

# e-Hailing from Service Quality Perspective: A Malaysian Based Study

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**Abstract**— On-demand vehicle acquisition with a driver on internet-based platform (e-hailing) has become one of the standard transport modes nowadays. Accordingly, different stakeholders have shown high interest in this concept, including the research community; thus, several types of research have been carried out from different perspectives. The current researchers investigate this phenomenon from Service Quality Perspective. Finding the antecedents of user/passenger use intention is the main objective of this study. A conceptual framework was developed mainly based on RECSA model. Affordability, Reliability, Safety, and Service were considered as the antecedents of customer intention to use. The proposed model was tested using data collected from 352 Malaysian university students. The outcome of the path analysis performed using SMART PLS (3.0) proved that all four factors considered in this study are statistically significant antecedence of user intention.

**Keywords**— e-hailing, Service Quality, Malaysia, RECSA

## I. INTRODUCTION

Transportation is one of the essential needs of humankind. Different modes are being used at various stages of human civilization to fulfill these needs. Technology advancement always creates more opportunities to make human life more accessible and convenient throughout history. The modern world's disruptive technology, the internet, has also created enormous opportunities to make human life comfortable, including in the transportation sector.

The internet is used in different ways to enable new opportunities in public transport to make it more convenient and comfortable. Ride pooling, ride-sharing, and e-hailing, for instance, use a computer software to place an order for various forms of private transport services [1], this also includes motorcycle as one mode of transportation [2]. Most of the time, it is a matching process between the client travel requests and the availability of the drivers at that particular point in time via a mobile application downloadable from the apps store [3].

The e-hailing has become one of the dominant modes of transportation all around the globe; thus, different facets of the phenomena are being studied or investigated from different directions and perspectives. However, as this area of interest is relatively new to the research community, minimal studies are done; thus, it is highlighted in the literature to have more scientific research work considering different aspects of the phenomena [3].

Scientific studies are needed from different perspectives; policymakers/governance perspective, or e-hailing

company/platform owners' perspective, or service providers/drivers' perspective, and users'/passengers' perspective. The current study focuses on the factors that influence users' or the passengers' user intention. Two approaches can be seen in the previous related work: technology acceptance and service quality. As it is evident, e-hailing is a technology-driven concept; therefore, some researchers have studied the concept from a technology adoption perspective. Some other scholars focus on service quality as it is a platform to provide service to passengers.

The current study focuses on the user intention from a service quality perspective. Most of the available literature on service quality-related works is based on the SERVQUAL concept proposed by [4]. However, some scholars have questioned and rejected the applicability of the SERVQUAL to different contexts [5]. The main argument against the model is it is based on perception, measuring the perception gap between the perceived service quality and the expected service quality. In this study, we have used an alternative approach RECSA proposed by [6], which mainly focuses on the transportation industry. The RECSA model is being considered in many transportation-related studies in different contexts [5][6].

It is believed that the findings of this would enrich the available literature in this evolving area of knowledge. In addition, it would give new leads to other researchers to pursue in new directions. It is expected that the current study would attract the attention of the practitioners in the industry as the industry is lacking empirical scientific knowledge.

This paper is organized into five sections. In the following section, the review of the previous studies will be discussed at length. Next, the research model that was developed in this paper will be elaborated. In the methodology section, the process of data collection for this paper will be deliberated, and in the subsequence section, the finding will be presented and analyzed. At the end of this paper, the formulation of the researchers' final thoughts will be established.

## II. REVIEW OF PREVIOUS RESEARCH WORKS

The modern transport mode is widespread all over the world. Thus, number of research works can be found covering different parts of the world; Brazil [1], Germany [7], Hongkong [8], India [9], Pakistan [10], Jordan [11], Bangladesh [12][13], Indonesia [2], and Malaysia [3][14][15][16][17][18][19].

Some of them are technology adoption based studies [1][2][3][7][19] while some others focus on customer