The Determinant Factors Of Tourists' Satisfaction With E-Hailing Service

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Abstract

The industry of tourism in Malaysia is expanding rapidly, and there are increasingly domestic tourists visiting the country. As many local visitors would employ the e-hailing service to get from one site to another, this will greatly strengthen the e-hailing sector. Malaysia's e-hailing business is booming, with companies like My Car, Grab, Maxim, and others joining in. Assessing the determining elements that affect tourists' satisfaction with e-hailing services among local tourists is the focus of this study. The purpose of this study is to examine the variables, such as promotion, safety and reliability, that affect tourists' satisfaction with e-hailing services. These elements play an essential role in ensuring that local tourists are satisfied with e-hailing services. A structured questionnaire was used to gather the study's primary data. The survey responded by 385 tourists from Peninsular Malaysian visitors. Pearson Correlation was used in this research to examine the relationship between the promotion and tourist satisfaction, the relationship between safety and tourist satisfaction, and the relationship between reliability and tourist satisfaction. The findings indicate there were high positive relationship between the safety and reliability with tourists' satisfaction, while the promotion factor has moderate positive correlation on tourists' satisfaction with e-hailing service.

Keywords: Local tourists, satisfaction, promotion, safety, reliability.

1. INTRODUCTION

E-hailing, often known as ridesharing, is a platform that links users with independent automobiles via websites or mobile apps that make use of location-sharing technologies. The size of the world market for ride-hailing services was estimated at USD 28.34 billion in 2021, and it is anticipated to increase at a CAGR of 15.7% from 2022 to 2030 (Grand View Research, 2023). In fact, the business for ride-hailing services has grown to be worth billions of dollars (Lim & Fernandez, 2022). Due to the increased acceptance and demand for the services, there are more e-hailing providers now. In Malaysia, e-hailing was first offered in late 2013, with Uber serving as the pioneering service (Daud et al., 2021). In Malaysia, the number of ride-hailing services has dramatically expanded, particularly in places with high densities of population like Kuala Lumpur, Putrajaya, Petaling Jaya, and Shen Yanan. The most widely used service is Grab, and additional businesses like MyCar, Mula, EzCab, Riding Pink, and Gojek are anticipated to enter the country's ride-hailing market (Chung and Al-Khaled, 2020). In Malaysia, the demand for e-hailing services has lately increased due to the country's increasing everyday transport needs (Jais & Marzuki, 2020).

Even though more people are using public transportation in Malaysia, such as taxis,

commuter trains, buses, minibuses, MRTs, and LRTs, people still prefer driving their own cars. Public transit cannot compare to the advantages of a private automobile or motorcycle, such as flexibility, direct access, lengthier trip times, and safety, which is another reason why some people prefer private transportation (Rasca & Saeed, 2022). Ann and Shafi (2022) assert that Malaysia's e-hailing service has just in time arrived in 2022. E-hailing is a form of shared mobility that offers private car service. Malaysians' preferences for private vehicles, shorter travel distances, and convenience are satisfied by e-hailing.

In fact, there have been many complaints about safety hazards with e-hailing services, including driver rudeness, unwanted touching, and violence while travelling (Ubaidillah et al., 2019). Ooi and Shafinaz (2021) claimed that e-hailing businesses are going above and above to undo the harm caused by earlier cases of sexual harassment and theft involving their riders. Grab and its competitor Uber have previously drawn criticism for a number of cases, including the alleged rape of a mother-of-two living alone in Seri Kembangan by a Grab driver and the alleged molestation of a Vietnamese woman in Penang by an Uber driver. After her Uber driver reportedly robbed her and left her alone, a woman in Puchong miscarried.

If service providers could implement persuasive policies or procedures that provide customers with dependable services in terms of punctuality, waiting time, arriving at destination, journey duration, communications, and scheduled itineraries, that would be ideal from the perspective of reliability (Balachandran & Hamzah, 2017). They anticipate that the time it takes customers to get to their destination will increase by up to two times because there may be fewer drivers on the road to meet current demand, making it more difficult for drivers to become available for customers, especially during peak hours, inclement weather, or in more remote locations.

Customers may now have to wait longer than their usual wait time of five minutes for a driver (Daud et al., 2021).

Grab, a ride-hailing company, reportedly announced that it had decreased customer discounts and driver incentives in Litman (2022). Benefits and promotions have been moved to Grab Singapore as a result of Uber's South-East Asia unit being openly acquired by Grab two months ago. Even if it may be beneficial in the short run, it is terrible over the long haul. Price skimming presents a risk of unfair price competition in the Indonesian market for e-hailing motorcycle taxis, which is dominated by two installers, Go-Jek and Grab. The strategy is to take advantage of a discounted fare that is as cheap as feasible. (Zhong, 2018). Some riders contend that Grab rides are still more expensive, despite the ride-hailing firm e-claim hailing's that consumer discounts have been reduced (Goel & Haldar, 2020). Therefore, this study looks at the relationship between e-hailing service satisfaction among local visitors in Malaysia and promotion, safety, and reliability.

2. LITERATURE REVIEW

2.1 Tourist satisfaction of e-hailing

The criteria and expectations of tourists on the provided tourism package might help to meet one of the consumer demands, which is greater visitor satisfaction. In order to please visitors, tourism organizations must adopt a definition to help them in their ongoing attempts to strike a balance between capacity and demand as well as the calibre of services offered to them (Manzoor et al., 2019). Additionally, tourists are essential to the survival and viability of businesses. It is difficult for a business to exist without clients, and such a business could not run efficiently. One of the most crucial components of every business is tourism (Rahim et al., 2022).

Tourist satisfaction can be used to assess the caliber of a good or service. Higher customer

satisfaction is thought to be the most direct indicator of a company's potential earnings. When comparing a customer's perceived efficacy to how well it fits the customer's needs, customer satisfaction results in feelings of delight or regret in the user (Lee et al., 2016).

Customer satisfaction can lead to increased customer loyalty, an extension of the consumer's life cycle and the lifespan of the products they buy, as well as an improvement in word-of-mouth advertising generally. When a customer is pleased with a product or service, he or she is more likely to become a loyal customer and suggest the business's products or services to everyone else. If a business disregards or overlooks the demands of its clients, it will struggle to succeed (Jawabreh et al., 2022).

Keeping a delighted customer is the easiest and most affordable method to expand an e-hailing business, therefore consumer contentment with the service is essential for a company. A satisfied consumer who has used an e-hailing service in the past will do so again. Positive user satisfaction ratings for e-hailing could lead to an increase in new clients. To draw clients to use e-hailing services, a business does not need to spend additional profit on selling or promoting its goods or services (Etuk et al., 2022).

A cutting-edge ride-hailing service called e-hailing makes sure that the system connecting drivers and passengers is flexible, open, and reliable. Customers may offer assessments of drivers, cost estimates, and reports on vehicles and drivers. The distance travelled affects the expected arrival time and expense of the trip. E-hailing companies use a methodology to track customers and monitor the quality of service, so after the trip, they ask customers to rate their experience with both vehicles on a scale of one to five. The average quality score is then calculated, and the driver's star rating is displayed as the driver's statistics (Gan et al., 2021).

2.2 Promotion and tourist satisfaction of e-hailing

Customers' thoughts and feelings are influenced by promotional activities when they purchase goods or services (Familmaleki et al., 2015). To sway potential customers' decisions, marketers utilize communication to inform, persuade, and re-address them about a product. Additionally, marketing and communication actions that change how a product or service's pricing and value are perceived by the target audience are known as promotions (Masri, 2021). The travel industry involves data transmission to persuade current and potential customers to travel to a specific place. One of the best marketing mix components for promoting a tourist destination is promotion. Improvements or innovations are defined by the overall plan as finding the first extremely successful advertising, sales department, and branding programs to be implemented, as well as the best instruments for evaluating and reporting the promotional efforts (Genchev & Todorova, 2017). In Malaysia, 55 out of 60 respondents (91.7%), according to Chung and Al-Khaled (2020), are happy with the promotion and coupon redemption on Grab Services. The remaining eight three percent (8.3%) are unhappy with the promotion and coupon redemption for Grab Services in Malaysia, in contrast. These numbers demonstrate that Grab Services provides the best promotions for both new and existing consumers in order to draw in and keep new clients. According to Uthamaputhran (2022), Grab uses the Grab mobile application to redeem coupons as a sales and marketing tool. Both belong to the marketing mix, which has been linked to higher consumer satisfaction in several studies. The selection of cab services is influenced by coupon redemption.

2.3 Safety and tourist satisfaction of e-hailing

It has been demonstrated that passenger perceptions of changeover routes and platform security play a significant role in determining

how satisfied tourists are with travel-related characteristics such as physical safety, length of the journey, dependability of the linkages, transmission times, and transfer-related information. When using rideshare services, tourists have always been concerned about their security. The safety of the driver, the client, the condition of the car, and insurance advantages, according to tourists, may even influence the decision of whether or not to travel (Mitropoulos et al., 2021). One of the most contentious concerns in the e-hailing sector has been protection due to the lack of safety features like the Emergency buttons on e-hailing applications as well as lax safety laws by governments. The safety of users is of utmost importance to e-hailing service providers. When there are clear rules and safeguards in place, tourists feel more confident when utilizing the e-hailing service (Jais & Marzuki, 2020). Chalermpong et al. (2022) claim that security is a major concern while using e-hailing platforms and that providers must adhere to safety regulations. One of the most crucial aspects that could influence customers to use an e-hailing service is a safety assessment. To guarantee the security of e-hailing customers, there are standards in place for the type, model, and quality of vehicles, the actual moment-by-moment routes that the car travels, the maximum gas mileage requirement and reporting requirements, the car should not be older than five years, and the surveillance and assessment standards (Salleh et al., 2021).

2.4 Reliability and tourist satisfaction of e-hailing

In a previous study, it was found that the reliability factor had a significant impact on tourist satisfaction (Man et al., 2019). As is common knowledge in the transportation sector, reliability is the ability to consistently and punctually provide a service (Balachandran & Hamzah, 2017). Reliability is the likelihood that a company, technology, or service will operate profitably over time and under particular conditions but without failure (Chung

& Al-Khaled, 2020). A dependable transportation network regularly offers users a range of trip times they can count on. Reliability of the transportation system is one of several management and operation methods' primary performance goals (Meyer, 2002). Service reliability is the key component of public service performance that could be enhanced. The general availability of high-quality transportation has expanded as high-quality services have improved, building more livable and accessible communities for future generations while restraining the growth of the automotive transportation industry (Othman & Ali, 2020). The ability to provide consumers with ride-sharing services that are secure and on time enables them to respect the great service offered by ridesharing (Zailani et al., 2020). Reliability has a direct impact on how satisfied customers are with the public transportation company's services (Dhawan & Sandhu, 2015). According to a previous study, e-hailing services are selected by 71.3% of Malaysians because they are dependable, while 64.3% do so because they are cost-effective (Daud et al., 2021). Because of this, a lot of Malaysians favor using e-hailing services to handle their transportation needs.

2.5 Research hypotheses

This study used three variables: promotion, safety and reliability, which affected tourist satisfaction. Based on literature reviews, the following hypotheses were formulated for this study:

1. H1: There is a significant relationship between promotion and tourists' satisfaction.

2. H2: There is a significant relationship between the safety and tourists' satisfaction.

3. H3: There is a significant relationship between reliability and tourists' satisfaction.

2.6 Research framework

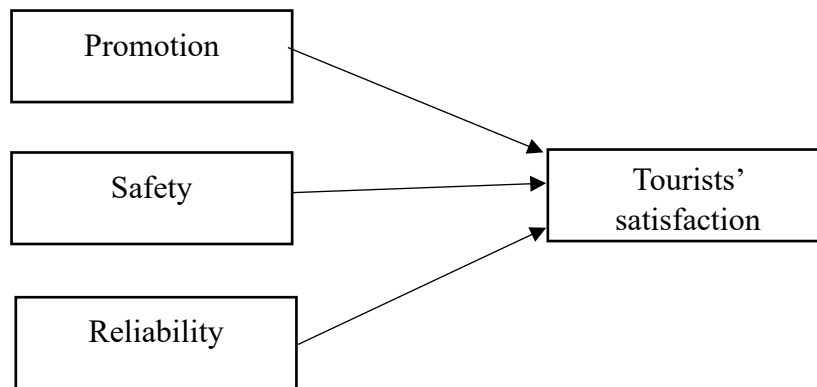Figure 1 shows the study framework that included three factors that make up the independent variables. The independent variables consisted of promotion, safety, and reliability. While, tourists' satisfaction of e-hailing services is the dependent variable.

Figure 1: The study framework

3. METHODOLOGY

3.1 Research design

The elements that are related to tourists' satisfaction with e-hailing services were examined in this study using a quantitative research design. To determine and be able to characterize the features of the variable of interest in the circumstance, the quantitative approach, also known as the descriptive study, was adopted. A descriptive study's goal is to give a profile or description of the pertinent traits of the phenomenon that interests the researcher from a personal, organizational, business-focused, or other angle. Since of its approach, this study strategy is employed because it is more systematic and comprehensive

3.2 Data collection

A structured questionnaire was sent as a private message to the chosen online local tourism groups on social media sites like Facebook and Instagram in order to gather the data. A population is a group of individuals from which samples are drawn in order to conduct statistical research. As a result, a population might be defined as a group of people who have similar characteristics (Stratton, 2021). Tourists from Malaysia who are from the local population are part of the study's target population. About 131.66 million domestic visitors visited Malaysia (Department of Statistics Malaysia, 2021). Krejcie and Morgan (1970) determined that 384 samples adequately represented the population. 390 questionnaires were successfully disseminated to the study's respondents. The data for the study were gathered using a convenience sample technique. The researcher individually contacts each of the respondents to accelerate the procedure and make it easier for them to complete the surveys. A total of 385 of the 390 distributed questionnaires, with a response rate of 98.7%, were useful for data analysis.

The dimension of tourist satisfaction was developed by Man et al. (2019), promotion was developed by Suriyamongkol (2016), safety was developed by Balachandran and Hamzah (2017) and reliability was developed by Man et al. (2019). The 20 items of the variables were rated on a ten-point Likert Scale where 1= strongly disagree and 10= strongly agree.

4. ANALYSIS OF RESULTS

4.1 Descriptive statistics

To guarantee the dependability and internal consistency of the data, various analyses, including the reliability analysis, descriptive statistics, and Pearson's coefficients interpretation, were used.

Table 1. Reliability of Scale (Analysis)

Variables	Items	Value of Cronbach's Alpha
Tourist satisfaction	05	0.985
Promotion	05	0.977
Safety	05	0.988
Reliability	05	0.984

Table 1 displays the independent and dependent variable's Cronbach's Alpha Coefficient values for this study. We may infer from the table that every variable was greater than 0.977. As a result, the outcome is credible and suitable for inclusion in this study (Hair et al., 2003). To measure how satisfied local tourists were with e-hailing, five questions were employed. According to Table 1, the Cronbach's Alpha for the questions in this section was 0. 985, which was outstanding. As a result, the coefficient found for the personal variable's questions was accurate. The following five questions assessed the promotion variable that is related to local tourists' happiness with their travel experiences. This section's Cronbach's Alpha coefficient, which is displayed, is 0.977, which is regarded as being very good. As a result, the coefficient found for the promotion variable's questions was reliable. The safety factor that affected tourists' happiness among local visitors was measured using five questions. The questions in this section had an exceptional Cronbach's Alpha score of 0.988. As a result, the coefficient found for the safety variable's questions was reliable. Last but not least, five questions were utilized to evaluate the reliability variable connected to local tourists' satisfaction with their travel experiences, and the Cronbach's Alpha score for this section's question was 0.984, which indicated excellent. As a result, the coefficients found when measuring the dependability variable for this question were also reliable. Since the variables' Cronbach's Alpha charges were greater than 0.9, the study can move on because it demonstrates how highly reliable questionnaires are. According to the dependability of the questionnaires, the respondent clearly understood the questions, indicating that the questionnaires were appropriate for this study.

Table 2. Overall Descriptive Statistics (n=385)

Variables	Mean	SD
Tourist satisfaction	7.59	2.25
Promotion	6.95	2.68
Safety	7.47	2.37
Reliability	7.44	2.41

The number of respondents, the mean, and the standard deviation for the independent and dependent variables are displayed in Table 2. For the independent variables, the highest mean was tourist satisfaction which is 7.59, followed by safety was 7.47 and reliability was 7.44. Lastly, the mean of promotion was 6.95.

Table 3. Descriptive Statistics of Promotion (n=385)

Item Description	Mean	SD

I start using e-hailing service app because it has sales discount.	7.03	2.88
I will not use e-hailing app without promotion discount.	6.73	2.93
I will follow all the conditions to get a discount no matter how difficult the condition.	6.83	2.79
I usually check for promo code for the e-hailing apps before using the service.	7.03	2.78
I feel very reasonable price when using the promo code of e-hailing service.	7.10	2.73

Table 3 displayed the respondents' mean and standard deviation for the independent variable, which was promotion. Items number five has the highest mean value of 7.10, where the respondents found that the promotion code has positive impacts on the promotion activity to get the lower price. Item number two had the lowest mean score of 6.73, indicating that the respondent believed that an individual should follow all of the requirements to receive a discount, no matter how tough they were. The standard deviation of most of the values in the data set from 385 respondents was more than 1, indicating that the values were more dispersed.

Table 4. Descriptive Statistics of Safety (n=385)

Item Description	Mean	SD
I feel safe when using e-hailing services because the booking transparency information is provided such as driver name and car plate number.	7.65	2.46
I feel secure when travelling use e-hailing services because the historic journey is recoded systematically.	7.38	2.48
I feel safe when travelling using e-hailing services because my location can be declaring in social media.	7.37	2.50
I feel safe when using e-hailing services in the same road with other road users.	7.48	2.51
I concerned about the speed limits when using the e-hailing services.	7.45	2.51

Table 4 displays the means and standard deviations of the respondents' responses to the safety-related independent variable. Item number one had the highest mean score of 7.65, indicating that people feel safe using e-hailing services since booking transparency information such as driver identity and license plate is supplied. The lowest mean item number is three, with a mean value of 7.37, where the respondent somewhat agreed that they feel safe when traveling using e-hailing services because the location can be seen in social media. The standard deviation of the data set from 385

respondents was greater than 1 and it indicated
the values were more dispersed.

Table 5. Descriptive Statistics of Reliability (n=385)

Item Description	Mean	SD
I like to use the e-hailing service because the driver can provide the service as promised.	7.52	2.55
I like to use e-hailing services because the fares of e-hailing services are reliable.	7.42	2.49
I like to use e-hailing services because e-hailing companies are reliable.	7.40	2.53
I like to use e-hailing services because the security aspect for e-hailing is satisfactory.	7.47	2.45
I like to use e-hailing service because the time management is good.	7.41	2.53

Table 5 showed the mean and standard deviation analysis of respondents on the independent variable, which was reliability factor. Item number one had the highest mean value of 7.52, indicating that respondents consented to utilize the e-hailing service because the driver can deliver on their promises. The respondent marginally agreed that utilizing e-hailing services because e-hailing businesses are dependable, as seen by the lowest mean item number three, with a mean value of 7.40. The standard deviation of the data set from 385 respondents was greater than 1, and it indicated the values were more dispersed.

Table 6. Descriptive Statistics of Tourist Satisfaction (n=385)

Item Description	Mean	SD
I am overall satisfied with e-hailing services.	7.60	2.32
I am satisfied with the convenience of e-hailing service.	7.57	2.36
I am satisfied with the payment method of e-hailing service.	7.56	2.30
I am satisfied with drivers' attitude in e-hailing services.	7.54	2.42
I am satisfied with e-hailing application.	7.65	2.36

Table 6 displays the mean and standard deviation analysis of responses for the dependent variable, which was tourists' satisfaction with of e-hailing service. Item number five had the highest mean value of 7.65, indicating that the respondents were happy with the e-hailing application. The lowest mean item number four, with a mean value of 7.54, indicated that respondents were relatively happy with the attitude of drivers in e-hailing services. The standard deviation of the data set

from 385 respondents was greater than 1 and it indicated the values were more dispersed.

4.2 Pearson Correlation Coefficients

Table 7. Correlation Analysis for promotion and tourist satisfaction of e-hailing services (Source: Primary Data **Significant at the 0.01 level (2-tailed))

		Tourist Satisfaction	Promotion
Tourist Satisfaction	Pearson correlation	1	.770**
	Sig. (2 tailed)		.000
	n	385	385
Promotion	Pearson correlation	.770**	1
	Sig. (2 tailed)	.000	
	n	385	385

Table 7 shows the Pearson correlation coefficient, significant value, and the total number of cases which was 385. The p-value was 0.000, which was less than the 0.01 level of significance. The correlation value of 0.770 indicated a high positive correlation between promotion and tourist satisfaction of e-hailing service.

Table 8. Correlation analysis for safety and tourist satisfaction of e-hailing service (Source: Primary Data **Significant at the 0.01 level (2-tailed))

		Tourist Satisfaction	Safety
Tourist Satisfaction	Pearson correlation	1	.924**
	Sig. (2 tailed)		.000
	n	385	385
Safety	Pearson correlation	.924**	1
	Sig. (2 tailed)	.000	
	n	385	385

Table 8 shows the Pearson correlation coefficient, significant value, and the total number of cases which was 385. The p-value was 0.000, which was less than the 0.01 level of significance. The correlation value of 0.924 indicated a very high positive relationship between safety and tourist satisfaction of e-hailing service.

Table 9. Correlation Analysis for reliability and tourist destination satisfaction (Source: Primary Data **Significant at the 0.01 level (2-tailed))

		Tourist Satisfaction	Reliability
Tourist Satisfaction	Pearson correlation	1	.924**
	Sig. (2 tailed)		.000
	n	385	385
Reliability	Pearson correlation	.924**	1
	Sig. (2 tailed)	.000	
	n	385	385

Table 9 illustrated Pearson correlation coefficient, significant value and the numberof cases which was 385. The p-value was 0.000, which was below than the significance level of 0.01. The correlation coefficient of 0.924 demonstrated a very high positive association between reliability and tourist satisfaction of e-hailing services.

5. RESULTS AND DISCUSSION

The study discovered that there is a strong correlation between safety and reliability with tourist satisfaction (r = 0.924, n = 385, p0.01) When it comes to influencing customer purchase decisions, safety issues are crucial. When safety measures are put in place, any person or group may be convinced to use e-hailing services (Jenal et al., 2021). When there are clear restrictions and safeguards in place, tourists are more comfortable using the e-hailing service. Travel qualities like physical safety, the length of the road trip, the dependability of the linkages, the transmission time, and information about transfers have all been found to have a significant impact on tourist pleasure (Adam et al., 2018).

According to the research, there is a strong positive and substantial correlation between reliability factors and tourist satisfaction with e-hailing services. A reliable transportation network regularly offers users a range of trip times they can count on. Reliability of the transportation system is one of several management and operation methods' primary performance goals (Man et al., 2019). The overall availability of high-quality transportation is increasing as services have improved, making towns more livable and accessible for future generations while restraining the growth of the automotive transportation industry (Lee & Sener, 2016).

The results show a positive link (r = 0.770, n=385, p0.01) between promotion and tourist satisfaction among Malaysian visitors. The results suggest a strong and positive correlation

between promotion and tourist satisfaction. According to prior findings, a promotional factor is defined as promotional activities that affect consumers' perceptions and emotions when they purchase goods or services (Ashraf et al., 2014). According to another definition, "personal aspects" is a marketing word for a particular type of advancement (Chung & Al-Khaled, 2020). Therefore, it is evident that the advertising component has a significant impact on how satisfied tourists are with e-hailing services.

6. CONCLUSION AND LIMITATIONS

The study's findings demonstrated and supported the existence of a strong positive association between e-hailing service safety and reliability with tourists' satisfaction, but this relationship between promotion and tourists' satisfaction was only moderately strong. According to the study's findings, in order to improve tourist happiness, tour operators must efficiently manage the advertising, safety, and dependability offered by e-hailing services.

This research made significant contributions to the field of knowledge on the factors of promotion, safety and reliability towards tourist satisfaction of e-hailing. Participants in the tourism industry benefit from a better understanding of the issue and an improvement in their capacity to create and operate more efficient e-hailing services that make use of the resources and provide the best experience possible. Just like any other study, this one has some limitations.

This study is only focused at investigating the relationship between promotion, safety and reliability towards tourist satisfaction of e-hailing. Therefore, future studies might be done to look at such like transparency factors, to test their new discovery.

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