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Factors Influencing Consumers' Behavioral Intention to Use E-Hailing Services in Malaysia

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ABSTRACT

E-hailing is a service that links passengers with drivers of private cars or taxis by enabling consumers to schedule transportation via a website or mobile app such as GrabCar. In cities and locations with limited access to public transit, e-hailing services have grown in popularity. GrabCar is an e-hailing service that charges a set fee for chauffeured transportation in private vehicles. With GrabCar, users can quickly arrange where they want to be picked up and dropped off, view the estimated cost, and even follow their ride's arrival in real time. This study aims to investigate the factors influencing customers' behavioral intention to use e-hailing apps- GrabCar in Malaysia. An online survey form was prepared to collect data from 100 respondents. The results indicate that factors including perceived usefulness and price of the GrabCar application have significant influences on the consumer's behavioral intention to use the e-hailing service, while perceived ease of use and safety also play a role in influencing the consumer's behavioral intention to use the e-hailing service. This study provides valuable insights and guidance to service providers, which enhances customer satisfaction for future development.

Keywords: Behavioral Intention; Consumer Satisfaction; E-Hailing Services; GrabCar; Malaysia; Perceived Usefulness; Price Sensitivity

INTRODUCTION

E-hailing, or electronic hailing service, is one of the industries in the digital marketplace that is expanding the fastest right now. Ride-hailing involves utilizing a smartphone app to reserve a car and driver via a service provider's network. E-hailing services have become more and more popular as a public transit option due to their safety features, door-to-door convenience, 24/7 availability, and variety of vehicle options, including taxis and private cars (Arumugam et al., 2020). In addition to college students, e-hailing services like GrabCar, MyCar, and Maxim have grown in favor with the general public. Their accessibility, clear pricing, payment options, driver information, and the ease of choosing personalized pick-up and drop-off locations are the main reasons for their appeal. Grab has emerged as one of the leading on-demand private driver platforms in the world due to the combination of GPS technology and electronic payments, as well as the rising need for flexible travel (Bakti et al., 2020).

Over the past ten years, Malaysia's e-hailing industry has grown significantly and contributed significantly to the nation's transportation infrastructure. If these providers continue to pay attention to the needs of their clients, solicit feedback on a regular basis, and improve the quality of their services, customers are likely to keep using them. E-hailing companies' mobile applications have significantly impacted public transport and the taxi sector in recent years. Experts have looked at how e-hailing services affect drivers, consumers, and the economy as a whole (Al-Shakhrit et al., 2021). There are some reasons for the popularity of e-hailing services. First of all, the availability and convenience of e-hailing services are the main reasons why passengers use them. Second, more people are using the service as a result of the comparatively lower fares. Thirdly, the technology enables cashless transactions between drivers and passengers, making it safer and more comfortable for everyone (Ooi et al., 2021). For rides under 50 km, 97.4% of respondents said that they preferred e-hailing services over traditional taxis. The most important factor was convenience, as customers valued the quickness and effectiveness of e-hailing applications for short-distance travel. The ease of use factor also represents one of the main attractions of e-hailing services because the riding apps are simple, and a user-friendly design helps customers to make booking rides quickly and easily. Customers might feel safer because of features like transparent booking, real-time tracking, and sharing travel information with others (Farid, 2024).

In Malaysia, Tan Hooi Ling and Anthony Tan founded Grab Holding Inc., commonly referred to as Grab, a technology company that subsequently moved its main office to Singapore. They started Grab in 2012 with a focus on online taxi booking, which was called MyTeksi at that time in Malaysia (Adam et al., 2020). In 2014, the company's services rebranded as "Grab", to include a broader range of services introduced by the company, including the most popular e-hailing nowadays GrabCar, delivery services GrabExpress, as well as food services GrabFood, grocery GrabMart, payment GrabPay, and other services (Gupta et al., 2022). With 166 million smartphone downloads across eight countries and 229 cities, Grab aims to use technology to empower communities and enhance people's quality of life by combining all of these services into a single online application (Kurniawati et al., 2021).

In this research paper, we focus specifically on Grab's e-hailing service, GrabCar. Grab's e-hailing service was originally launched as MyTeksi in 2012 and rebranded to GrabCar in 2014 (Kurniawati et al., 2021). It is an app for booking taxis on smartphones. Using a Google map or the General Packet Radio Service (GPRS), the driver will direct the rider to their location in order to pick up their passenger (Adam et al., 2020). The goal of GrabCar is to enhance the transportation industry by offering easy, safe, convenient, and

high-quality transport to the general public and provide drivers with job prospects (Yee & Salleh, 2022). According to a worldwide market research organization, TNS, GrabCar services are more popular than those of other ride-hailing services in Southeast Asian nations, including Malaysia, Indonesia, Singapore, Thailand, and Vietnam (Kurniawati et al., 2021). In November 2017, Grab achieved a milestone by completing one billion rides. This translates to a rate of 66 rides per second across eight countries where it operates, highlighting the platform's growing popularity and expansive reach. In December 2018, which is one year later, Grab claimed to have provided its consumers with 920 million km of rides (Buruhanutheen et al., 2019). These countries are large markets with high growth potential, giving Grab a lot of opportunities to reach many people and succeed (Kurniawati et al., 2021). Research from TNS shows that GrabCar is the most commonly used ride-hailing service in Southeast Asia, including in Malaysia (Kurniawati et al., 2021). Past studies have examined various aspects of Grab's services in Malaysia, contributing to a deeper understanding of its success and challenges. For example, Adam et al. (2020) investigated the influence of customer satisfaction on Grab services, highlighting the importance of user experience in promoting loyalty. Maryanto (2021) explored how Grab evolved into one of Southeast Asia's most successful start-ups, shedding light on its strategic growth and innovation. Buruhanutheen et al. (2019) analyzed safety and pricing issues in GrabCar services, offering solutions to address these critical concerns.

Building on previous studies, this research aims to examine the factors influencing consumers' behavioral intention to use GrabCar in Malaysia. While earlier research has predominantly explored user satisfaction, platform growth, and operational challenges, limited attention has been given to the underlying behavioral drivers that shape consumers' decisions to adopt and continue using e-hailing services. This study addresses that gap by investigating key utilitarian factors, including perceived usefulness, ease of use, price, and safety. The significance of this research lies in its potential to provide a deeper understanding of consumer decision-making processes in the Malaysian e-hailing market, offering practical insights for service providers aiming to enhance customer engagement and retention. The novelty of this study rests in its focus on behavioral intention through the lens of technology acceptance and value perception, rather than solely user satisfaction or system performance. The findings are expected to contribute to the growing body of literature on e-hailing by offering actionable recommendations for improving app design, pricing strategies, and user safety features, thereby supporting the development of more customer-centric mobility solutions.

LITERATURE REVIEW

In order to better understand Malaysians' intentions about the use of GrabCar, this study utilized the Technology Acceptance Model (TAM) (Gupta et al., 2022). TAM states that a person's behavioral intention, which is based on two primary factors—their belief in the technology's ease of use and its utility for accomplishing tasks—influences their adoption of technology (Marikyan et al., 2023). Perceived usefulness and perceived ease of use are the two primary components of TAM, which is often used to analyse how customers respond to new technology. These components aid in determining how users feel about a technology. In order to further examine and evaluate Malaysians' intention to use GrabCar, we expanded the model in this study by adding two more elements: price and safety (Gupta et al., 2022).

Customer Behavioral Intention to Use

Behavioral intention refers to the willingness or probability of an individual to take a specific action, such as buying something or utilizing a service in the future. It shows how

motivated a person is to perform a behavior and helps to predict their actual actions. It can also indicate customer loyalty and the probability of suggesting a good or service. When consumers have a strong intention, they will tend to engage with the product or service and remain committed to the brand over time. This intention can also influence other consumers through recommendations (Aryani et al., 2022).

According to our research, customers' intentions to use and continue using public transport are significantly influenced by variables such as ride convenience, service quality, satisfaction with services, and service satisfaction (Teo et al., 2018). Weng et al. (2017) state that journey convenience, service quality, satisfaction with amenities, and service satisfaction all have a significant impact on passengers' inclinations to use and keep utilizing public transportation. In the same way, e-hailing companies need to determine what motivates people to use their services. Subjective norms, usefulness, accessibility, convenience, and reliability are some of the important elements that have been found in

Past studies have influenced people's intentions to use e-hailing services. Offering promo codes and making sure the trip is comfortable and enjoyable are two strategies that may be used to attract and retain potential users to e-hailing services (Bakti et al., 2020c).

Hypotheses Development

Perceived Usefulness

Perceived usefulness refers to the extent to which individuals believe that utilizing a certain technology will improve their tasks (Ahmad Fadzil, 2021) and enhance their daily routine (Gupta et al., 2022). Passengers are more likely to take GrabCar if they perceive that GrabCar enhances their efficiency and effectiveness in completing tasks (Ann & Shafi, 2022). Maryanto (2021) emphasized the significant role of perceived usefulness in shaping customer behavior, particularly in influencing their intention to use online banking. However, Yo et al. (2021) discovered that perceived usefulness and trust did not significantly impact customer satisfaction, suggesting that the effect of perceived usefulness may vary based on the unique characteristics of the platform being analyzed.

However, once individuals believe that GrabCar is no longer useful, they will stop using it. It further states that when GrabCar can help users finish their tasks faster, improve task performance, increase productivity, improve efficiency, streamline procedures, and offer real advantages to its users, it satisfies the criterion of perceived usefulness (Maryanto, 2021). The term "perceived usefulness" describes a person's opinion that taking public transit is advantageous and meets their demands for travel, whether they are going far or short distances. This impression may encourage first-time use intentions and increase passenger satisfaction (Homniem et al., 2020). Therefore, we hypothesize:

H1: Perceived usefulness has a positive effect on customers' behavioral intention to use GrabCar.

Perceived Ease of Use

The term “perceived ease of use” refers to an individual’s perception that utilizing new technology will be quick, simple, and involve minimal effort (Gupta et al., 2022). In the context of GrabCar, perceived ease of use implies that users find the service more convenient and enjoyable than traditional public transportation. Specifically, it relates to customers’ ability to make error-free and effortless travel requests via a mobile device (Ann & Shafi, 2022). Yo et al. (2021) demonstrated a strong relationship between perceived ease of use and customer satisfaction. Similarly, Maryanto (2021) highlighted

the significance of perceived ease of use in online purchasing behavior, noting that users are more inclined to engage in transactions when the process is simple and straightforward.

The simplicity of booking, the availability and coverage of vehicles in urban and suburban regions, the number of contracted drivers, operating hours, and delivery speed are some of the elements that affect how accessible e-hailing services are. These factors greatly influence customers' intent to utilize e-hailing services and their level of satisfaction (Darawati & Ladin, 2024). When a service like Grab minimizes the effort required to learn and use its application, it reduces the barriers to adoption. For first-time users, the ability to rapidly understand how the application works and use the service with little effort leads to a sense of 'ease'; it is a key component that is directly tied to their perception of value. When users perceive that a technology is free of difficulties, they tend to associate it with additional benefits, thereby increasing the chance of Grab being accepted. Customers like the ease and simplicity of finding a driver and scheduling a trip with a simple ride-sharing app like Grab Car (Ngoc, 2021). Consequently, passengers may be more likely to use Grab Car services (Zailani et al., 2020). As such, the hypothesis is developed:

H2: Perceived ease of use has a positive effect on customers' behavioral intention to use GrabCar.

Price

Price is the total amount of money or value that an individual is willing to exchange to receive a benefit from or pay for a good or service (Lee, 2022). Price is a key element of the marketing mix and has a significant impact in the service industry. Price is the primary factor consumers will evaluate before deciding to purchase a product or service. Consumers will compare the quality to the price to consider whether it is worth spending money on a product or service. In e-hailing services, passengers will define if it is worth it to spend that amount of money to take a ride (Ann & Shafi, 2022).

When it comes to transportation, consumers tend to compare prices with other public transportation options before deciding on an e-hailing service. Pricing always plays a crucial role in influencing consumer perceived value, as it reflects the balance between the cost paid and the quality of service received (Ann & Shafi, 2022). From this perspective, price is not only a transactional amount. Price is generally a good indicator of value, with higher prices typically translating into more advantages for the consumer. Customers' perceptions and meanings of pricing are important factors in their decision-making process, influencing loyalty, preferences for purchases, and general opinions about the worth of a good or service (Rauf et al., 2023). For this, we have hypothesized that:

H3: Price has a positive effect on customers' behavioral intention to use GrabCar.

Safety

Safety is the condition of being free from danger that may arise unpredictably, caused by natural or human error. In this study, safety is the extent to which a person thinks utilizing GrabCar would be free of risk. (Lee, 2022). Another way to describe safety is the degree to which a passenger believes that utilizing an e-hailing service will be secure and safe (Gupta et al., 2022). When using the e-hailing service, passengers will always be concerned about their safety (Rahim et al., 2023). So, there must be safety features such as GPS tracking and an emergency button in GrabCar to make passengers feel they can trust these services (Zailani et al., 2020).

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E-hailing service providers place a high priority on user safety. Passengers are more comfortable using these services when there are clear rules and protections in place. Customers' decisions on using e-hailing services are significantly influenced by safety assessments (Rahim et al., 2023). Consumers who use ride-sharing services often worry about their safety. Their willingness to use the service may be influenced by these concerns, which usually focus on the quality of the driver, privacy of the passenger, vehicle condition, and insurance throughout the ride (Teo et al., 2018). With this, it is hypothesized that:

H4: Safety has a positive effect on customers' behavioral intention to use GrabCar.

Conceptual Framework
The study framework model is depicted in Figure 1.

Figure 1. Research Framework

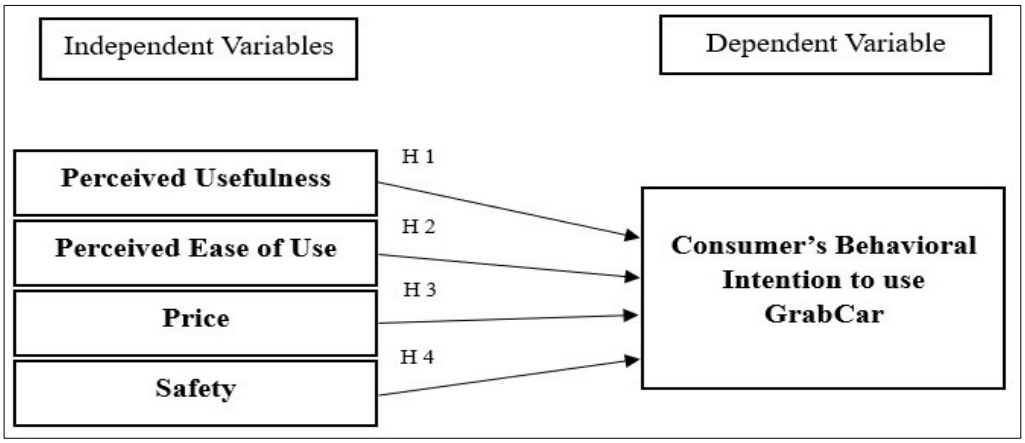


Figure 1 shows our theoretical framework, which offers guidance for determining the variables and relationships that must be considered. The authors provide a framework for relating behavioral intention to use to perceived usefulness, perceived ease of use, price, and safety in this study.

RESEARCH METHOD

Sample and Procedure
Analytical and quantitative research methods were used in this study to acquire relevant data and information. As part of the quantitative research approach, an online survey was designed using Google Forms and was distributed to 100 respondents from a range of backgrounds to collect their opinions on the consumer's behavioral intention to use Grab Car. For information, Google Forms was selected as the platform because it is user-friendly and convenient for both researchers and responders. It enables researchers to efficiently gather a huge number of responses in a short period. The online surveys were disseminated via well-known social media platforms, including Telegram, Instagram, and WhatsApp. Additionally, the survey data were analyzed using IBM SPSS Statistics 26, which offered comprehensive statistical analyses, including results for correlation, regression, and coefficients.

The analytical research approach was used to examine information from various sources. Research articles with a scope comparable to the topic of this study were examined and cited as pertinent sources for the study.

Measures

The questionnaire consists of four main sections that were used to gather respondents' opinions on various aspects of using Grab Car, which are (1) demographic profile, (2) customer's experience in using Grab Car, (3) customer's perception, and (4) intention to use. We adopted the 5-Point Likert Scale for Sections (3) and (4) to allow respondents to express their level of agreement with the statements provided in the survey. For instance, scale demonstrates that "1" indicates "Strongly Disagree" and "5" indicates "Strongly Agree". Section 1 of the questionnaire is used to collect respondents' demographic profile, including details on gender, age, ethnicity, occupation, education level, and monthly income. We can ensure the quality and applicability of the study results by obtaining accurate and extensive insights from our respondents through the collection of demographic data.

In Section 2, the questionnaire asked about the customer's experience with Grab Car. Examples of the questions are, "How often do you use GrabCar per month?", "Where did you hear about GrabCar?", "How long have you been using GrabCar?", "How much do you spend on GrabCar monthly?" and "What time of the day do you usually use GrabCar?".

For Section 3, this part of the questionnaire is used to investigate the factors influencing consumers' behavioral intention to use GrabCar. The four factors influencing consumers' behavioral intention to use GrabCar consist of perceived usefulness, perceived ease of use, price, and safety. There are five items in each factor, for a total of 24 items in this questionnaire part. This part of the study is essential because it allows us to ascertain how the four factors relate to intention to use, giving us valuable data to enhance GrabCar services. For Section 4, a 5-item scale was used to evaluate consumers' behavioral intention to use GrabCar. Consumer's behavioral intention to use GrabCar is the dependent variable in this study.

RESULTS

Table 1. Respondents' Profile Summary (N=100)

Response	Frequency	Percentage (%)
Gender		
Male	46	46
Female	54	54
Age		
20 years old and below	20	20
21 – 30 years old	68	68
31 – 40 years old	7	7
41 – 50 years old	3	3
51 years old and above	2	2
Ethnicity		
Malay	12	12
Chinese	72	72
Indian	15	15
Other	1	1
Education Level		
High school diploma or equivalent	13	13
Diploma	9	9
Bachelor's degree	67	67
Master's degree	5	5
PhD	2	2

Other	4	4
Occupation		
Student	82	82
Private Sector	6	6
Government Sector	4	4
Self-employed	6	6
Retired	2	2
Unemployed	0	0
Monthly Income		
RM 1,000 and below	71	71
RM 1,001 – RM 3,000	16	16
RM 3,001 – RM 5,000	8	8
RM 5,001 and above	5	5

Table 1 shows a comprehensive overview of the demographic characteristics of the survey respondents. Based on the respondents' gender distribution, 46% of them were male and 54% were female. Regarding the age distribution, 20% of respondents were between the ages of 21 and 30, 68% were between the ages of 21 and 30, 7% were between the ages of 31 and 40, 3% were between the ages of 41 and 50, and 2% were 51 years old and above. From the ethnicity, a majority of the 100 respondents were Chinese (N=72), while only one respondent was neither Malay, Chinese, or Indian. In terms of educational level, most respondents hold a bachelor's degree qualification (N=67). The authors posit that the university served as the first hub for the distribution of the online survey. This deduction is supported by the occupation data. Since the authors used the university as a foundational platform to disseminate the survey to a broader audience, we observed that most respondents were students (N=82). Furthermore, the deduction is also supported by the monthly income data, as students usually have lower salaries, which shows that the majority of respondents (N=71) earned less than RM 1,000 per month.

Table 2. Customer Experience with GrabCar (N=100)

Response	Frequency	Percentage (%)
How often do you use GrabCar per month?		
None	12	12
1-2 times	27	27
3-5 times	37	37
6-10 times	8	8
Over 10 times	16	16
Where did you hear about GrabCar?		
Recommendations from friends, colleagues, or family	32	32
TV, Newspaper, Magazine	6	6
The Internet	27	27
Social media	33	33
This is the first time I heard about this App	2	2
How long have you been using GrabCar?		
Less than 6 months	20	20
6 months or less than 1 year	11	11
1 year or less than 2 years	18	18
More than 2 years	51	51
How much do you spend on GrabCar monthly?		
Less than RM 100	54	54

RM 101- RM 500	32	32
RM 501- RM 1,000	12	12
More than RM1,000	2	2
What time of day do you usually use GrabCar?		
Morning	7	7
Afternoon	17	17
Evening	13	13
No Specific time	63	63

To further explore customer experience with GrabCar, we asked questions related to the number of times respondents hail a car through GrabCar per month, the number of years respondents have been using GrabCar, the time of day respondents use GrabCar, and the amount respondents spend on GrabCar per month. Table 2 summarizes the responses on customer experience with GrabCar. The findings reveal that most respondents are loyal customers of GrabCar as they have used GrabCar for more than a year. Client loyalty is essential to business success, particularly in today's competitive market where it's becoming more difficult to retain current customers and more costly to acquire new ones (Heskett, 2002). Customer loyalty is the term used to describe favorable consumer perceptions of a business or brand that lead to frequent repurchases and less sensitivity to rivals' prices and products (Anderson et al., 2004). The authors found that only 12% of the respondents do not use GrabCar once per month. The findings indicate that the majority of them are GrabCar's consumers, and they have a respectable level of loyalty toward GrabCar by hailing a car at least once per month. Additionally, it is interesting to find out that the majority of the respondents used GrabCar to hail a car for more than one year (N=69). Hence, it indicates that they have a good interaction with GrabCar and continue to hail a car through GrabCar.

By understanding how respondents first hear about GrabCar, an extra question, 'Where did you hear about GrabCar?' was added to the survey. The result shows most respondents (N=33) discovered GrabCar through social media platforms such as Facebook, Twitter, and YouTube. This is because GrabCar constantly informs consumers in real time and disseminates the most recent information via social media (Bismoaziiz et al., 2021). Besides, 32% of respondents discovered GrabCar by recommendation from friends, colleagues, or family. The results indicated that only 2% of respondents first heard about this app, which is GrabCar.

According to the survey, over half of the respondents (54%) spend less than RM 100 on GrabCar monthly, and only 2% of the respondents spend more than RM 1,000 on GrabCar monthly. Furthermore, the findings suggest the time of day respondents usually use GrabCar. Over three-fifths of the respondents (N=63) typically use GrabCar without a specific time preference, followed by those who use it in the afternoon (N=17) and the evening (N=13). The results show that only 7% of respondents usually use GrabCar in the morning.

Table 3. Descriptive Analysis, Cronbach's Coefficient Alpha, and Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5
1. Perceived Usefulness	0.828				
2. Perceived Ease of Use	0.759**	0.840			
3. Price	0.716**	0.756**	0.730		
4. Safety	0.729**	0.759**	0.742**	0.807	
5. Intention to Use	0.774**	0.725**	0.717**	0.776**	0.823
Number of items	6	6	6	6	6

Mean	4.0583	4.1133	2.6399	4.0650	4.1683
Standard Deviation	0.68754	0.68283	0.47598	0.67291	0.63586

Note: N = 100; *p < .05, **p < .01, ***p < .001. The diagonal entries represent Cronbach's Coefficient Alpha.

Table 3 shows a comprehensive set of descriptive statistics, measures of reliability, and zero-order correlations among the study variables. The table displays the correlation, Cronbach's Alpha, number of items, standard deviation, and means of the variables. As can be observed, the coefficients alpha of these five variables ranged between 0.730 and 0.840. Cronbach's Alpha offers a measure of the internal consistency of a test or scale, seeking to measure how well all the questions in the survey measure the same concept (Tavakol et al, 2011). An instrument is considered to be reliable if its Cronbach's Alpha value is 0.70 or greater, which verifies that it consistently measures the desired construct (Izah et al, 2023). The results show that these four independent variables are correlated with intention to use. Additionally, the mean value for all variables is between 2.6399 and 4.1683, which implies that most respondents gave responses that ranged from disagree to neutral.

Table 4. Regression Analysis

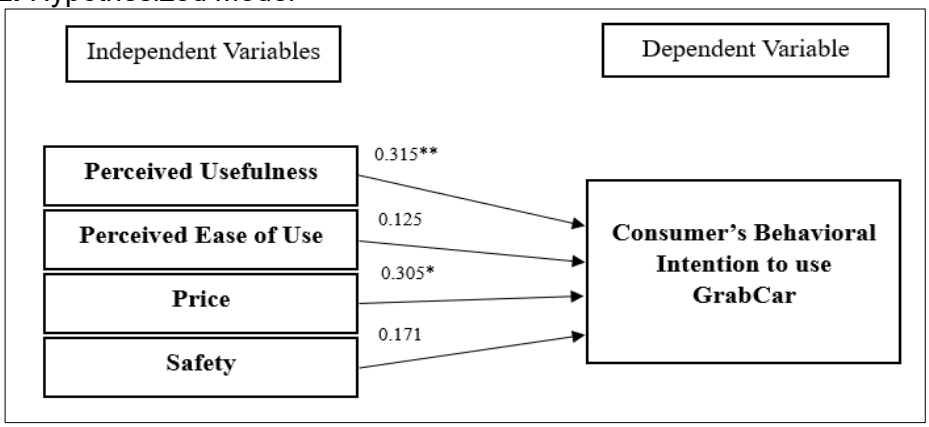
Variables Entered	Intention to Use
Perceived Usefulness	0.315**
Perceived Ease of Use	0.125
Price	0.305*
Safety	0.171
F value	53.805
R Square	0.694
Adjusted R Square	0.681

Note: N=100; *p < 0.05, **p < 0.01

Table 4 presents a comprehensive summary of the regression analysis conducted to evaluate the variables that were generated. As can be seen in Table 4, intention to use was recorded as the dependent variable, whereas perceived usefulness, perceived ease of use, price, and safety were recorded as independent variables. H1 predicts that perceived usefulness has a positive effect on intention to use. H2 predicts that there is a positive effect of perceived ease of use on intention to use. H3 predicts that price has a positive effect on intention to use. H4 predicts that safety has a positive effect on intention to use.

The authors found that perceived usefulness and price were positively correlated with intention to use, with beta values of 0.315 and 0.305. Thus, the authors found support for H1 and H3. However, perceived ease of use and safety do not demonstrate a significant effect on the intention to use, leading to the rejection of H2 and H4. The value of R-squared was 0.694, which suggests that 69.40% of the variance in the intention to use can be explained by perceived usefulness and price. The findings provided evidence to support that perceived usefulness and price are two main factors influencing consumers' behavioral intention to use GrabCar in Malaysia. The authors found that the most significant factor influencing intention to use is perceived usefulness, which has the greatest beta value (0.315), and price comes in second with a beta value of 0.305. Figure 2 shows the summarised results of the hypothesized model.

Figure 2. Hypothesized Model



DISCUSSION

The results of the study provide insight into factors that affect the behavioral intention of consumers to use e-hailing services, particularly GrabCar, in Malaysia. The study identified multiple factors significantly affecting consumer choice, including perceived usefulness, perceived ease of use, pricing, and safety. The relevant definition of perceived utility is the degree to which consumers believe that using GrabCar will improve factors of their journey or be a tool for utility, like comfort and time saving. The other is perceived ease of use, which measures how simple a prospective user finds the service and application to use. This might play a big role in their decision to choose GrabCar over other modes of transportation. Pricing also becomes a critical factor; consumers sometimes compare the cost of using the service to other available modes of transportation. If so, consider adopting a competitive pricing strategy, which can be a strong driver for users, especially in price-sensitive markets like Malaysia. Furthermore, safety issues affect consumer intentions significantly since customers must be safe when using e-hailing facilities. By studying these different levels of importance, GrabCar could use them to improve its service and generate better-performing marketing campaigns. Improvements targeted to meet consumers' expectations—like how perceived safety features are upgraded and the user experience is enhanced—can create a better image for GrabCar in the market, as well as attract many more users. The research findings also allow GrabCar to refine the value proposition needed to attract potential customers in Malaysia.

Findings depicted in Table 4 indicate that the regression analysis shows perceived usefulness as the factor that greatly influences customers' behavioral intention to use GrabCar. The corresponding beta value is 0.315, illustrating a strong positive association with the dependent variable. Hence, H1 is supported, stating that perceived usefulness has a positive influence on the intention to use the service. This finding aligns with the proposed TAM (Davis, 1989), stipulating that a user's satisfaction and intentions for future adoption of technology are strongly determined by the user's perceived usefulness of the technology. Our results align with earlier findings suggesting that perceived usefulness has a significant positive influence on user intentions about e-hailing services (Lim et al., 2018; Yan et al., 2024). In the context of ride-hailing applications, this view has been positively confirmed by the studies that show the great impact that perceived usefulness has on user behavior (Weng et al., 2017). Additionally, the results show that if passengers consider e-hailing applications such as GrabCar favorable, then they tend to use such services for their travel. Users are more likely to trust and keep using such e-hailing applications to book cars when they find them efficient and convenient. Moreover, survey results conducted by Liou et al. (2024) present several features of the

Grab application that they recommended a lot. This improves usability but is a strong factor in ensuring that customers continue using the service. This result aligns with other studies showing that useful benefits like effectiveness and reliability positively affect intentions (Venkatesh & Bala, 2008). The evidence presented here leads to the conclusion that perceived usefulness is a determinant of intention to use e-hailing services such as GrabCar.

Unexpectedly, the results of the study showed that perceived ease of use did not strongly affect behavioral intention to use GrabCar. As a result, H2 is rejected, which states that there is a positive relationship between perceived ease of use and the customer's intention to use the GrabCar platform. The findings are consistent with earlier studies that mention that ease of use is generally seen as a basic requirement of modern mobile applications (Venkatesh et al., 2003). This dominant attitude prevails as long as consumers already believe that every ride-hailing app must be easy to use, thus downplaying the significance of the ease of use criterion. Moreover, this finding is consistent with Joia and Altieri (2018), who found that respondents with prior exposure to e-hailing apps had enough familiarity with such systems. Because they are already familiar with mobile-based apps, perceived ease of use becomes less relevant in predicting their behavioral intentions. As users rely on these applications on a day-to-day basis, the act of utilizing e-hailing services turns into almost a second nature, making ease of use matter even less in their decision-making (Weng et al., 2017). In short, this analysis highlights that "perceived ease of use," although an important characteristic of any mobile application, may not be a main driver for the usage of the application itself, particularly in the case of GrabCar users who have become accustomed to the processes involved in e-hailing.

The analysis showed that price has a beta value of 0.305, which is the second most influential proportion in determining customer intention to use GrabCar. This result supports H3, which suggests that the price positively influences the customers towards behavioral intention to use GrabCar. This finding is similar to previous studies by Ubaidillah et al. (2019), which found a significant relationship between pricing and intention to use the Grab e-hailing platform. Price is going to play a major role here, but this largely reflects the demographics of the survey respondents, who are mostly students. In this regard, price can be a significant barrier to transportation for this group, due to their financial limitations, making them find lower-cost alternatives to travel (Ubaidillah et al., 2019). However, it indicates that a lot of students believe GrabCar fares are affordable and thus a service they can utilize in the future. In addition, the survey results also showed that a significant portion of users, specifically 91.7% of them, are satisfied with the discount and coupon redemption possibilities that Grab offers in the Malaysian market. This means that pricing strategies can work well for users and improve their overall satisfaction with the service. The respondents perceived the pricing of GrabCar as a reasonable price considering the quality of services received. These findings suggest that the way to attract and retain customers within the e-hailing market, especially for individuals or entities operating on a budget, such as students, may be through competitive pricing (Adam et al. 2020).

The analysis showed that safety, with a beta value of 0.171, did not demonstrate a significant influence on the customer’s behavioral intention to use GrabCar, resulting in the rejection of H4, which predicts that safety has a positive effect on customers’ behavioral intention to use GrabCar. The process of safety inspections is an essential consideration for some clients to select Grab services. Uber has laws and guidelines in place to keep their customers safe. As riders often have concerns regarding specialized issues or a substantial delay on their way to their destination, their vehicle should meet

some safety requirements (Liang et al., 2018). However, the current findings contradict the widespread assumption that safety is a key factor in the adoption of services, particularly in the transportation space. For example, according to Sukiman et al. (2022), there is a strong connection between passenger safety levels when using the Grab service and the factors influencing tourists' intention to use Grab in Malaysia.

Safety has become a "hygiene factor," and it might not even have any significant impact on consumers' intention to use e-hailing services such as Grab. That safety expectation has become a baseline feature, so no longer something consumers can choose in a meaningful way between different brands and models. In response, companies such as Grab have invested heavily in safety solutions, including driver background checks, in-car cameras, GPS tracking, and emergency buttons. Consequently, safety has been normalized in the industry. Passengers often view safety as a given, and so their attention shifts to factors such as pricing, ease of access, and quality of service. Additionally, functional attributes like value for money, sale prices, and time savings play an important role in shaping consumer preferences. Safety is a concern, but this research shows that perceived usefulness and price are much bigger motivators of e-hailing choices, as long as safety does not seem compromised. The findings may also demonstrate that these common-sense issues are less salient and consequential in terms of voter preferences in a certain population or geography. This is consistent with Herzberg's Two-Factor Theory idea that once hygiene factors (e.g., safety) exceed a certain threshold, they have no bearing on consumer decision-making (Nickerson, 2023). Rather, motivators such as perceived usefulness and price influence behavioral intentions. This study adds to the (limited) existing evidence that safety may be much less critical in service adoption than it has been in prior work, particularly in markets where consumers assume that safety levels are already brought to an acceptable level. This turns the attention to competitive differentiators like price and user experience.

CONCLUSION

To sum up, this research has achieved our objectives of providing service providers with valuable insights and guidance to improve customer satisfaction for future development. According to our research, the majority of respondents are loyal GrabCar users who have been using the platform for over a year. Most of them have a respectable level of loyalty toward GrabCar, having at least hailed a car at least once per month. This study offered empirical evidence in support of the positive effect of perceived usefulness and price on intention to use. Thus, H1 and H3 are accepted. However, perceived ease of use and safety have a negative relationship with intention to use. So, H2 and H4 are rejected. This result has demonstrated a clearer understanding of the consumer's behavioral intention toward the use of GrabCar.

One of the most intriguing takeaways from this study is that it challenges the conventional wisdom that e-hailing services like GrabCar are only appealing because they are convenient and reasonably priced. Consumer expectations and GrabCar's reputation have changed as it has become more evident that elements like safety, sustainability, and technical innovation have become more significant. The e-hailing sector is changing dramatically, driven by the values of consumers who are now more attuned to issues such as environmental responsibility, driver welfare, and data privacy. Businesses in this industry need to show that they have a thorough awareness of these changing objectives and can adapt quickly by putting trust and innovation first. The research's conclusions have applications beyond GrabCar and provide insightful information for all e-hailing services. Businesses may build a positive feedback loop that enhances their reputation as ethical and responsible brands by encouraging user trust, improving service quality,

and openly sharing sustainability and ethical activities. However, companies must proceed cautiously with their plans, guaranteeing a comprehensive dedication to sustainability that includes eco-friendly car alternatives, fair treatment of drivers, and reasonable price structures. The complicated and changing demands of today's consumers in the e-hailing market are satisfied by this multidimensional strategy.

In this situation, the government is essential in improving the caliber and effectiveness of e-hailing services and transforming them into an efficient and sustainable form of transportation. Ensuring the safety and well-being of drivers and passengers while encouraging healthy competition among service providers requires a clear and equitable regulatory framework. Through the sector's legal recognition and regulation, the Malaysian government has played a significant role in forming the e-hailing landscape. E-hailing services currently function within a structured framework thanks to initiatives like the Commercial Vehicles Licensing Board Act and amendments to the Land Public Transport Act. Among these rules are those pertaining to driver and vehicle licensing, required training, and safety precautions like insurance and health screenings. The government's formalization of the sector has improved consumer protection, promoted competition, and incorporated e-hailing as an adjunct to public transit. In addition to improving the e-hailing experience, this proactive strategy helps create a more sustainable and interconnected transportation future (Jais & Marzuki, 2020).

Since cooperation is necessary to build a sustainable and effective transportation ecosystem, Grab should actively support and make accommodations for the laws put in place by the government to improve e-hailing services. Grab can ensure that its driver partners are ready to satisfy safety and compliance requirements by aligning its operations with government rules, such as the requirement that drivers get current e-hailing insurance and Public Service Vehicle (PSV) permits. Furthermore, Grab has already shown its dedication to promoting driver compliance by taking important actions like lowering licensing fees and expediting the application process. By ensuring that all drivers follow established safety procedures, this proactive approach not only helps minimize potential service interruptions but also builds user trust.

To enhance Grab's performance and consumers' behavioral intention to use, several strategic recommendations should be implemented. First and foremost, it is crucial to enhance service quality by implementing thorough driver training programs that emphasize safe driving techniques and customer service. Passenger comfort and safety will be further guaranteed by routine auto maintenance inspections. Transparent communication regarding safety procedures can reassure passengers, and improving safety precautions by incorporating features like in-app emergency buttons and real-time ride tracking will increase customer confidence. Streamlining the booking process and successfully engaging clients may be achieved by optimizing the user experience with a more user-friendly app interface and customized ride options. Lastly, Grab will be able to quickly react to passenger demands by putting in place strong feedback systems, such as frequent surveys and attentive customer service. Grab can greatly enhance its operations and increase customer loyalty in a competitive marketplace by concentrating on these interrelated areas.

In a nutshell, this research offers key insights for different authorities in the e-hailing sector, providing a range of suggestions to influence consumers' behavioral intention to use GrabCar. For the governmental agencies, the findings are helpful in developing regulations that encourage the use of e-hailing services and reduce reliance on private vehicles. For businesses, the findings can help them comprehend the problems and address them to enhance the quality of their services in order to retain loyal consumers.

In the end, this research offers insightful empirical support for e-hailing services, demonstrating that companies that adjust to the evolving demands of their consumers would outperform their rivals.

LIMITATION

The current research contains a number of limitations. First, this research only focused on the four factors, which are perceived usefulness, perceived ease of use, price, and safety. Several additional variables can be included in this study to improve the adjusted R-squared value and explanatory power. Second, Generation Z is the only demographic cohort that dominates the research's target audience. This research excludes e-hailing users from other demographic cohorts, such as baby boomers, Generation X, and Millennials. Moreover, this research applied a quantitative approach. The quantitative research method made use of structured surveys with closed-ended questions. As a consequence, the results would not be generally indicative of the real events. However, a thorough literature evaluation served as the foundation for the development of every tool used in this study. If using two methodologies (qualitative and quantitative) yields results that are similar, the triangulation method may be utilized to get more reliable results. Finally, since this study is restricted to Malaysia, the analysis may not be the same in other nations due to differences in culture, technological advancements, lifestyle, and other factors. However, resolving these limitations in future studies can offer a deeper comprehension of the factors influencing consumers' behavioral intention to use GrabCar.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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