

The Factors Influence Customer Satisfaction With E-Hailing Services Among Local Tourists in Malaysia

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ABSTRACT

Malaysia's tourism sector is currently becoming more active, with an increase in the number of local tourists. This would also make the e-hailing industry more vibrant, as many local tourists will use the e-hailing ride to get from one location to another. The purpose of this research is to look at the factors that influence customer satisfaction with e-hailing services among local tourists. The goal of this study is to discover the factors that influence customers satisfaction on e-hailing services, such as promotion, safety, and reliability. These factors are vital in ensuring that local tourists are satisfied with e-hailing services. The primary data of the study used was collected from a structured questionnaire, where analysis was performed using SPSS Version 27 software. The survey was distributed to 384 of local tourists in Peninsular Malaysia. Through this study, researchers seek to learn more about the factors that influence local tourist satisfaction with e-hailing services.

Keywords: Local Tourist, E-hailing Satisfaction, Promotion Factors, Safety, Reliability.

INTRODUCTION

The movement of services and people from one location or the other is referred to as transportation (Encyclopaedia Britannica, 2019). The forms of transportation involve air, water, wire, infrastructure, and space, as well as land rail and road. E-hailing is also one form of travelling transportations which are offered to consumers who need to commute from one location to another. Ride-hailing services are transportation services booked through smartphone applications in partnership with transportation networks (Man et al., 2019). An e-hailing service is an operation of developing a service platform based on Internet technology, connecting certified vehicles and drivers, and combining supply and demand information to

provide non-cruising rental car reservation services (Masri,2021). E-hailing is a type of alternative mobility which is also known as ‘ridesharing’ or ‘automobile sharing’. In general, e-hailing is a mode of transportation that transports at least two passengers to the same location

According to Man et al. (2019), Ride-hailing services have evolved into a multibillion-dollar industry where the number of e-hailing operators has grown in response to the growing acceptability and adoption of the services' demand. The global ride-hailing services market is expected to grow by 16.5 percent in 2019 and even more in 2020..E-hailing was first introduced in Malaysia in late 2013, with Uber as the first provider (Daud et al., 2021). Ride-hailing services in Malaysia have increased significantly, especially in densely populated cities such as Kuala Lumpur, Putrajaya, and Petaling Jaya. Grab is the most popular service whilst companies such as MyCar, Mula, EzCab, Riding Pink, and Gojek are expected to enter the country’s ride-hailing industry (Chung & Al-Khaled, 2020).

E-hailing provides customers with travel needs and drivers through a mobile application service platform. The mobile phone's time is synchronized with the network, and the user pays via the application when the phone arrives at the destination, and the fee is passed (Ubaidillah et al., 2019). Furthermore, the number of registered e-hailing users is rapidly increasing around the world. As a result, the purpose of this research is to examine the link between three factors influencing consumer satisfaction with e-hailing services in Malaysia such as promotion, safety, and reliability factors. There are three objectives of this research:

1. To examine the relationship between promotion and consumer satisfaction with e-hailing services.
2. To examine the relationship between safety and consumer satisfaction with e-hailing services.
3. To examine the relationship between reliability and consumer satisfaction with e-hailing services.

Significance of the Study

Researchers

The result of the study helps the researchers to evaluate the relationship between three factors on consumer satisfaction among local tourist in Malaysia in terms of promotion, safety and reliability. The results help researchers to understand more about factors influencing local tourists’ satisfaction on e-hailing services.

Tourist

This study provides information about consumer satisfaction towards e-hailing services. This study evaluates consumer satisfaction in terms of three factors such as promotion, safety and reliability. Data gathered helps the e-hailing providers to know what factors are influencing consumers when purchasing an e-hailing service.

Tourism sector

The data provides the tourism sector with information on how people decide on purchasing tourism products and services and what factors influence them to do so. The result enables the tourism sector to improve its management in persuading people to purchase a tourism service. To conclude, it also helps in the advancement of tourism planning.

LITERATURE REVIEW

Consumer Satisfaction

Consumer satisfaction is the degree to which a consumer is satisfied with a service or a product. Consumers also play a critical part in the survival and sustainability of enterprises. A business without consumers is impossible, and such a business would be unable to function properly. Consumers are among the most important factors that contribute to any business (Idros, 2019). In addition, consumer satisfaction can be used to determine a product's or service's quality. The most straightforward predictor of a company's potential earnings is due to higher customer satisfaction. This is supported by Lee et al. (2016), where emotions such as happiness or regret are influenced by consumer satisfaction, whereas a customer's perception of effectiveness is based on how well it fulfils the customer's needs.

Promotion Factor

Promotional activities impact customers' thinking and emotions when they buy items or services (Jee & Akram, 2020). Marketers use communication to inform, persuade, and remind potential customers of a product to influence their decisions. Besides, marketing and communication initiatives that modify the price-value relationship of a product or service as perceived by the target audience are referred to as promotion (Junio et al., 2018).

Promotion is among the most effective marketing mix variables for advertising a tourism destination. According to the overall strategy, improvements or innovations include identifying the first highly effective advertising, sales department, and branding programmes that are going to be implemented, including the best tools for assessing and reporting the promoting activities (Lee et al., 2016).

Safety Factor

Passenger views of changeover paths and protection at platforms have been shown to be important factors for customer satisfaction. Besides, journey attributes such as physical protection, road trip duration, linkage dependability, transmission time, and details concerning transfers are also contributing to customer satisfaction. Consumers have always been concerned about security while using ridesharing facilities. Consumers mention that e-hailing security issues include the driver, consumer security, vehicle condition, and insurance benefits, which may impact consumer preference to travel (Suhaimi et al., 2018).

Owing to the unavailability of safety features like the Emergency buttons on e-hailing applications, as well as weak safety policies by governments, protection has been one of the

most contentious issues primarily in the e-hailing industry. Users' protection is paramount to e-hailing service providers. Consumers are more confident in using the e-hailing service when there are obvious regulations and protections in place (Adam et al., 2018).

Reliability Factor

Reliability refers to an organization's capacity to execute services precisely and consistently. The reliability element was discovered to have a strong influence on customer satisfaction in a prior study (Man et al., 2019). As we know in the transportation industry, reliability refers to the capacity to deliver service consistently and on time (Indra & Ibrahim, 2017). Reliability refers to the possibility that a business, technology, or service would work successfully instead of for a timeframe, either in a specific condition but without breakdown (Omar et al., 2019). According to Chung et al. (2020), a firm to provide facilities exactly when promised is linked towards its trustworthiness. The reliability test is a way to determine a level's sustainability. Researchers use Cronbach's alpha value as an indication to measure the degree of consistency (Zulhelmi et al., 2018). The questionnaire's reliability ensures that the questionnaire is always consistent, steady, and equivalent since dependability is a concept used to reduce errors throughout the actual study analysis (Jenal et al., 2021).

The relationship between promotion factor, safety factor, reliability factor and customer satisfaction of e-hailing service among local tourists

According to Jee and Akram (2020), the relationship between the promotion factor and customer satisfaction with e-hailing service has discovered that ride-hailing service promotion and demand have a large, favourable, and strong link. This means that any increase in marketing efforts will result in an increase in demand for ride-hailing services. As stated by Jee et al. (2020), from the perspective of promotion, it is important for ride-hailing service providers to engage in ongoing promotional efforts to increase their sales. When purchasing goods or services, promotional efforts may have an impact on customers' feelings and emotions (Indra & Ibrahim, 2017).

On the other hand, the relationship between safety factors and customer satisfaction with e-hailing services will affect the decision-making of tourists. According to Suhaimi et al., (2018), security is a fundamental issue while utilizing e-hailing platforms, and vendors are required to follow safety rules, norms, and legislation. A safety assessment is one of the most important factors that could persuade consumers to utilise an e-hailing service. Vehicles type, model, quality, the actual moment in time routing which the automobile travels, the maximum gas mileage requirement and reporting requirements, the car should not be older than five years, and the surveillance and assessment standards are all in place to ensure the security of e-hailing customers (Ngo, 2015).

Lastly, the relationship between reliability factors and customer satisfaction with e-hailing services will affect the tourism industry. Reliability is the capacity to provide ride-sharing services with security and punctuality for customers, allowing them to honour the exceptional service provided by ridesharing (Zailani et al., 2020). Customer satisfaction with the public transportation company's services is strongly linked to reliability (Man et al., 2019).

Research Hypothesis

A hypothesis must be testable and realistic, taking current knowledge and methodologies into account. Furthermore, a hypothesis is a forecast or explanation of a link between two variables. It suggests that an independent variable and a dependent variable have a systematic connection. As a result, the research suggests:

H1: There is a significant relationship between promotion and customer satisfaction with e-hailing services

H2: There is a significant relationship between safety and customer satisfaction with e-hailing services.

H3: There is a significant relationship between reliability and customer satisfaction with e-hailing services.

Research Framework

The conceptual framework for this research is seen in Figure 1. The three factors that make up the independent variables are promotion, safety, and reliability. Local tourist satisfaction with e-hailing services is the dependent variable.

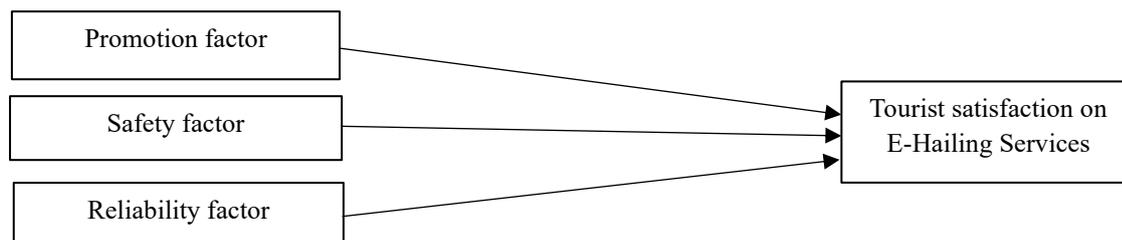


Figure 1: Conceptual Framework of the relationship between promotion, safety, and reliability with consumer satisfaction on e-hailing services

METHODOLOGY

Research Design

The study incorporates factors that influence consumer satisfaction with e-hailing businesses among Malaysian tourists. A quantitative technique is used in this study, and data will be collected from individuals using a self-directed questionnaire. The relationship between safety, promotion, and reliability among Malaysian tourists is the subject of a descriptive study. The descriptive study design assists in answering the research questions and achieving research objectives.

Population and sample size

Overall, the population of international and domestic tourists is 231.3 million. However, the researches population of this study only involves local tourists in Malaysia. The target population for local tourists is 131.66 million. To determine the sample size, Krejcie and Morgan (1970) sample was used in this study.

S = sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size of domestic tourists in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.05)

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + (x^2 P(1 - P))}$$
$$S = \frac{3.841(2054000000)(0.5)(1 - 0.5)}{(0.05)^2(2054000000 - 1) + 3.841(0.5)((1 - 0.5))}$$
$$S = \frac{1972353500}{5135000.958}$$
$$S = 384.099$$
$$S = 384$$

The exact population sample is 384 but the return of the questionnaire answered by respondents was 385.

Data Collection

In the first stage, the data collection method that had been used in online surveys using Google Forms. The reasons why the researchers used this platform are free access and user-friendliness. It also makes it easier for the researchers to collect all the data from local tourists. The second stage of data collection was fieldwork. In this study, a questionnaire was used as the instrument for primary data collection. There are 6 six parts of the section that respondents need to answer. The questionnaire was distributed to the local tourists in Malaysia.

Sampling

Sampling is a technique for obtaining data in academics to learn about a particular population by studying the findings of a sample of people rather than focusing on specific individuals (Turner, 2020). Probability sampling and non-probability sampling are the two major sample methodologies used in this study. Random samples are used in probability sampling, enabling important inferences about overall demography to be drawn (Stratton, 2021). Non-probability sampling is frequently related to qualitative research and the construction of research articles (Taherdoost, 2016). The non-probability approach, known as a simple sampling method, was chosen as the sample design in this investigation. Facility sampling is a non-probability or non-random sampling strategy which it concerns participants from a target group who satisfy the study's requirements, such as easy accessibility, geographic location, capacity at a given time, or desire to participate (Etikan et al., 2016).

Research Instrument

The items measuring the chosen research constructs were adopted from prior related research in the field of tourism consumer behaviour.

Table 1: Measurement items

| Measurements | Number of items in the questionnaires | Scales used | Author |
|--|---------------------------------------|-------------|-----------------------|
| Section A: Demographic information | 8 | Adapt | Chia et al (2006) |
| Section B: Travellers in Malaysia | 5 | Adapt | Chia et al (2006) |
| (Dependent Variables) Section C: Customer satisfaction of e-hailing | 5 | Adopt | Man, et al (2019) |
| (Independent Variables) Section D: Promotion factor | 5 | Adopt | Suriyamongkol (2016) |
| (Independent Variables) Section E: Safety factor | 5 | Adopt | Ibrahim, Yunoh (2020) |
| (Independent Variables) Section F: Reliability factor | 5 | Adopt | Man, et al (2019) |
| Total | 33 | | |

Data Analysis

Researchers used the Statistical Programmers for Social Science (SPSS) version 27 to examine the primary data. SPSS is a program-based data processing and analysis window that allows the creation of tables and pie charts. Computers aided researchers in lowering the effort required to determine the information and making quantitative analysis easily and quickly. The researchers used descriptive statistics, reliability statistics, Pearson's correlation, and regression to evaluate quantitative data.

FINDINGS

Result of Frequency Analysis

Table 2: Demographic Profile of Sample

| Characteristic | Frequency | Percentage (%) |
|----------------|--------------------|----------------|
| Gender | Male | 47.3 |
| | Female | 52.7 |
| Age | Below 18 years old | 8.6 |
| | 18-22 years old | 32.5 |
| | 22-30 years | 44.7 |

| | | | |
|-----------------|---------------------|-----|------|
| | old | | |
| | Above 30 years old | 55 | 14.3 |
| Race | Malay | 150 | 39.0 |
| | Chinese | 107 | 27.8 |
| | Indian | 122 | 31.7 |
| | Others | 26 | 1.6 |
| Marital Status | Single | 232 | 73.5 |
| | Married | 102 | 26.5 |
| Education Level | Primary | 16 | 4.2 |
| | Secondary | 49 | 12.7 |
| | Diploma | 98 | 25.5 |
| | Bachelor of Degree | 190 | 49.4 |
| | Master Degree | 23 | 6.0 |
| | PhD | 9 | 2.3 |
| Occupation | Student | 217 | 56.4 |
| | Employed | 88 | 22.9 |
| | Employed Part-time | 34 | 8.8 |
| | Self-Employed | 25 | 6.5 |
| | Unemployed | 12 | 3.1 |
| | Retired | 9 | 2.3 |
| Income Level | Below RM 2000 | 243 | 63.1 |
| | RM 2001 – RM 3000 | 88 | 22.9 |
| | RM 3001 – RM 4000 | 43 | 11.2 |
| | Above RM 4000 | 11 | 2.9 |
| States | Kelantan | 35 | 9.1 |
| | Terengganu | 18 | 4.7 |
| | Perak | 30 | 7.8 |
| | Wilayah Persekutuan | 15 | 3.9 |
| | Sarawak | 12 | 3.1 |
| | Sabah | 20 | 5.2 |
| | Negeri Sembilan | 77 | 20.0 |
| | Kedah | 32 | 8.3 |
| | Johor | 38 | 9.9 |
| | Pahang | 25 | 6.5 |
| | Pulau Pinang | 33 | 8.6 |
| | Perlis | 10 | 2.6 |
| | Selangor | 23 | 6.0 |
| | Melaka | 17 | 4.4 |

The respondent profile is summarized in Table 2. The total number of respondents for male was 182, while there were 203 female respondents. The highest percentage of respondents was those from 22-30 years old (44.7%), the second highest is for 18-22 with 32.5%, followed by those above 30 years old (14.3%) and the age cohort of below 18 years old (8.6%). 385

respondents consisted of Malay (150 respondents), Chinese (107 respondents), Indian (122 respondents) and others (26 respondents). The highest percentage of respondents was Malay (39.0%) and followed by Indian respondents which have 31.7%, third is Chinese respondents who have 27.8 % and other races have 1.6%.

Next, the total number of respondents for single status was 232 respondents (73.5%), whilst those who are married were 102 respondents (26.5 %). The questionnaire was completed by 4.2 % (16 respondents) having primary education, and 12.7 % of respondents with secondary education (49 respondents). There were also 25.5 % (98 respondents) with a diploma. The highest respondents were 49.4 % (190 respondents) with a bachelor's degree followed by 6.0 % (23 respondents) with a master's degree, and the lowest were those with a Ph.D., which is 2.3 % (9 respondents).

Besides that, students dominated the responses (56.4 % (217), whilst the employed accounting stated 22.9 % (88 respondents). There were 8.8 % (34 respondents) who were employed part-time, 6.5 % (25 respondents) were self-employed, 3.1 % (12 respondents), and 2.3 % (9 respondents) were retirees.

Furthermore, the analysis showed that there were 22.9 % (88 respondents) who had income levels ranging from RM 2001 to RM 3000. The highest was 63.1 % (243 respondents) with income below RM 2000, followed by 11.2 % (43 respondents) from RM 3001 to RM 4000, and the lowest was 2.9 % (11 respondents) with income ranging from RM4000 and above.

Moreover, Negeri Sembilan had the greatest percentage of respondents with 20% (77 respondents). Kelantan received 9.1 % (35 respondents), Terengganu with 4.7 % (18 respondents), Perak with 7.8 % (30 respondents), Wilayah Persekutuan with 3.9 % (15 respondents), Sabah with 5.2 % (20 respondents), Kedah with 8.3 % (32 respondents), Johor with 9.9 % (38 respondents), Pahang with 6.5 % (25 respondents), Pulau Pinang with 8.6 % (33 respondents), Perlis with 2.6 % (10 respondents), Selangor with 6.0 % (23 respondents) and Malacca. The questionnaire was completed by 4.4 % of respondents (17 people). Sarawak had the lowest participation rate, which was at 3.1 % (12 respondents).

Result of Descriptive Analysis

This study has analysed the mean and standard deviation for sections C, D, E, and F of the questionnaires.

Table 3: Descriptive Statistics

| Variable | Items | Mean Score | Standard Deviation |
|-----------|--|------------|--------------------|
| Promotion | I started using the e-hailing service app because it has sales discounts/promotions. | 7.0364 | 2.88833 |
| | I will not use the e-hailing app without a promotion discount. | 6.7377 | 2.93706 |

| | | | |
|---|---|--------|---------|
| | I will follow all the conditions to get a discount no matter how difficult the condition is. | 6.8338 | 2.79758 |
| | I usually check for promo codes for the e-hailing apps before using the service. | 7.0390 | 2.78595 |
| | I feel a very reasonable price when using the promo code of the e-hailing service. | 7.1013 | 2.73435 |
| Safety | I feel safe when using e-hailing services because the booking transparency information is provided, such as the driver's name and car plate number. | 7.6571 | 2.46578 |
| | I feel secure when travelling using e-hailing services because the historical journey is recorded systematically. | 7.3870 | 2.48503 |
| | I feel safe when travelling using e-hailing services because my location can be declared on social media. | 7.3766 | 2.50437 |
| | I feel safe when using e-hailing services on the same road as other road users. | 7.4831 | 2.51047 |
| | I am concerned about the speed limits when using e-hailing services. | 7.4468 | 2.51100 |
| Reliability | I like to use the e-hailing service because the driver can provide the service as promised. | 7.5273 | 2.55051 |
| | I like to use e-hailing services because the fares of e-hailing services are reliable | 7.4234 | 2.49060 |
| | I like to use e-hailing services because e-hailing companies are reliable. | 7.4026 | 2.53034 |
| | I like to use e-hailing services because the security aspect of e-hailing is satisfactory. | 7.4753 | 2.45162 |
| | I like to use e-hailing services because time management is good. | 7.4130 | 2.53174 |
| Customer satisfaction of e-hailing | I am overall satisfied with e-hailing services. | 7.6052 | 2.32849 |
| | I am satisfied with the convenience of e-hailing services. | 7.5766 | 2.36841 |
| | I am satisfied with the payment method. | 7.5662 | 2.30181 |
| | I am satisfied with drivers' attitude. | 7.5481 | 2.42242 |
| | I am satisfied with the e-hailing application | 7.6545 | 2.36789 |

Result of Reliability Test

A reliability system was used to assess a system's overall stability and performance over a particular period and under various testing situations. The pilot test was conducted with 30 people before being circulated to 385 people via an internet survey.

Table 4: Results of the Reliability Test

| Variable | Number of items | Cronbach's Alpha coefficient | Strength of Association |
|-----------------------|-----------------|------------------------------|-------------------------|
| Promotion | 5 | 0.977 | Excellent |
| Safety | 5 | 0.988 | Excellent |
| Reliability | 5 | 0.984 | Excellent |
| Customer satisfaction | 5 | 0.985 | Excellent |

Cronbach's Alpha Coefficient values for the independent and dependent variables in this study are shown in Table 4. We may deduce from Table 4 that all variables were more than 0.9. Consequently, the conclusion presented was considered reliable and may be accepted in this study. The promotion variable that impacted customer satisfaction with e-hailing service among local tourists in Malaysia was measured using five questions, and the Cronbach's Alpha result for this section was 0.977, which was excellent. As a result, the coefficients derived for the promotion variable questions were reliable.

Following that, there were five questions to assess the safety variable that might affect consumer satisfaction with e-hailing services among Malaysian tourists, and the result was 0.988, which was considered excellent. As a result, the coefficients calculated for the safety variables were reliable. Besides, there were also five questions which were utilised to measure the dependability variable that might influence consumer satisfaction with e-hailing service among Malaysian tourists, and the outcome for this section was 0.984, which was deemed as outstanding. As a result, the coefficients produced for the reliability variable questions were reliable.

Finally, another five questions were used to assess consumer satisfaction with e-hailing services among Malaysian tourists, and the Cronbach's Alpha result for this section's was 0.985, indicating an excellent status. As a result, the coefficients derived for these questions in assessing consumer satisfaction with e-hailing services among Malaysian tourists were also reliable. Since the Cronbach's Alpha charge for the variables exceeded 0.7, it may be concluded that surveys were extremely trustworthy and that the study can proceed.

Pearson Correlation

One of the most important analyses that examined the linear relationship between the two variables was Pearson's correlation analysis. The goal of this study is to see if there are any relationships between independent variables (promotion, safety, and reliability factor) and

dependent variable (customer satisfaction with e-hailing services). If the relationship is substantial, the researchers must determine what degree of association strength is acceptable.

Table 5: Pearson Correlation Analysis

| Hypothesis | P-Value | Result (Supported/Not Supported) |
|---|---------|-------------------------------------|
| H ₁ : There is a relationship between promotion factors and customer satisfaction with e-hailing services among local tourists in Malaysia | 0.770 | Supported |
| H ₂ : There is a relationship between safety factors and customer satisfaction with e-hailing services among local tourists in Malaysia. | 0.924 | Supported |
| H ₃ : There is a relationship between reliability and customer satisfaction with e-hailing services among local tourists in Malaysia. | 0.924 | Supported |

Table 5 showed the result of the Pearson Correlation Analysis. For the promotion factor, the significant value, and the total number of respondents (385). The p-value was 0.000, which was less than the 0.01 level of significance. The promotion component and customer satisfaction of the e-hailing service exhibited a high positive link with a correlation value of 0.770. Besides that, for the safety factor, the significant value, and the total number of instances (385). The p-value was 0.000, which was less than the 0.01 level of significance. The correlation value of 0.924 revealed a very high positive relationship between the safety of e-hailing services and consumer satisfaction. Next, the significant value and case count for the reliability factor were 385. The p-value was 0.000, which was less than the 0.01 level of significance. With a correlation value of 0.924, there was a very strong positive link between the reliability of e-hailing services and consumer satisfaction.

DISCUSSION & RECOMMENDATION

This study aligns with several previous investigations. For instance, research by Jee and Akram (2020) highlighted that promotion and demand significantly influence ride-hailing services. Similarly, Suhaimi et al. (2018) identified security as a major concern when using e-hailing platforms, emphasizing the need for service providers to comply with safety regulations, standards, and legislation. In another study, Ubaidillah et al. (2019) found a significant relationship between the safety of e-hailing services and customer satisfaction. Moreover, they also reported a strong correlation between service reliability and consumer satisfaction with e-hailing platforms.

The present study examines the role of reliability in e-hailing services and investigates the relationship between key service factors—promotion, safety, and reliability—and consumer satisfaction. Specifically, the objective is to determine how these variables influence consumer satisfaction with e-hailing services among local tourists in Malaysia. However, the scope of this study was limited to Malaysian tourists, which restricts the generalizability of the findings. The results may differ if the study is extended to include international tourists visiting

Malaysia. Therefore, future research is encouraged to explore consumer satisfaction with e-hailing services among international tourists as well.

Additionally, the current study focused solely on three factors—promotion, safety, and reliability. It is possible that other significant variables affecting consumer satisfaction were not considered. Future studies could incorporate additional dimensions such as transparency or service responsiveness to provide a more comprehensive analysis.

The study employed a sample size of 385 respondents, as suggested by Krejcie and Morgan (1970), which is considered adequate for generalizing findings to a larger population. Nonetheless, larger sample sizes could further enhance the validity and reliability of future studies. Furthermore, future researchers may consider adopting qualitative approaches, such as interviews or open-ended survey questions. These methods can yield higher response rates, allow for immediate clarification of ambiguous responses, and provide deeper insights into customer perceptions. This approach could help eliminate misunderstandings and significantly enrich the study outcomes.

Lastly, researchers should remain attentive to evolving factors that influence customer satisfaction with e-hailing services, as these factors may change over time. Exploring elements such as consumer trust could assist industry players in designing more effective marketing strategies. Scholars may also develop new frameworks to assess customer satisfaction in the dynamic e-hailing environment. Given the variability of consumer satisfaction across regions, localized surveys should be conducted to gain more accurate insights.

CONCLUSION

In conclusion, since this is one of the most effective marketing strategies, these three factors must be addressed together to make the tourist business more colourful and vivid with a diverse range of tourism goods. As a method to boost Malaysian tourism, e-hailing providers and the government should work together to provide the finest service possible to local tourists. The results of this study will aid researchers in better understanding consumer satisfaction with e-hailing services among local tourists. Future research should consider a well-balanced population sample. An imbalanced sample will produce an inconsistency in the results, which will only favour one group. The sample size should then be increased to acquire precise, accurate, and consistent findings. Researchers could also examine integrating more variables to discover more factors that impact the motivation of Malaysian adolescent travellers to go to other locations. As a consequence, in order to make the tourist industry livelier by providing a variety of tourism services, DMOs and local governments must collaborate effectively in providing reliable services.

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