

Investigating The Effect of Service Quality on Customer Satisfaction Case Study: Ride-Hailing Service in Malaysia

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Abstract

This study investigates the effect of service quality, price, and comfort on customer satisfaction towards ride-hailing services in Malaysia since several issues were identified. These include drivers always cancel booking from passengers and scheduled price surging due to drivers not available causes customers to not be satisfied with the ride-hailing service in Malaysia. This study focuses on identifying the relationship of service quality, price, and comfort affecting customer satisfaction towards ride-hailing services in Malaysia. This study was designed in a quantitative approach, and 250 responses were collected by using the questionnaire that has been contracted and distributed to the respondents who are among the younger generation in the area of Klang Valley selected through non-probability, judgment sampling method. Overall, the finding showed the entire hypothesis accepted. In conclusion, service quality, price and comfort are some of the key factors to create customer satisfaction.

Keywords: Comfort, Customer Satisfaction, Price, Ride-Hailing Services, Service Quality

I. INTRODUCTION

Recently, transportation has become immense due to smartphone identification as a tool that cannot be separated from individuals worldwide. Therefore, individuals become convenient since they capable of connecting ride-hailing services through their mobile device application. Several functions from ride-hailing application provide ease not only limited for passengers, and it includes drivers. For the passenger, this application allows discerning the reachable location by cars and taxis while drivers can detect ready-to-travel passengers and suitable payment methods. In Malaysia, several ride-hailing brands and the most popular named Grab as Wong (2017) appended Grab Car launched in 2014, and the company capable of gaining 10 million subscribers in a short period. This is phenomenon justify that ride-hailing services in Malaysia have significant potential growth.

Although ride-hailing services in Malaysia seek portable to individuals, many issues occur caused this industry expands. Several issues arise from the article post by The ASEAN Post

Team in 2019 includes drivers always cancel booking from passengers and scheduled price surging due to drivers not available. Based on the overall issues above, several Malaysian still not satisfy with ride-hailing services in Malaysia. A study from Ruangkanjanes and Techapoolphol (2018) justify that service quality, pricing, and an innovation sense are three vital determinants for acceptance towards ride-hailing applications among passengers in Thailand, while Balachandran and Hamzah (2017) suggested that comfort is the main point for customer satisfy towards ride-hailing services. Consequently, this study adopted three variables, namely service quality, price and comfort, based on the past studies from Balachandran and Hamzah (2017) and Ruangkanjanes and Techapoolphol (2018). Therefore, identifying the factors that affect customer satisfaction towards ride-hailing service in Malaysia is vital to overcome the issues to expand the ride-hailing industry. Besides, this study capable to provides significant insights for ride-hailing service providers to understand their overall role in satisfying passengers.

II. LITERATURE REVIEW

II.I. Customer Satisfaction towards Ride-Hailing Service

The definition of customer satisfaction is the perception from individuals towards certain products or services whether they are satisfied or dissatisfied (Kotler & Kellet, 2006). Besides, customer satisfaction can be centre idea to administrations promoting and management. It can lead individuals to fulfill their goals by buying the products or services offered and perceive as the most basic determinants of achievement to competitive advantages in the current market. In other words, the customer will satisfy when their expectations meet or exceed towards the products or services that purchased (Bismo, Sarjono, & Ferian, 2018; Nik Hashim et al., 2019; Hashim et al., 2020). Balachandan and Hamzah (2017) strongly suggested that research on customer satisfaction towards transportation services capable of identifying degree of satisfaction among customers based on the benefits from transportation services.

Service experiences, customers' attitude, and customer's expectations are determinants for the degree of fulfilment or

disappointment towards certain services and directly influence repurchase behaviour (Ahmad & Ahmad, 2019; Nadeem et al., 2020). Consequently, it is important to identify customer satisfaction for ride-hailing services since customer satisfaction can justify the customers' needs and wants and increase market share from services that deliver from a company (Phuong & Dai Trang, 2018; Samengon et al., 2020). Therefore, customer satisfaction in this study defined as the perception from individual towards ride hailing services in Malaysia whether they are satisfied or dissatisfied (Kotler & Kellert, 2006).

II.II. Service Quality

The "disconfirmation" paradigm is derived from the customer satisfaction model that results from a customer based on their service expectation and real performance towards ride-hailing service (Parasuraman, Zeithaml, & Berry, 1985; Ahmad & Ahmad, 2018). Balachandaran and Hamzah (2017) added limited research towards service quality dimensions towards ride-hailing services in Malaysia were identified and their study appended tangible and reliability is two dimensions that affect customer satisfaction on ride-hailing service in Malaysia. However, this study emphasizes one of the service quality dimensions: reliability towards customer satisfaction on ride-hailing service in Malaysia. Therefore, service quality in this study defined as the capability for a driver to perform reliable service includes arrival at destination or location in flexible duration, great communications and unique planned or scheduled routes (Maria, 2020; Mehboob & Othman, 2020)

Reliable and accurate drivers' performance in ride-hailing services is important since the passengers are likely to arrive the destination with the ideal duration (Sharma & Das, 2017). Furthermore, customers satisfy with ride-hailing services based on the time they arrived and waiting for the driver, the delay notification from the driver, and the delay route duration (Horsu & Sifolo, 2015). Based on an explanation from prior studies, service quality mainly based on the driver in ride-hailing services; consequently the hypothesis stated as below:

H1: Service quality is positively affected by customer satisfaction for ride-hailing services.

II.III. Price

Price is known as the money measurement charged by service providers for customers who gained benefits by using the services (Kotler & Armstrong, 2012). Indeed, price is the crucial determinant for customers who might accept or reject the services. This is no doubt that price is vital factors that influence the service reasonableness and fares changes in the transportation industry (Button & Hensher, 2001; G. B. Abubakar, 2019) and directly influence customer satisfaction for ride-hailing service in Malaysia (Mburu, Van Zyl, & Cullen, 2013; Ismail et al., 2019). Consequently, price defined as the total money amount and value exchanged from a customer to gain the benefits from ride-hailing services in Malaysia (Kotler & Armstrong, 2012).

Two main payment methods, cash and e-wallet, make passengers feel flexible for making payment, especially in Malaysia (Teo, Mustafa, & Rozi, 2018). Rempel (2016) justifies that the rate charged in ride-hailing services is fare since it is charged based on the distance from one destination to the ideal destination. Compare to a traditional taxi, ride-hailing service more affordable and reasonable due to the payment details that will show on applications (Gabel, 2016). Summation for an explanation from prior studies, the hypothesis designed as below:

H2: Price is positively affected by customer satisfaction for ride-hailing services.

II.IV. Comfort

Vehicle's physical and its surroundings are significant factors for passengers feel comfort especially on ride hailing services (Eboli, Mazulla & Pungilo, 2016). Litman (2008) justified the availability of transportation services include space, seats, journey, and air conditioning but Eboli et. al. (2016) added the usability for passengers' facilities, car's space for personal and seating, and ride comfort during journey as well as ambient conditions are crucial to influence the degree of comfort for passengers. However, Eaton, Kann, Kinchen, Shanklin, Ross, Hawkins, Harris, Lowry, McManus, Chyen, and Lim (2010) justify driver personality and cleanliness for overall vehicle significant impact passengers feel comfortable. Therefore, the system will evaluate driver through star rating and it displayed a driver's information include safety, punctuality, personalization, communication, and car environment on ride hailing services (Balachandran & Hamzah, 2017) defining comfort in this study.

Le-Klähn, Hall, and Gerike (2014) stated that comfort is the most impact effect towards customer satisfaction towards ride hailing service since comfort is mainly constrained by worldwide acknowledged quality models on transportation industry (Imre & Çelebi, 2017). George, Gadhia, Sukumar, and Cabibihan (2013) and Bhat and Dubey (2014) studies about unique factors that influence comfort in ride-hailing service. These variables (accommodation, openness, advising, time or duration, passenger care, ride comfort, security and ecological impacts) are characterized as normal riding comfort, assessed riding comfort, comfort issue that happen in snap and the impacts of vibrating and development issue (Bhat & Dubey, 2014; Hashim et al., 2020). Hence, the hypothesis stated as below:

H3: Comfort is positively affected towards customer satisfaction for ride-hailing services.

III. METHODOLOGY

This study was carried out by quantitative approach since numeric measurement includes. The researchers used G power tools to identify the sample size, 250 individuals aged 15 to 39 and used ride-hailing services around Klang Valley been selected as target respondents through non probability, purposive sampling. As Sachs (2016) stated, the young

generation born between 1980 and 2004 which is 15 to 39 years old, is mainly active in using ride-hailing services in Malaysia.

Table 1. Respondent's demographic characteristics

Demographic	Frequencies	Percentage
Gender		
Male	82	32.8
Female	168	67.2
Total	250	100
RACE		
Malay	142	56.8
Chinese	74	29.6
Indian	34	13.6
Total	250	100
Education		
SPM	42	16.8
STPM	12	4.8
Diploma/Advanced	74	29.6
Diploma	3	1.2
Foundation	108	43.2
Bachelor Degree	6	2.4
Master Degree	5	2.0
PhD	250	100
Total		
Occupation		
Students	107	42.8
Government Officer	22	8.8
Private Sector	82	32.8
Self-Employed	36	14.4
Unemployed	3	1.2
Total	250	100
AGE		
15-19	28	11.2
20-24	123	49.2
25-29	68	27.2
30-34	19	7.6
35-39	12	4.8
Total	250	100
Marital		
Single	225	90.0
Married	23	9.2
Divorce	2	0.8
Total	250	100

(Sources: Developed for research)

Questionnaires have been distributed among target respondents with two languages (Malay and English) that developed in the questionnaire to reduce confusion. The items in the questionnaire were designed in straightforward and comprehensible. Besides, a 5-point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree) was developed for this questionnaire.

The online questionnaire consists of three parts:

- Part A: demographic profile
- Part B: the perception for customer satisfaction towards ride-hailing services in Malaysia.
- Part C: the feedback of respondents about service quality, price, and comfort.

Statistical Programmers for Social Science (SPSS) and SmartPLS 3.0 were used by researchers to analyze responses from targeted respondents. The data analysis method that researchers carry out in this study was descriptive analysis, measurement model analysis, and path coefficient. The functionality for each data analysis method will be further discussed in next paragraph.

Descriptive analysis functioned as summarization for data collection from the questionnaire by analysis by SPSS software. Therefore, researchers performed a descriptive analysis to examine demographic profile from 250 target respondents and summarize into table form by using frequency and percentage as supported by Hair, Hult, Ringle and Sarstedt (2016) stated that descriptive analysis could know as the statistic used to describe variables or generalize information from a sample which showed at Table 1.

SmartPLS 3.0 software to gain the result of measurement model analysis and path coefficient. The main aim of measurement model analysis is to identify the validity and reliability of indicators, while path coefficient is to the degree of relationship and significance between indicators. This data analysis method is aims to identify the effect between informativeness service quality, price, and comfort towards customer satisfaction towards ride-hailing service in Malaysia.

IV. DATA FINDING

IV.I. Measurement Model Analysis

Table 2. Measurement Model Analysis

Constructs	Items	Loadings		Comments	AVE	CR
		Before	After			
BSQ	BSQ1	0.828	-	-	0.879	0.592
	BSQ2	0.754	-	-		
	BSQ3	0.753	-	-		
	BSQ4	0.800	-	-		
	BSQ5	0.706	-	-		

CP	CP1	0.822	-	-	0.916	0.686
	CP2	0.800	-	-		
	CP3	0.784	-	-		
	CP4	0.854	-	-		
	CP5	0.878	-	-		
DCA	DCA1	0.851	-	-	0.932	0.732
	DCA2	0.880	-	-		
	DCA3	0.847	-	-		
	DCA4	0.862	-	-		
	DCA5	0.837	-	-		
ECS	ECS1	0.906	-	-	0.947	0.783
	ECS2	0.882	-	-		
	ECS3	0.892	-	-		
	ECS4	0.894	-	-		
	ECS5	0.850	-	-		

All items and constructs in this study were reliable and valid according to the measurement model analysis result. Based on Hair et al., (2016) appended loading values need to be more than 0.708 but the loading value between 0.4 to 0.7 still acceptable if the constructs fulfill the criteria for CR and AVE value. While the average variance extracted (AVE) value must be more than 0.5 as well as the composite reliability (CR) value must be more than 0.8 as suggested by Hair et al., (2016). Furthermore, each item's factor loadings in the variables consist of a loading value of more than 0.708 as mentioned by Hair et al. (2016).

IV.II. Discriminant Validity

The Fornell and Larcker criteria as a measurement suggested by Fornell and Larcker (1978) are to identify the multicollinearity issues among constructs in this study. The result shows fewer multicollinearity issues among constructs whereby the square root of AVE (diagonal) is larger than correlations (off-diagonal) for all constructs in the table below.

Table 3. The Fornell-Larcker Criterion

	BSQ	CP	DCA	ECS
BSQ	0.769			
CP	0.694	0.828		
DCA	0.725	0.77	0.856	
ECS	0.661	0.697	0.801	0.885

Note: BSQ: Service Quality; CP: Price; DCA: Comfort; ECS: Customer Satisfaction

Table 4. The Path Coefficient Result

	HYPOTHESES	DIRECT EFFECT	T-VALUE	P-VALUE	COMMENT
BSQ > ECS	H1	0.125	1.784	0.038	Accepted
CP > ECS	H2	0.156	1.835	0.034	Accepted
DCA > ECS	H3	0.590	6.914	0.000	Accepted

Note: BSQ: Service Quality; CP: Price; DCA: Comfort; ECS: Customer Satisfaction

IV.III. Path Coefficient Analysis

The main aim of the path coefficient is to examine the degree of independent variables towards the dependent variable as well as a significant impact. In this study, the researchers proposed directional hypotheses for H1 to H3 indicated that the t-value must be more than 1.657 and p-value must be less than 0.05 to accept the hypotheses suggested by Hair et al. (2016). Indeed, all hypotheses in this study are accepted since the criteria have been fulfilled, shown at Table 4.

VI. CONCLUSION

This study was carried out through a quantitative approach to identify service quality, price, and comfort towards customer satisfaction on ride-hailing services in Malaysia. Therefore, 250 responses from individuals aged 15 to 39 and been used ride-hailing services around Klang Valley were collected. The path coefficient result supported all findings in this study indicated that all independent variables in this study are positive and significant towards customer satisfaction towards ride-hailing service. The first findings appended service quality is positively significant towards customer satisfaction on ride-hailing services. This explained that target

respondents in this study intimate that driver performance on ride-hailing services must be reliable and accurate as a determinant point for customers to justify the degree of service quality as explained by Sharma and Das (2017) and Horsu and Yeboah (2015). Next, another finding indicated price is significant and positively towards customer satisfaction on ride-hailing services. This can justify that target respondents in this study appended the rate charged in ride-hailing services must be fare accordingly the distance from one destination to ideal destination, and the payment must be a show with details on applications (Rample, 2016; Gabel, 2016). Last but not least, comfort is significant and positively towards customer satisfaction on ride-hailing service. This appended target respondent argued that they feel comfortable based on the transportation environment and emotional occur from driver George et al. (2013) and Bhat and Dubey (2014)).

Although this study can provide a practical contribution for certain parties on ride-hailing services in Malaysia, this study has several limitations. First and for all, the selected respondents in this study were the younger generation in Klang Valley area as compromises areas from both Wilayah Persekutuan and Selangor. The results could only be relevant or certain areas as most of the respondents lived around the Cheras area. Klang Valley area is one of the most populated areas in Malaysia, and it cannot represent millions of individuals since only 250 responses were collected. Therefore, future research can increase respondents' number to obtain more reliable results since higher respondents are equal to more covered areas. Besides, future 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, which is questionnaires form change to interview. Therefore, future studies should include qualitative research methods, or both should be considered. The method can help this study learn more accurately about the effect of ride-hailing services in Malaysia on customer satisfaction.

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