfaction.

2.8 e-Word of mouth (eWOM)

Electronic word-of-mouth (eWOM) is any positive or negative word about a product or company spread through the internet to many people and organisations by potential, current, or past customers. eWOM has been proven to be an efficient marketing method for promoting product sales (Jian-Jun, Ling-Yun and Meng-Meng, 2018).

According to Lee & Joshi (2006), the experience that customers have gone through in service will soon be processed psychologically, which turns out to be the satisfaction assessment of a product or service. Clients are content when their expectation has been exceeded by poor performance and turns unhappy when achievement is below their expected results (Chen & Chen, 2009). Other than impacting customer loyalty, it is also a WOM positive mover (De Matos & Rossi, 2008; Ha & I'm, 2012b; Ladhari, 2007; Wingenheim & Bayón, 2007). Few empirical studies have examined the impact of customer satisfaction and eWOM. Fu, Ju, & Hsu, (2015) opinionated that a satisfied customer will voluntarily tell others or share their experience with other potential customers. eWOM's communication with customers helps build the brand image on their expertise (Sijoria et al., 2019). Research by Febrian and Fadly (2020) in the context of e-commerce in Indonesia has found a significant relationship between customer satisfaction and eWOM. Another study by Leung (2020) among 334 Indian college students in an online shopping context also found a positive relationship between customer satisfaction and eWOM.

3.0 Methodology

This study aims to investigate the factors affecting customer satisfaction in using e-hailing services in Selangor. The factors that had been decided in this study are Customer Satisfaction (CS), Perceived Reliability (PR), Perceived Price (PP), Perceived Convenience (PC), Perceive Safety (PS), Mobile Applications Function (AF), Timeliness (TL), Electronic Word of Mouth (eWOM). The population of this study is among the community in Selangor Malaysia that experienced using e-hailing services. As one of the most developed and progressive areas, the Selangor area is a highly developed infrastructure for primary industry, especially for e-service restaurants. Plus, as reported by the Department of Statistics Malaysia (2020), Selangor is one of the main contributors to the Gross Domestic Product (GDP) growth in 2020.

Due to the pandemic outbreaks of Covid-19, the Malaysian government has announced a lockdown initiative, the Movement Control Order (MCO), which restricts public movement and all institutions are shut down during the period. At this moment, the use of the online survey is the only choice to ensure the research study's success. The sample size of the study is 156 respondents. The questionnaires consisted of two sections. The earlier part of the questionnaire focuses on the demographic interest, where the classification is based on variables such as age, gender, education level, race, employment status, household income and e-hailing of choice. The latter part which the questionnaire focuses on the research variables Customer Satisfaction (CS), Perceived Reliability (PR), Perceived Price (PP), Perceived Convenience (PC), Perceive Safety (PS), Apps Function (AF), Timeliness (TL), Electronic Word of Mouth (eWOM).

The profile of the respondents' characteristics is 82.7% aged below 25; 76.3% Female; 45% income below RM 1500; 90.4% choose to Grab as an e-hailing of choice. Most of the respondents are students with 78.8%, followed by those in fulltime employment with 11.5%. Detail as tabulated in Table. 1 below:

Table 1. Respondents Demography

Demographic	Categories	Frequency	Percentage (%)
Age	Below than 25	129	83%
	26-35	25	16%
	36-50	2	1%
Gender	Male	37	24%
	Female	119	76%
Employment	Employment Fulltime	18	12%
Status	Student and employed part-time	10	6%
	Student	123	79%
	Housewife	1	1%
	Unemployed	4	3%
Income	Below RM1500	71	46%
	RM1501-RM3000	26	17%
	RM3001-RM5000	21	13%

	RM5001-RM7000	13	8%
	RM7001-RM10,000	17	11%
	Above RM10,000	8	5%
Company of choice	Grab	141	90%
	Maxximcar	2	1%
	My car	9	6%
	MULA	1	1%
	Riding Pink	2	1%
	Dace	1	1%

Smart PLS 2.0 is used to run the partial least square structural equation modelling. two stages of model testing were conducted, including outer and the inner model assessment.

Outer model measurement was used to verify the reliability and check the constructs' validity. While for the path relationship between the constructs, inner model tests were used.

For SEM, two stages of analysis begin with measurement model test followed by structural model (Hair et al., 2014). Bootstrapping approach with re-sample of 5000 were applied to assess the path significance coefficients and loadings (Hair et al., 2014).

3.1 Measurement Model

Model's dimensions have gone through the measurement model tests where Composite reliability (CR), Cronbach Alpha and Average Variance Extracted (AVE) were used and presented in Table 2. Based on Table 2, Cronbach's Alpha of all dimensions are more than 0.6. This results indicates reliability of constructs . Based on Hair et a., (2014) this study applies the requirement to check the AVE and CR for validity assessment. Cut off or threshold for CR is more significant than 0.7 while AVE cut off value is more than 0.5. Hair et al., (2014) also recommended that the results of both CR and AVE must be compared whereby CR should be higher than the value of AVE. Based on the comparison and the threshold referred all criteria were met (Hair et al., 2014).

Table 2. Outer Measurement Model

Latent Variable	Cronbach Alpha	Composite Reliability	AVE
Apps Functionality	0.900	0.930	0.768
EWOM	1	1	1
Price	0.677	0.847	0.737
Reliability	0.771	0.897	0.814
Safety	0.670	0.854	0.746
Timeliness	0.711	0.874	0.766
Satisfaction	1	1	1

The variable's standard loadings indicator shows more than 0.6, thus verifying the reliability of hand based on Hair et al., (2014) recommendation. For explanation of Customer satisfaction r-square results is at .601 or 60.1 percent and E-Word of Mouth is explained by 0.074 or 7 percent.

Outlined in Table 2 are the indicators cross loadings to examine the discriminant validity of the reflective measuring model. Based on the result, exterior loads for rows and columns show higher than loads, thus proving that discriminant component is validated (Hair et al 2014).

Table 3. Cross Loading

	Apps Function	E-WOM	Price	Reliability	Safety	Satisfaction	Timeliness
P1	0.593	0.278	0.947	0.625	0.511	0.469	0.365
P2	0.308	0312	0.760	0.340	0.309	0.232	0.280
R1	0.535	0.309	0.459	0.906	0.663	0.645	0.560
R2	0.478	0.262	0.625	0.899	0.698	0.624	0.542
S2	0.891	0.293	0.492	0.545	0.539	0.489	0.443
S3	0.847	0.235	0.444	0.460	0.442	0.282	0.429
S4	0.904	0.158	0.523	0.475	0.495	0.413	0.404
S5	0.861	0.110	0.507	0.475	0.502	0.368	0.410
Safe1	0.420	0.216	0.437	0.670	0.915	0.736	0.598
Safe2	0.609	0.209	0.439	0.639	0.809	0.506	0.566
Satisfaction	0.468	0.272	0.441	0.703	0.736	1.000	0.465
Share	0.230	1.000	0.326	0.317	0.244	0.272	0.314
T1	0.447	0.286	0.377	0.590	0.491	0.399	0.875
T2	0.400	0.267	0.295	0.489	0.686	0.419	0.887

In order to test discriminant validity, Fornell Lacker Criterion (1981) were applied. The Square Root of constructs AVEs indicated in the diagonally, and criteria of it is that the figure must be higher than the correlation values of inter-item in the construct column and rows. This criteria is all clarified and proved in Table 5. In Table 3, is the Cross Loading results which aims to identify discriminant validity diagonal line scores must be higher where results verified discriminant validity thus the work is sufficient for final review

Table 4. Fornell and Lacker Criterion

	Apps Function	E-WOM	Price	Reliability	Safety	Satisfaction	Timeliness
Apps Function	0.876						
E-WOM	0.230	1.00					
Price	0.563	0.326	0.859				
Reliability	0.562	0.317	0.599	0.902			
Safety	0.569	0.244	0.502	0.754	0.864		
Satisfaction	0.458	0.272	0.411	0.703	0.736	1.000	
Timeliness	0.480	0.314	0.380	0.611	0.671	0.465	0.881

3.2 Structural Model

To test the hypotheses, the structural model was utilised. 5000 resamples bootstrapping of beta value , coefficient of determination (R2) and t-value was achieved with variance based structural equation modelling the data is displayed in Figure 2.

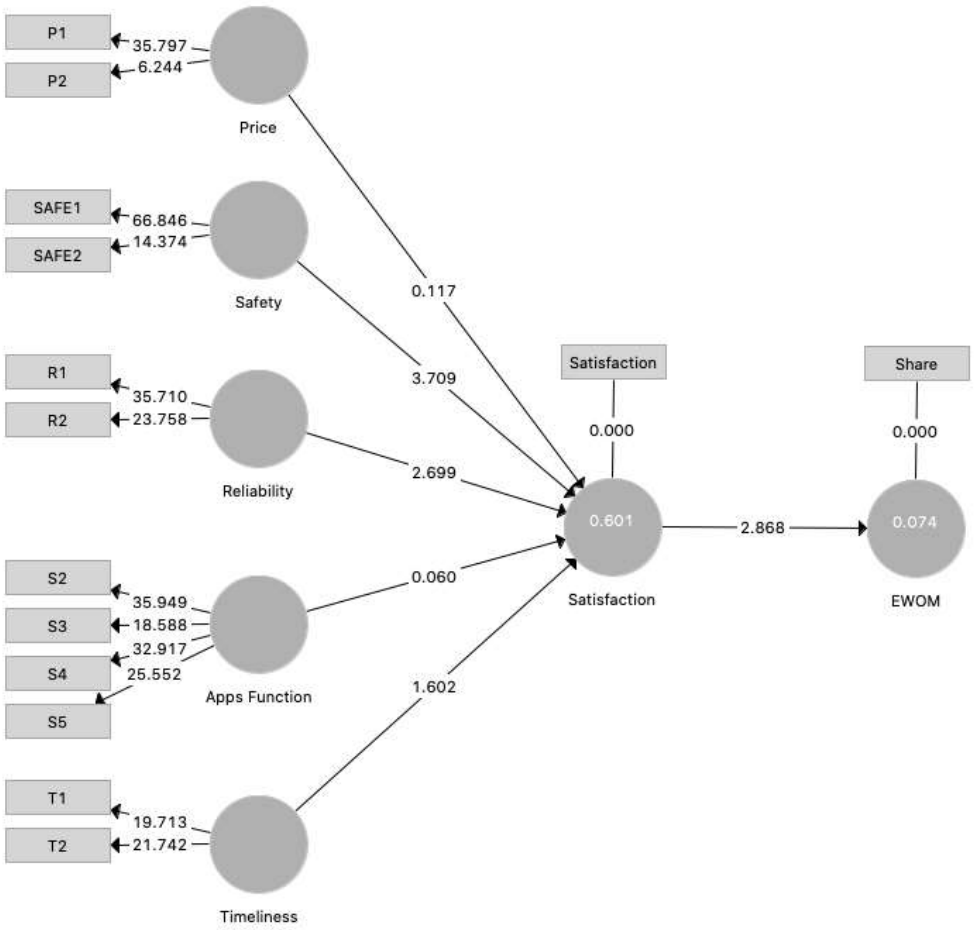

Fig. 2 : Structural Model

Figure 2 exhibit the path and items coefficient on the values. At a 5 percent level of significance, both exogenous and endogenous relationship were evaluated prior to assessing the path coefficient (β) and a t statistics where. Hair et. al (2012) recommended a threshold of more than 1.96 . Coefficient value is also considered which explains the model's variation (Henseler et al 2015) Path coefficients are shown in Table 4.

Table 4. Path Coefficients

Path	Beta	t-value	Decision
H1: Price >Satisfaction	-0.011	0.117	Not supported
H2: Safety > Satisfaction	0.538	3.709	Supported
H3: Reliability > Satisfaction	0.377	2.699	Supported
H4: Apps Function > Satisfaction	0.005	0.060	Not supported
H5: Timeliness > Satisfaction	-0.125	1.602	Not supported

H6: Satisfaction > Words of Mouth	0.272	2.868	Supported

Hypothesis testing is as exhibited in Table 4. Based on this results, the relationship between Safety and satisfaction (β= 0.538; t -value =3.709) , Reliability and Satisfaction(β= 0377; t -value =2.699) , Satisfaction and Word of Mouth (β= 0.272; t -value =2.868) are significant, providing support for H2, H3 and H6 while all other Hypothesis (H1, H4 and H5) are not supported.

4.0 Discussion

This study aimed to determine Perceived Pricing, Perceived Safety, Perceived convenience of Apps, Timeliness, and customer satisfaction on ride-hailing services in Malaysia using a quantitative approach. As a result, 156 replies were collected from people aged 19 to 50 who had utilised ride-hailing services in the Klang Valley. The results show that Safety and Reliability have a significant positive impact on satisfaction, While Perceived Price, Perceived Safe Convenience in Apps Functionality, and Timeliness do not significantly affect customer satisfaction. The Customer satisfaction models shows that 60% representation of the variables tested. We also tested the impact of customer satisfaction towards Words of Mouth. It shows that Customer satisfaction only presented 7% to explain words of mouth, meaning that other factors affect word of mouth.

The study found the insignificant relationship of H1 based on the decision that the t-value is 0.117 with p-value is at 0.011, thus indicating H1 is insignificant. This result is inconsistent with preceding findings that perceived price affects customer satisfaction. This may be because study respondents do not feel that the company is overcharging them for the e-hailing's services as the price fare is within their expectation (Toncar et al., 2010). This result can justify that target respondents in this study did not consider price as the main factor to determine their level of satisfaction using e-hailing services.

H6 is to test the effect between customer satisfaction on the formation of eWOM. Customer satisfaction significantly influences eWOM with t-value of 2.868 and p-value of 0.272 that shows H6 is accepted. There is consistency with previous research models based on satisfaction (Febrian & Fadly 2020; Leung, 2020; Sijoria et al., 2019). Hence, companies must encourage customers to talk about satisfying experiences (Anastasiei & Dospinescu, 2019). eWOM's by customers helps build and strengthen the brand image (Sijoria et al., 2019).

5.0 Conclusions

These results indicate that Pricing, the functions of apps and timeliness are not essential factors among most respondents. The changes in Price, Timeliness and Apps Function does not contribute towards their satisfaction level. As there are probability that due to their background and the reason of using the service for example usage for leisure activities thus resulting to the non-importance of how well the system functioning, the price of the service or the importance about timeliness. Further details were recommended for future researchers to examine this reasoning.

Future research can increase respondents' number to obtain more reliable results since higher respondents are equal to more covered areas. Besides, prospective respondents should choose a suitable sampling technique to reach the target sample effectively and obtain reliable and accurate results for the research since many respondents are involved. Last but not least, the future study can diversify the research instrument from this study: questionnaires from change to interview. Therefore, future studies should include qualitative research methods, or both should be considered. The technique can help this study learn more accurately about the effect of ride-hailing services in Malaysia on customer satisfaction.

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