

# THE STUDY OF CUSTOMER SATISFACTION AMONG GRAB USERS IN KUALA LUMPUR, MALAYSIA

**Atheria Kurniawati**

Asia Pacific University of Technology and Innovation, 57000 Kuala Lumpur  
Email: [atheriakurniawati@gmail.com](mailto:atheriakurniawati@gmail.com)

**Michele Shivaanii Sundra Raj**

Asia Pacific University of Technology and Innovation, 57000 Kuala Lumpur  
Email: [michele.shivaanii@staffemail.apu.edu.my](mailto:michele.shivaanii@staffemail.apu.edu.my)

**Jugindar Singh Kartar Singh**

Asia Pacific University of Technology and Innovation, 57000 Kuala Lumpur  
Email: [jugindar.singh@apu.edu.my](mailto:jugindar.singh@apu.edu.my)

## Abstract

The successful emergence of sharing economy has received so many attentions from both organizations and customers. This recent model of business is said by many to come in the nature of disruptive, especially within the tourism industry. From small to big and popular hotels suffer loss ever since its appearance. Moreover, the sudden boom of on-demand ride hailing services such as Grab becomes a threat to many traditional taxi companies that are believed to have operated and been successful for years before the footprints of Grab is vividly seen. It turned out that the culprit behind the success of this sharing economy business model is the utilization of technology to powerfully connect providers and customers seamlessly. Especially, when the scale of internet penetration and technology development is crawling in a lightning speed. Also, not only that, many claimed sharing economy to be more affordable, convenient and sustainable to the environment. These three just pack the right combo to succeed in the market in no time. As interesting as it is, this study will research the three prominent factors in sharing economy including economic, social and environmental factor to see if they influence customers satisfaction or if the increase of customers in sharing economy is just a form of customers' curiosity towards a brand innovation.

**Keywords:** *Sharing Economy, Economic Factor, Social Factor, Environmental Factor, Customer Satisfaction*

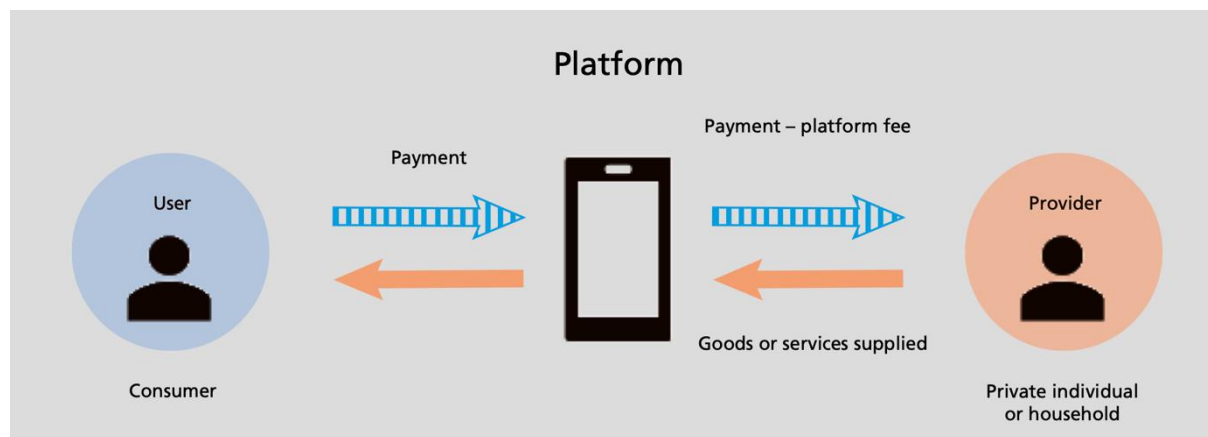
## 1. INTRODUCTION

### Sharing Economy

The idea of 'sharing' is as old as mankind. There is nothing special about lending cars, tools or even mattresses to close friends, neighbours and family. However, sharing spaces or transportation with a mere stranger may be disturbing in the past, hence it is difficult to believe that this is the day today. The trending phenomenon of this property sharing is commonly called as sharing economy or collaborative consumption. This was all started after the financial crisis between 2007-2008, whereby people were trying to find new job opportunities and companies

such as Grab, one of the most popular ones, enabled new job creations for being its riders (Görög, 2018).

To define sharing economy, it is a peer-to-peer based activity of obtaining, giving or sharing the access to goods and service, coordinated through community-based online services (Yaraghi & Ravi, 2017). This new business model replaces the value of underutilized assets and making them accessible online to a community, leading to a reduced need for ownership of those assets (Hawlitschek, et al., 2016). However, similarly to the common borrowing process between one party to another, sharing economy does not entail any ownership of the assets to anyone who utilizes the properties. The figure below explains further how this sharing economy model works. For instance, Grab users are the consumers of the ride services, meanwhile the Grab riders act as the provider who owns the vehicles. Grab as a company is acting as the platform which connects the consumers to the provider and ensures smooth contact between the two parties (including the assurance of seamless platform interaction, payment fees, complaints, etc).



**FIGURE 1: HOW SHARING ECONOMY WORKS (BASSELIER ET AL., 2018)**

### Sharing Economy as Disruptive Innovation

The extremely fast-growing phenomenon of this sharing economy model has successfully created a boom-bust and been a great disruptive innovation to other businesses. The term ‘disruptive innovation’ was coined by Clayton Christensen which refers to an innovation that is so different from the existing models, it results in the creation and emergence of wholly new markets and business models. The sharing economy has come in the nature of disruptive innovation. Because, not only they provide much cheaper travelling options for customers, yet also they have the ability to let the customers add on personal experience to their trip. Such as engaging with locals through riding with local drivers all around the world. In comparison to normal taxis, which are expensive and does not give the customers the liberty to roam in the way Grab provides. Thus, customers end up giving in and experience a shift in demand (Sahlman, 2018).

This is evident in the survey results conducted by Land Public Transport Commission (SPAD) in Malaysia. Tun Sri Syed Hamid Syed Albar, the SPAD chairman announced that only in 2015, 80% of Malaysians preferred using ride-hailing services such as Grab or Uber compared to conventional taxis (Farhan, 2016). As seen in the figure below, the results indicate that

40.8% of Malaysians are rarely using taxis as their ride, 17.8% uses only 2-3 times a week, 17.1% uses only once a month, 14.5% uses once a week, while 7.3% uses for their daily rides and other for 1.1% (Chin, 2015).

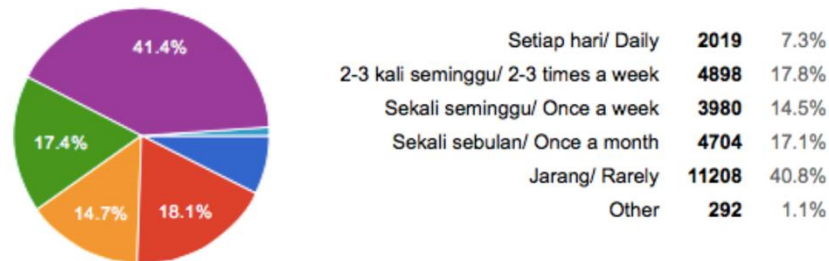


FIGURE 2: MALAYSIANS USAGE OF CONVENTIONAL TAXIS (CHIN, 2015)

In the same survey, 83.4% of Malaysians have experienced using Grab and Uber services while only 16.6% said no. As seen in the figure below, 70.8% of Malaysians prefer ride-hailing services due to their reliability, other 64.7% due to its more affordable fares. Meanwhile, 60.5% fall in love with the easy accessibility which is only one click away on their smartphones. Also, 49.7% prefer its promising safety and comfortability respectively (Chin, 2015).

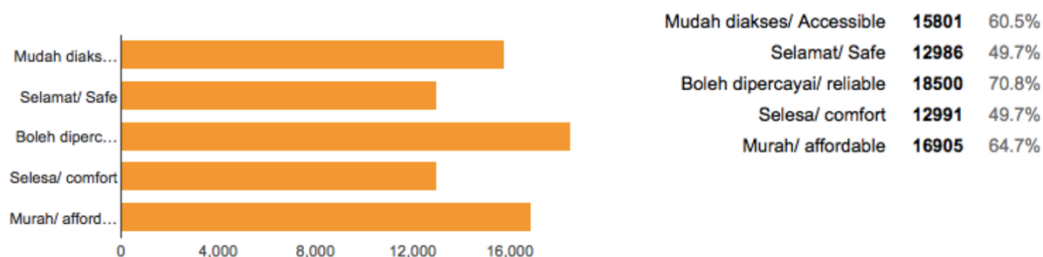


FIGURE 3: REASONS OF MALAYSIANS PREFERENCE FOR GRAB AND UBER COMPARED TO CONVENTIONAL TAXIS (CHIN, 2015)

### Sharing Economy as Part of Technology Development

Furthermore, sharing economy is not only all about people collaboration in their property sharing, yet also the creation of connectedness through platform digitization to enable the reach and mediation of large network, gathering people across the world to connect and match their supply and demand. Hence, the digital platform has become the heart of sharing economy (Sutherland & Jarrahi, 2018). Dated as of October 2019, the global digital population has now hit 4.479 million users (Statista, 2019). This gigantic mass of digital users surely opens up amazing global opportunities for companies who benefit from digitisation such as sharing economy companies. This pushes them to constantly invest in their technology development, to enable the provision of seamless interaction between consumers and provider (including enhancement on the website or mobile app platform, payment system, etc) (Lee, et al., 2016). Grab is no exception, technology is one absolute way for the company to stay ahead in the game. In 2019, the company was reported to use around \$2 billion of their funding from SoftBank Group and other investors, to land on six technology investments to bring mobile

payments and other services to Indonesia (Iwamoto, 2019). Meanwhile, after receiving \$856 million funding from two Japanese leading investors in 2020, Grab will use the money for the company's development on seamless digital payment and other financial services (Pham, 2020). Hence, it is insane to imagine what else technology can provide for human beings in the future.

### **Overview of Grab**

In this case study, Grab will be used to observe the impact of sharing economy model on customer satisfaction due to its high popularity in Kuala Lumpur, Malaysia. Grab is today a Southeast Asia leading super app, bringing services such as ride-hailing, food, delivery, payment, package, grocery and more all in one app. It has over 166 million mobile downloads across 8 countries and 339 cities with the goal to use technology as a part to empower its communities and bring a better quality of life to the people. In 2012, the company first launched GrabTaxi and managed to enter the Philippines and other Southeast Asia countries in 2013. While, GrabCar and GrabBike were then launched in 2014, followed by other services until today (Grab, 2019).

According to a global market research firm, TNS found that Grab services are used most frequently in Malaysia, Indonesia, Singapore, Philippines, Thailand and Vietnam comparatively to other ride-hailing services (Grab, 2015). With over 640 million people and 12 megacities across the region, this enables an extremely high exposure to the market opportunity for Grab to strive forwards (Grab, 2019). Hence, that is how Grab can become as popular and successful as it is today.

## **2. LITERATURE REVIEW**

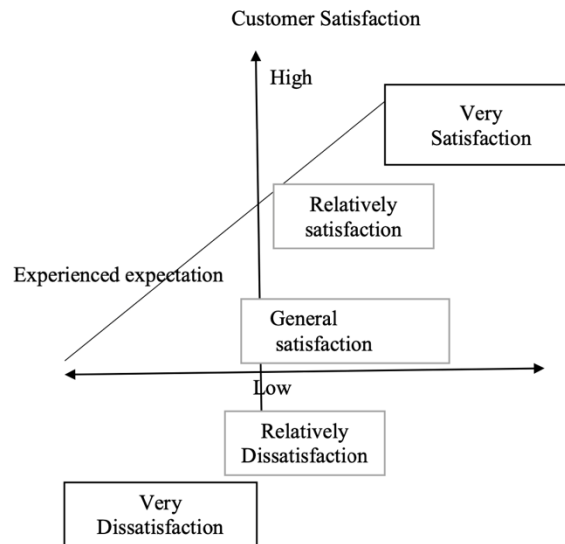
### **The Concept of Customers Satisfaction**

Customers play a major role in determining the worth of the business within the industry, hence their consistent purchase of the company's products and services are highly desired. To do so, providing a high level of customers satisfaction becomes the number one priority. In this case study, customers satisfaction acts as a dependent variable that is expected to change depending on how well multiple factors (economic, social, environmental) in sharing economy are delivered to customers.

Customers satisfaction is defined as a subjective process of customers comparing their expectations and the reality of products and services (Suchánek & Králová, 2015). Another definition refers to customers satisfaction as customers' overall evaluation of products or services, based on the total purchase and consumption experience over time (Khadka & Maharjan, 2017). Customers satisfaction involves a mix of cognitive and affective nature. Cognitive is the comparing process between expectations and reality, while affective involves a pleasant feeling towards products or services (Malik, 2012).

The figure below presents many levels of customers satisfaction, based on how well the customers' expectations are met with the experienced expectations. Customers may have a wild expectation of the products or services. However, when a company is unable to fulfil as expected, it may result in relative dissatisfaction or worse, very dissatisfaction. On the contrary, when expectations are met with reality, it results in general satisfaction, relatively or very satisfaction when reality goes beyond the expectation. There are ways for companies to achieve

customers satisfaction. Firstly, through the constant development of products and services. Secondly, by controlling the customers' expectation which is through marketing. It may ruin the customers' satisfaction when company advertise high expectation, knowing they are unable to sell the same products or services advertised. Hence, it is important to simultaneously deliver great marketing and excellent products or services (Khadka & Maharjan, 2017).



**FIGURE 4: CUSTOMER SATISFACTION ANALYSIS MODEL (KHADKA & MAHARJAN, 2017)**

Many scholars have discussed over time different factors that influence customer satisfaction. Anderson and Fornell (2000) mentioned three determinant factors including perceived service quality, perceived value and customer expectations. Perceived service quality is customers evaluation of specific attributes of products or services. It is said to have a direct and positive influence on customers when fulfilled. There are five key dimensions involved such as tangibles (physical appearance), reliability (ability to perform accurately), responsiveness (prompt customer service), assurance (knowledge of employees) and empathy (attention to customers' personal needs) factors. Additionally, perceived value refers to the worth of price offered for products or services, and the performance outcomes. Meanwhile, expectations refer to standard against performance outcomes. Similarly, Matzler, et al (2006) argued that perceived costs also play role in satisfying customers. For instance, when the perceived quality of products or services exceeds perceived costs, hence this leads to satisfied customers and high perceived value, also vice versa (Malik, 2012; Ograjenšek & Gal, 2011).

Furthermore, not only customer satisfaction is influenced by multiple determinant factors, yet also the result of customer satisfaction comes in a wide range that is beneficial for businesses. The results include positive behavioural intention and customer loyalty retention. Repurchase intention is defined as the customers' judgment to repeat purchase on service or products from the same company in the future by considering his/her current situation and likely circumstances (Ashfaq, Yun, Waheed, Khan, & Farrukh, 2019). While customers loyalty refers to the commitment shown by customers to consistently purchase the preferred products or services regardless of situational factors and marketing efforts, also recommending them to their friends and family. This commitment may result in long-term customers as long as the

customers perceive that the organization offers better value than the rivals (Chiguvi & Guruwo, 2017).

For instance, a case study by Nilsson and Wall (2017) concluded that there is indeed a positive relationship between customers satisfaction and repurchase intention of products. As the company delivers attributes of service quality dimensions well such as reliability, ease of use, safety, etc. of products, hence customers satisfaction is achieved. This leads to repurchase intention in the future. Because as customers are satisfied, this will convey their confidence and trust for future repeat purchase (Nilsson & Wall, 2017). Similarly, a case study by Lin and Lekhawipat (2013) agreed on the positive relationship. This is due to the past purchase experience has been pleasant, customers are more likely to purchase due to the circumstances. As the affective nature present in customers satisfaction, this feeling leads to intensified satisfaction and repetitive purchase towards the organization (Lin & Lekhawipat, 2014).

Additionally, a case study by Al-Msallam (2015) observed the relationship between customers satisfaction and customers loyalty. It is stated that customers loyalty will increase significantly when customers satisfaction is accomplished at a certain level. While customers loyalty will drop dramatically when customers satisfaction is not achieved. Hence, most highly satisfied customers tend to become loyal customers than those who are barely satisfied. This is also connected with repurchase intention that has been discussed above. As customers become loyal to the organization, they are more likely to do repetitive purchase also to spread free marketing through word-of-mouth to other customers (Al-Msallam, 2015).

Therefore, when an organization has successfully delivered five key dimensions of service quality, customers satisfaction can be achieved and this results in customers repurchase intention towards products or services. Also, it becomes easier to retain customers loyalty. As if killing three birds with one stone.

### **Economic Factor in Sharing Economy**

As mentioned before, one of the sharing economy driver's factors is the global financial crisis faced worldwide in the early 2000s. Hence, the economic factor has been greatly attached to the rise of this collaborative consumption concept itself which can be found in the name itself, 'sharing' and 'economy'. According to the EU (2014), the European Economic and Social Committee (EESC) as the EU consultative body stated that sharing economy has become an enormous benefit especially during the crisis time back then. Whereby people were losing their jobs, sharing economy provided more opportunities so that people could regain back their earnings. It is also a great innovation that has successfully transformed the life of the economy in the time of crisis and is not expected to cease though the economy is fully recovered (EU, 2014).

Another study by Mitreġa-Niestrój (2019), it addressed that the majority of participants in this collaborative consumption are from the low-income family background, students and young couples. The reason is, there is no proprietorship, the borrower is identified, it facilitates very small savings and most importantly they do not have to pay to the financial institutions. Therefore, they find it very human and are satisfied. It is a win-win solution (Mitreġa-Niestrój, 2013).

Meanwhile, based on Lee and Kim (2018) study, they found out that in comparison to the traditional market, not only the consumer who perceive sharing economy as an alternative option for accommodation and transport majorly but also the providers (Lee & Kim, 2018). Additionally, the study was done by Gabriella and József (2016) on the motivation that influenced consumers to participate in sharing economy resulted in economic advantage as one of its factors. People found it lucrative to experience a similar quality of experience to stay in luxurious hotels or private transportation yet in more favourable pricing. Moreover, when the service is added with some personal touch which they enjoy (Buda & Lehota, 2016). Hence, these studies have proven that the economic factor has an important role to leverage the consumer to be participants and successfully has risen this sharing economy to be on-trend in the present.

### **Environmental Factor in Sharing Economy**

Previously, as have been discussed above of how the environmental issue has become the constant talk on the planet, it is necessary for the changing in people consumption pattern. For instance, to be a more environmental-conscious human being for everyone's solidarity welfare, swap plastic for metal straws or practice zero food waste. However, this case is more relevant to the business world which is sharing economy. According to Kriston, et al. (2010), she figured that sharing economy enables people satisfaction in major demands and has eliminated ineffectiveness to the environment (Kriston, et al., 2010). This is true since sharing economy does not require the company to invest in cements, bricks, machines but share its profit with the property owner which promotes sustainability. Relevant to this, a study by Wu and Zhi (2016) added that sharing economy helps better resources allocation and may reduce greenhouse gases emissions (Wu & Zhi, 2016).

Moreover, according to Martin (2016), he believed that the business foundation model of sharing economy which enables the utilization of spare assets that all these times have been overlooked before the financial crisis will build a pathway to better future growth of environmental sustainability (Martin, 2016). Hence, as added further by Curtis and Lehner (2019), this all sustainability potential background from sharing economy motivate most of its consumers who are environmental-conscious participants to continually use any services or goods that result from the collaborative consumption (Curtis & Lehner, 2019). Thus, the environmental factor is also proven to contribute greatly to one of many sharing economies factors that influence its users and providers.

### **Social Factor in Sharing Economy**

Besides the fact that sharing economy helps regain back the economic advantage and sustain environmental conditions, it also contributes to social sustainability. For instance, job opportunities. According to Arun Sundararajan (2016), this sharing economy model has empowered and led an efficient way for labours to find alternative earnings (Sundararajan, 2016). This is proven in the Economic Report 2017/2018 as the finance minister spoke about how Malaysia's sharing economy had hit the valuation of RM 3.4 billion only in 2016 and is expected to peak at RM 17 billion in 2020 which is humungous. Also, this sharing economy contributes to aid youth people to earn more income. Furthermore, this collaborative consumption companies such as Airbnb, Uber, Grab and others had facilitated 190.000 jobs in 2016 and still is expected to grow to 300.000 new jobs by 2020. Hence, this might result in less worry for the government as 'stranger sharing' enable lower unemployment rate warranty (Malaymail, 2017).

Moreover, according to Schors and Attwood-Charles (2017), the satisfaction of the asset providers on the platform may affect their perspective of how dependent they could be for their income (Schor & Attwood-Charles, 2017). It has been studied on the research by Smith (2016), among 102 people from six different platform, it results to 26% are dependent for their primary source of income, 43% are partially and another 32% said it was only for supplemental income. Meanwhile, 42% of respondents said, “we can live comfortably without it” and 44% have real full-time jobs (Smith, 2016). Hence, not only sharing economy helps the decrement in unemployment but also support the majority of society to earn additional income to feed their basic needs expenses.

Meanwhile, scrutinized through the perspective of users, sharing economy adds enjoyment to their travelling experience, more personal touch to the service. As most of the renowned platforms are coming from a leisure provider background. According to Tsou, et al. (2019), their study figured that sharing economy does not only share physiological needs for the customers such as homes and transportation. However, it also provides experiential values which underlies utilitarian and hedonic value. Utilitarian value can be described as the consumers’ evaluation of costs and substantial benefit after using the service or product, while hedonic value involves emotions such as enjoyment and pleasure in the usage. When the consumers are satisfied with the experience, they would constantly come back and use the platform to experience more. Because, the experience is personalized with every asset provider which makes the sharing economy more attractive and incomparable to the traditional service market (Tsou, et al., 2019).

Similarly, Yang and Ahn (2016) stated that enjoyment and reputation have a significant impact on consumers participation in sharing economy (Yang & Ahn, 2016). Also, as found by Hawlitschek, et al. (2016), enjoyment and social experience come among the consumers’ reasons to yearn more and more for the service (Hawlitschek, et al., 2016). Subsequently, according to Yang, et al. (2016), unique and special experience has been the special nature of sharing economy. It could be seen clearly that customization or personalization spare a special place in consumers’ heart. Which makes it very exciting to experience. For instance, from bikes to home-cooked meals (Yang, et al., 2017). Hence, from people to people concept makes society adores ‘stranger sharing’.

### **Relationship Between Sharing Economy and Customers Satisfaction**

The past literature have studied the relationship between sharing economy and customers satisfaction numerous times. Most studies agreed that most of the number one determinant factor of customer satisfaction is the economic benefit offered by sharing economy services. For instance, a study by Barbu, et al. (2018) found that the consumers’ mindset in goods and services consumption experienced a shift since the rise of sharing economy. This shift is particularly driven by satisfaction during the purchase, which as discussed above results in repetitive consumption and demand of the products and services. The key determinants which influence the changing behaviour of their shift are the advantage of cost savings, high utility, trust and ease of use. Hence, customers do not longer long for ownership of property yet shift to the demand of access, which is provided through the sharing of property in this economy model (Barbu, et al., 2018).

Similarly, a case study conducted by Möhlmann (2015) assessed a series of factors that can become the determinant factor of customers satisfaction in the consumption of sharing economy. Among both respondent categories that come from ride-hailing services and accommodation sharing, agree with the fact that sharing economy can help saving more expenses becomes the number one determinant factor. Followed by the social factor in second place which is the sense of community belonging, a high utility that helps a more sustainable environment, trust and familiarity compared to non-sharing services. This also results in the customers' likelihood to purchase sharing economy services again in the future (Möhlmann, 2015).

Furthermore, according to the previous case study conducted by Tussyadiah (2016) explored further on how social factor also plays important role in influencing the customer satisfaction towards sharing economy. As discussed before, social factor includes trust, enjoyment and pleasure which underlies the experiential values in sharing economy. The study concluded that social interactions between consumers and providers contribute importantly to motivate and satisfy the consumers' participation in sharing economy. Because this economy model provides emotional and informational support from other individuals as sharing economy is carried out in an online environment. Hence, this environment provides an exchange of ideas, connection, thoughts and experience during the service. Also, the feeling of cares in terms of responsiveness and facilitation (Tussyadiah, 2016).

While a study by Santoso and Nelloh (2016) added that sustainability becomes one of the factors that influence customers satisfaction. Since many consumers today are more environmental-conscious and many activists have raised serious issues on worsening climate change on the planet. Hence, this property-sharing model helps encouraging people to maximize the utilization of unused spaces and vehicles instead of purchasing new ones. Although sustainability does not influence the customers' satisfaction as significant as economic benefit nor social gains. Yet there is still a positive relationship between the two (Santoso & Nelloh, 2017). Hence, based on the above-discussed evidence, the positive relationship between sharing economy which includes economic, social and environmental benefit and customers satisfaction is concluded.

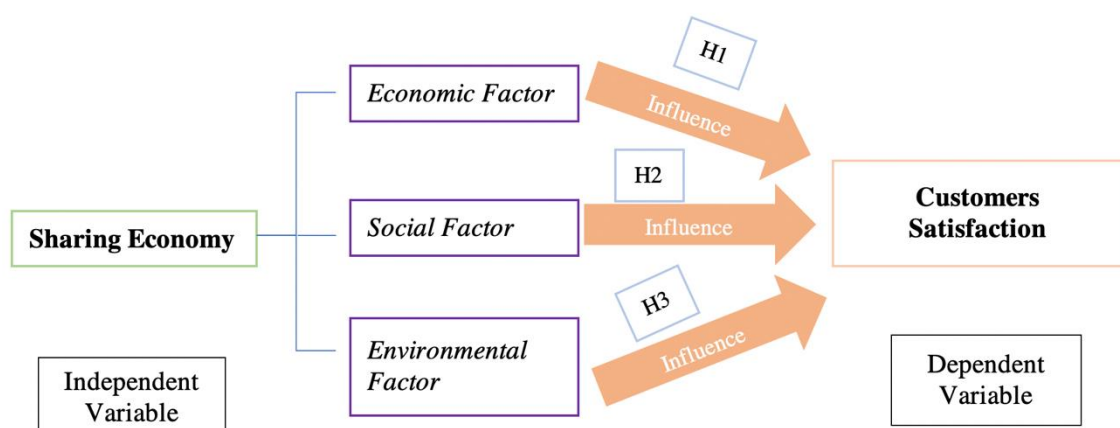


FIGURE 5: CONCEPTUAL FRAMEWORK

### **3. RESEARCH METHODOLOGY**

#### **Research Classification and Approach**

This study will employ the deductive research strategy which requires the researcher to move from general to specific. In doing so, the researcher needs to firstly decide on the theory that will be used in the study. For instance, based on this paper, the researcher would decide theory that is relevant to the sharing economy impact on consumer behaviour and environmental sustainability. Afterwards, the theory would be further narrowed down to the hypotheses which in this case is, there is a positive relationship between sharing economy and consumer behaviour, also environmental sustainability. Furthermore, the hypotheses would go for testing through the collection and analysis of data from the participants, which is the Grab users in Kuala Lumpur. Then, the researcher would produce a conclusion from the participant's answers which are collected from the questionnaire. Hence, the researcher can decide whether to accept or reject the hypothesis (Woiceshyn & Daellenbach, 2018).

Additionally, the deductive approach also entails several characteristics. The first characteristic is, this approach will allow a search to explain the causal relationship between independent and dependent variables. Secondly, it has controls over the hypotheses testing. Furthermore, it has a high level of reliability due to the facilitation of a fully structured methodology. It is also operationalised, has a factor of reductionism which allows the breaking down of possible elements to be much simpler and lastly it can produce generalised results (Saunders, et al., 2009).

#### **Data Collection**

This study is a quantitative study, whereby data is collected in the form of numerical which is obtained through a distributed questionnaire. The results of this survey will be used as primary data. Therefore, with sufficient sample size, this primary data is believed to represent the respondents' perspective towards the researched topic in a real-life context.

#### **Instrumentation: Questionnaire**

The researcher will collect the data through a questionnaire which is distributed through Google Forms. The online data collection will enable the researcher to reach wider Grab users among Kuala Lumpur ranging from students to workers. The survey consists of a 5-Likert-scale and yes/no questions. There are five different sections including the demographic profile of the respondents, section on economic factor, social factor, environmental factor whereby each represents the independent variable as well as the section on customer satisfaction which is the dependent variable. Hence, through every question presented on the survey, the researcher hoped to gain a better perspective on the diverse views of the respondents towards each variable presented.

#### **Sampling Methods**

Due to an unknown number of Grab users' population in Kuala Lumpur, hence this research will employ sampling calculation based on Hair, et al (1998) proposed formula. Whereby the sample size is calculated based on the number of variables used in this research, multiplied by the minimum range of 15 to 20 observations required for each variable (Hair, et al., 2006). This

research will use the number of 20 as the minimum for each variable. The following is the result of the sampling size calculation:

**Number of variables x 20**

$= 3 \times 20$

**FIGURE 6: RESULT OF SAMPLE SIZE CALCULATION BASED ON HAIR, ET AL. (1998)**

Therefore, with a total of three variables used in this research, a minimum of 60 respondents are required to represent the population of Grab users in Kuala Lumpur. The researcher managed to obtain 200 questionnaire results from respondents who have experienced Grab services in Kuala Lumpur. Hence, these data are believed to be more than valid and qualified to represent the entire population of Grab users in Kuala Lumpur based on the Hair, et al (1998) proposed formula.

### Data Preparation, Processing, and Analysis

Once the targeted sample size was collected, the researcher began the data processing. All the data collected with Google forms were extracted and moved into Microsoft Excel format. Then, after the researcher carefully selected and removed all the data inefficiencies also errors, the data was processed using the SPSS software. The first process was to identify the value of Cronbach Alpha to calculate the data reliability. Secondly, the data also went through a normality test whereby the skewness and kurtosis of the data were identified. Afterwards, the data went through descriptive statistics whereby the results were presented in frequencies, hence providing a better overview of the majority of the respondents' responses. Then, the data went for Pearson Correlation Analysis, to figure out whether there is a positive or negative relationship between each independent and dependent variable. Multiple regression analysis was also performed to know whether there is a significance between the independent and dependent variable.

## 4. RESULTS

### Cronbach's Alpha

In the process of doing the research, reliability test plays an important role to ensure the stability of the data results obtained through questionnaire distributions to respondents. Other goals of this test are to increase transparency in data, eliminate any errors due to biases, ensure integrity and quality of the measurement instrument. This case refers to the questionnaire (Mohajan, 2017). The common indicators to measure the consistency or reliability of the data is Cronbach's alpha coefficient. Ideally, reliable data's Cronbach's alpha will be above 0.7. However, a scale that contains less than ten items usually will get around 0.5. However, according to Briggs and Cheek (1986), the recommended optimal range for reliable data is between 0.2 to 0.4 (Pallant, 2001).

**TABLE 1: THE RESULTS OF RELIABILITY ANALYSIS TESTS**

| Variables of the study | Reliability Cronbach's Alpha | N of Items |
|------------------------|------------------------------|------------|
| Economic factor        | 0.733                        | 3          |
| Social factor          | 0.766                        | 6          |
| Environmental factor   | 0.848                        | 6          |

|                               |       |   |
|-------------------------------|-------|---|
| <b>Customers satisfaction</b> | 0.856 | 9 |
|-------------------------------|-------|---|

Table 1 above shows the results of each variables' which has undergone the reliability analysis tests with the help of SPSS Statistics. It is evident that each variable's Cronbach's alpha has successfully passed the ideal requirement of reliable data, which is exceeding 0.7 number. Economic factor, social factor, environmental factor and customers satisfaction respectively obtain 0.733, 0.766, 0.848 and 0.856. Therefore, it can be assured that all the data used and distributed to respondents in this research is sufficiently reliable and accurate. Hence, the researcher will proceed with the research.

### Respondents Description

For this study, the researcher managed to successfully obtain a total of 200 results from the questionnaire distributed to the respondents (Grab users) across Kuala Lumpur, Malaysia region. The results obtained from all the 200 respondents, there are 90 male respondents (45%), 108 female respondents (54%) which conclude the majority and 2 respondents (1%) who identify themselves in the 'prefer not to say' category. Based on the age category, the 18-25 years old made up the majority with a total of 165 respondents (82.5%), while the 26-35 years old occupied the second highest with 28 respondents (14%), 36-40 years old only with 5 respondents (2.5%) and both 41-45 years old and above 45 years old respectively with only 1 respondent (0.5%). Subsequently, based on the occupation category, the majority of respondents turned out to fall within the 'students' category with a total of 156 respondents (78%), the second majority is private employees with a total of 31 respondents (15.5%), and public employee in the third-highest with 8 respondents (4%). While self-employment and 'others' category respectively with a total of 3 (1.5%) and 2 (1%) respondents. Additionally, in the fourth item which is the income category, most of the respondents with a total of 116 people (58%) earn less than RM 1500. Also, 49 of the respondents (24.5%) earn between RM 1500-RM 2999. While the other 22 (11%) and 13 respondents (6.5%) earn respectively between RM 3000-RM 5000 and above RM 5000. Additionally, the researcher also inquired the respondents whether they are familiar or not familiar with the sharing economy concept. It turned out that sharing economy is still absent or foreign to their knowledge as far as the researcher concern. As the majority with a total of 83 respondents (41.5%) selected 'no'. While 61 of them (30.5%) still have heard about it, yet unsure as to what it is all about and a small number of them with a total of 56 (28%) selected 'yes'. Hence, this answers the curiosity of the researcher.

Furthermore, the researcher inquired as to which of the presented options are the correct meaning of sharing economy. Once again, to test out the respondents' understanding and familiarity with sharing economy concept. Surprisingly, the majority of respondents with a total of 90 people (45%) selected the second option which is correct. Sharing economy is a sharing of property between private individuals that are connected by the online platform. Whether this is a coincidence or not, the respondents are still correct. While 63 respondents (31.5%) selected 'not sure' and 47 respondents (23.5%) selected the first option which is sharing economy is a profit-sharing between shareholders. In the seventh item, the researcher tried to collect more information on whether the respondents are familiar with the on-demand ride-hailing services. The majority of answers with a total of 148 respondents (74%) answered yes while 28 of them (14%) answered no and the other 24 respondents (12%) answered they have heard about it yet unsure what it is all about. Some of them might aware of or even have

experienced Grab and other ride-hailing services, yet it is expected for them to not aware of what on-demand ride-hailing services in their particular or business term.

In the eighth item, the respondents are asked to tick off one or more ride-hailing services that they had used for the past 6 months, dated to the day the questionnaire is distributed. The results of this item percentile are unable to be calculated to the result of 100% as the previous items. As each of the respondents is given the liberty to choose more than one options. Hence, this results in 200 of the respondents (100%) had used Grab service in the 6 months. Since this study is conducted to study the customers' satisfaction among Grab users, therefore each respondent is obliged to previously have experienced Grab services to be eligible to participate in the data collection. The second most used ride-hailing service after Grab in Kuala Lumpur turned out to be MyCar with 86 respondents (43%), followed by Uber with 36 respondents (18%) and 'others' with 26 respondents (13%).

In the ninth item, the respondents are asked whether they are truly aware of what Grab is doing as a company and what they do perhaps besides providing ride-hailing services. The majority of respondents with 180 (90%) answered yes, followed by 13 respondents (6.5%) answered no and 7 respondents (3.5%) answered that they have heard about it yet still unsure. The last item of section A of the questionnaire is aimed to figure out the frequencies of the respondents' Grab usage per week. Most of the respondents with 108 people (54%) used Grab service for less than three times per week, while 76 respondents (38%) used around three to five times per week and only 16 of the respondents (8%) used more than five times per week. Conclusively, as described above are the data results that have been successfully collected by the researcher.

### Descriptive Statistics Analysis

Descriptive statistics analysis is used to describe the results of the questionnaire survey if whether there is any correlation between each independent variable and dependent variables. The results are presented as below:

**TABLE 2: ITEMIZE FOR ECONOMIC FACTORS' (IV)**

| Item | Statement                                                                  | 1   | 2   | 3    | 4    | 5    | Median |
|------|----------------------------------------------------------------------------|-----|-----|------|------|------|--------|
| ECF1 | I choose Grab because of its comparatively low cost than traditional taxis | 1.5 | 9.0 | 15.5 | 45.5 | 29.0 | Agree  |
| ECF2 | I choose Grab because it offers good service for the price                 | 1.5 | 4.0 | 14.0 | 49.5 | 31.0 | Agree  |
| ECF3 | I choose Grab because it is economical                                     | 1.0 | 9.5 | 25.0 | 42.0 | 22.5 | Agree  |

*Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*

Table 2 above shows the results of the respondents' responses for each statement in the Economic Factor (ECF) section of the questionnaire. On the first statement, it is stated that the respondents choose Grab because of its comparatively low cost than traditional taxis. The responses were 45.5% of the majority agreed, and the median for this statement is 'agree'. This means most of the respondents tend to consistently use the service due to its lower cost than

traditional taxis. Forward to the second statement, it is stated that the respondents choose Grab because it offers good service for the price. The result is 49.5% of the respondents which made up the majority agreed, and the median for this statement is 'agree'. This means most of the respondents tend to use Grab services due to their good service for the price offered. Lastly, the third statement stated that the respondents chose Grab due to its economically, the majority of the responses agreed with 42% and the median is 'agree'. This means that most of the respondents tend to choose Grab because it is economical.

Table 3 below shows the results of the respondents' responses for each statement presented in the Social Factor (SF) section of the questionnaire. It is stated on the first statement that respondents chose Grab due to it provides convenience in travelling compared to traditional taxis. The result shows that the majority which made up 50.5% of the respondents strongly agreed, and the median is 'strongly agree'. This indicates that about half amount of the respondents tend to choose Grab service due to its convenience compared to traditional taxis. While the second statement stated that the respondents choose Grab because it provides transportation service with a unique experience compared to traditional taxis. The majority of the respondents with 34% agreed, and the median for this statement is 'agree'. This means that most of the respondents tend to choose Grab due to its provision of a unique experience. Forward to the third statement, it is stated that the respondents chose Grab to have an authentic local experience, the majority with 35% of respondents were being neutral with this statement, and the median is 'neutral'. This means that most of the respondents neither agreed nor disagreed with this statement.

On the fourth statement, it is stated that the respondents chose Grab to get useful local information and tips from the drivers while travelling, and 29% which is the majority agreed while the median is 'agree'. This indicates that most of the respondents tend to choose Grab to get useful information and tips from the drivers since they are one of the locals in town. Meanwhile, it is stated on the fifth statement that the respondents choose Grab because it provides an exciting experience. The majority of respondents with 31.5% were being neutral, and the median is 'neutral'. This means that most of the respondents neither agreed nor disagreed with this statement. Lastly, it is stated on the sixth statement that the respondents choose Grab because they want to interact with the local people (drivers). The results turned out that the majority of 30.5% of respondents were being neutral with this statement, and the median is 'neutral'. This means that most of the respondents neither agreed nor disagreed with this statement.

**TABLE 3: ITEMIZE FOR SOCIAL FACTORS (IV)**

| Item | Statement                                                                                                     | 1    | 2    | 3    | 4    | 5    | Median         |
|------|---------------------------------------------------------------------------------------------------------------|------|------|------|------|------|----------------|
| SF1  | I choose Grab because it provides convenience in travelling compared to traditional taxis                     | 0.5  | 1.0  | 12.0 | 36.0 | 50.5 | Strongly Agree |
| SF2  | I choose Grab because it provides transportation service with unique experience compared to traditional taxis | 1.5  | 7.5  | 29.5 | 34.0 | 27.5 | Agree          |
| SF3  | I choose Grab to have an authentic local experience                                                           | 6.5  | 17.5 | 35.0 | 25.0 | 16.0 | Neutral        |
| SF4  | I choose Grab to get useful local information and tips from the drivers while travelling                      | 6.5  | 15.0 | 27.0 | 29.0 | 22.5 | Agree          |
| SF5  | I choose Grab because it provides an exciting experience                                                      | 8.0  | 16.5 | 31.5 | 30.0 | 14.0 | Neutral        |
| SF6  | I choose Grab because I want to interact with the local people (drivers)                                      | 18.0 | 22.0 | 30.5 | 19.0 | 10.5 | Neutral        |

*Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*

Table 4 below shows the results of the respondents' responses regarding each statement presented in the Environmental Factor (ENF) section of the questionnaire. The first statement stated that the respondents choose Grab because they would like to reduce energy consumption and other resources while travelling. The majority with 37% agreed, and the median is 'agree'. This means that most respondents tend to choose Grab to help reduce energy consumption and others while travelling. On the second statement, it is stated that respondents choose Grab because it is more environmental-friendly. The majority with 29% were being neutral, and the median is 'neutral'. This means that most of the respondents neither agreed nor disagreed with this statement. Forward to the third statement, it is stated that the respondents choose Grab because they would like to be a more socially responsible traveller. Turned out that the majority of 33% of respondents were being neutral with this statement, and the median is 'neutral'. This means that most of the respondents neither agreed nor disagreed with this statement.

**TABLE 4: ITEMIZE FOR ENVIRONMENTAL FACTORS (IV)**

| Item | Statement                                                                                                           | 1    | 2    | 3    | 4    | 5    | Median  |
|------|---------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|---------|
| ENF1 | I choose Grab because I would like to reduce energy consumption and other resources while travelling                | 8.0  | 11.0 | 25.0 | 37.0 | 19.0 | Agree   |
| ENF2 | I choose Grab because it is more environmental-friendly                                                             | 13.5 | 17.5 | 29.0 | 25.0 | 15.0 | Neutral |
| ENF3 | I choose Grab because I would like to be a more socially responsible traveler                                       | 11.5 | 13.5 | 33.0 | 30.5 | 11.5 | Neutral |
| ENF4 | I choose Grab because it uses a sustainable business model (sharing transportation instead of purchasing a new one) | 2.5  | 7.0  | 32.0 | 32.5 | 26.0 | Agree   |
| ENF5 | I choose Grab because it is more efficient in terms of energy                                                       | 5.0  | 9.0  | 29.5 | 34.5 | 22.0 | Agree   |
| ENF6 | I choose Grab because I want to support the local community                                                         | 6.0  | 10.0 | 25.5 | 37.0 | 21.5 | Agree   |

*Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*

Meanwhile, it is stated in the fourth statement that respondents chose Grab because it uses a sustainable business model (sharing transportation instead of purchasing a new one). Turned out the majority of 32.5% of respondents agreed, and the median is 'agree'. This indicates that most respondents tend to choose Grab due to its sustainable sharing economy model. On the fifth statement, it is stated that the respondents choose Grab because it is more efficient in terms of energy. The majority of 34.5% of respondents agreed, and the median is 'agree'. This indicates that most respondents chose Grab due to its energy efficiency. Lastly, the sixth statement stated that respondents choose Grab because they want to support the local community. Turned out the majority of 37% of respondents agreed, and the median is 'agree'. This means that most of the respondents chose Grab to support local community employment and earnings.

Table 5 below shows the results of the respondents' response to each statement presented in Customer Satisfaction (CS) section of the questionnaire. On the first statement, it is stated that respondents are satisfied with the price offered by Grab. Turned out more than half the amount of the majority 57.5% respondents agreed, and the median is 'agree'. This means that most respondents tend to be satisfied with the price offered. Meanwhile, it is stated on the second statement that respondents are satisfied with the price and service convenience offered by Grab, plus they are worth the money spent. Again, more than half amount of the majority 55.5% respondents agreed, and the median is 'agree'. This means that most respondents tend to be

satisfied with the price and service convenience offered also worth the money. Additionally, the first and second statement are presented the correlation between economic factors and customers satisfaction in sharing economy. Forward to the third statement which stated that respondents are satisfied with their interactions with drivers while using Grab service. The result indicates that almost half the amount of the majority 49% respondents agreed, and the median is 'agree'. This means that most of the respondents tend to be satisfied with their interactions with Grab drivers during the service. Subsequently, it is stated on the fourth statement that respondents are satisfied with the unique experience offered by Grab. The results are again, almost half amount of majority 48.5% respondents agreed, and the median is 'agree'. This means that most respondents tend to be satisfied with Grab's offer for its unique experience during the service. Additionally, the third and fourth statement are presented the correlation between social factors and customers satisfaction in sharing economy.

**TABLE 5: ITEMIZE FOR CUSTOMER SATISFACTION (DV)**

| Item | Statement                                                                                              | 1   | 2   | 3    | 4    | 5    | Median |
|------|--------------------------------------------------------------------------------------------------------|-----|-----|------|------|------|--------|
| CS1  | I am satisfied with the price offered by Grab                                                          | 0.5 | 2.0 | 4.0  | 57.5 | 36.0 | Agree  |
| CS2  | I am satisfied with the price and service convenience offered by <u>Grab</u> , they are worth my money | 0.5 | 1.0 | 6.0  | 55.5 | 37.0 | Agree  |
| CS3  | I am satisfied with my interactions with drivers while using Grab service                              | 2.0 | 3.0 | 23.5 | 49.0 | 22.5 | Agree  |
| CS4  | I am satisfied with the unique experience offered by Grab                                              | 4.0 | 6.5 | 26.0 | 48.5 | 15   | Agree  |
| CS5  | I am satisfied with the sustainability offered by Grab to environment                                  | 4.0 | 5.0 | 23.5 | 50.0 | 17.5 | Agree  |
| CS6  | I am satisfied by how Grab helps support local community employment issues                             | 3.0 | 5.0 | 21.0 | 55.0 | 16.0 | Agree  |
| CS7  | I will happily use Grab again in the future                                                            | 0   | 0.5 | 4.0  | 60.5 | 35.0 | Agree  |
| CS8  | I will happily recommend Grab services to other friends and families                                   | 0   | 0   | 11.0 | 56.5 | 32.5 | Agree  |
| CS9  | I will share my experience with Grab as a positive sharing to other friends and families               | 0   | 0   | 8.0  | 60.0 | 32.0 | Agree  |

*Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*

Meanwhile, the fifth statement stated that respondents are satisfied with the sustainability offered by Grab to the environment. The results are half amount of majority 50% respondents agreed, and the median is 'agree'. This indicates that most respondents tend to be satisfied with Grab providing a sustainable impact on the environment. On the sixth statement, it is stated that respondents are satisfied by how Grab helps support local community employment issues. Turned out that more than half the amount of the majority (55% of respondents) agreed, and the median is 'agree'. This means that most respondents tend to be satisfied with how Grab supports local community employment issues by providing more job options. Additionally, the fifth and sixth statement are presented the correlation between environmental factors and customers satisfaction in sharing economy. Forward to the seventh statement which stated that respondents will happily use Grab again in the future. The responses were more than half amount of majority 60.5% agreed with this statement, and the median is 'agree'. This indicates that most respondents might be sufficiently satisfied, hence they do not mind using the service again in the future.

While the eighth statement stated that respondents will happily recommend Grab services to their other friends and families. Surprisingly, the majority of 56.5% agreed and the median is 'agree'. This might mean that most respondents want their other friends and families to experience the sufficiently great services offered by Grab. Lastly, the ninth statement stated that respondents will share their experience with Grab as a positive sharing to other friends and family. The results were the majority of 60% respondents agreed, and the median is 'agree'. This might mean that most of the respondents had experienced a positive service with Grab, hence they would share their experience with other friends and families as positive sharing.

### Normality Test

Normality test refers to the symmetrical and asymmetrical dispersal of the data collected and measured for each of the variables corresponding to the normal distribution of the data. This test is performed by the researcher to assure the audience that the data distributed to the selected amount of sample size is not merely under the assumption of they are being normally distributed. However, the results of this test will be evidence that the data used in this research is sufficiently reliable and accurate. The indicators of the data normality will be shown in the obtained result of skewness and kurtosis (Ghasemi & Zahediasl, 2012). Skewness is used to measure the asymmetry of the distribution of the data set. If the data results to positive skewed means they are normally distributed and if it is negatively skewed means the data is not normal. Meanwhile, kurtosis is the statistical measure of the degree to which the data collected is clustered around the central point or normal distribution. A normal data usually will have zero kurtosis. However, according to Hair, et al. (2010), if the value of skewness and kurtosis fall between -2 to +2, they are still acceptable (Hair, Black, Babin, & Anderson, Multivariate Data Analysis, 2010; Malhotra & Sharma, 2008; Field A. , 2009).

**TABLE 6: RESULTS FOR EACH IV AND DV NORMALITY TEST**

| Summation                   | Skewness | Kurtosis |
|-----------------------------|----------|----------|
| Economic Factor (IV)        | -0.668   | 0.443    |
| Social Factor (IV)          | -0.016   | -0.191   |
| Environmental Factor (IV)   | -0.310   | 0.156    |
| Customers Satisfaction (DV) | 0.068    | -0.192   |

Table 6 above shows the results from the normality test performed by the researcher for each independent and dependent variable. For the first independent variable (IV), Economic Factor (ECF) has its skewness scored at -0.668 while the kurtosis at 0.443. Meanwhile, the second IV, Social Factor (SF) scored its skewness at -0.016 and kurtosis at -0.191. Also, the third IV which is Environmental Factor (ENF) has its skewness scored at -0.310 while kurtosis at 0.156. As for Customers Satisfaction (CS) which is the dependent variable (DV) has its skewness at 0.068 and kurtosis at -0.192. Each variable seems to result within the normal range of skewness and kurtosis score as previously have been suggested by Hair, et al. (2010). Therefore, it can be concluded that all the information collected from the distributed questionnaires for the respective variable is perfectly normal.

### Pearson Correlation between Economic Factor (ECF) and Customer Satisfaction (CS)

**TABLE 7: PEARSON CORRELATION ANALYSIS RESULTS BETWEEN ECF AND CS**

| Correlations          |                     | economic_factor | customer_satisf |
|-----------------------|---------------------|-----------------|-----------------|
|                       |                     | s               | action          |
| economic_factors      | Pearson Correlation | 1               | .556**          |
|                       | Sig. (2-tailed)     |                 | .000            |
|                       | N                   | 200             | 200             |
| customer_satisfaction | Pearson Correlation | .556**          | 1               |
|                       | Sig. (2-tailed)     | .000            |                 |
|                       | N                   | 200             | 200             |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 7 above shows the results of Pearson Correlation between Economic Factor (ECF) as the first independent variable and Customers Satisfaction (CS) as the dependent variable. The results between these variables are  $r(198)=0.556$ ,  $p=0.000$ . Therefore, it can be concluded that these two variables have a moderate positive correlation. While, as the value of  $p \leq 0.05$ , hence the correlation between these two can be considered significant. While if  $p > 0.05$ , hence the correlation is not significant.

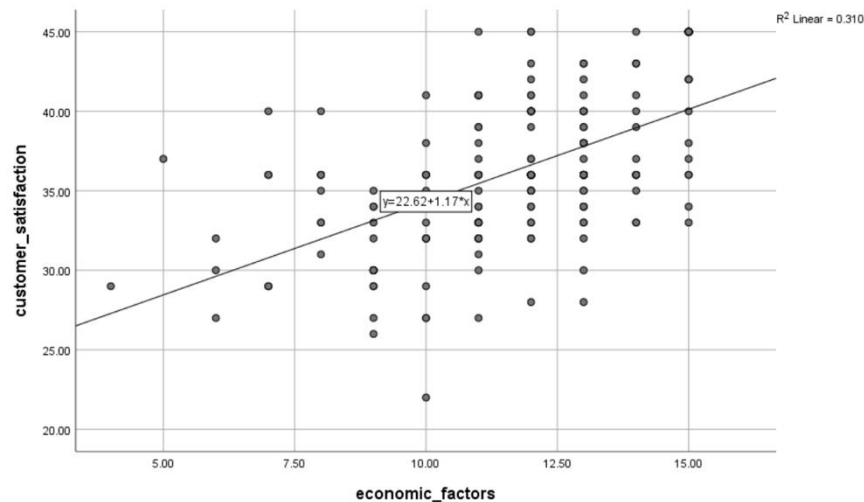


FIGURE 7: PEARSON CORRELATION SCATTERPLOT RESULTS BETWEEN ECF AND CS

Furthermore, to achieve a much clearer perspective on the correlation between ECF and CS, a scatterplot is drawn which results in the figure above. As discussed above, when the best-fitting line moves consistently from the lower left to the upper right of the graph, it indicates the existence of a positive correlation. Therefore, it can be concluded that there is a moderate and significant positive relationship between Economic Factor (ECF) and Customers Satisfaction (CS) among the Grab users' study in Kuala Lumpur, Malaysia.

### Pearson Correlation Between Social Factor (SF) and Customer Satisfaction (CS)

TABLE 8: PEARSON CORRELATION ANALYSIS RESULTS BETWEEN SF AND CS

| Correlations          |                     | customer_satisf |        |
|-----------------------|---------------------|-----------------|--------|
|                       |                     | social_factors  | action |
| social_factors        | Pearson Correlation | 1               | .657** |
|                       | Sig. (2-tailed)     |                 | .000   |
|                       | N                   | 200             | 200    |
| customer_satisfaction | Pearson Correlation | .657**          | 1      |
|                       | Sig. (2-tailed)     | .000            |        |
|                       | N                   | 200             | 200    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 8 above shows the results of Pearson Correlation between Social Factor (SF) as the first second variable and Customers Satisfaction (CS) as the dependent variable. The results between these variables are  $r(198)=0.657$ ,  $p=0.000$ . Therefore, it can be concluded that these two variables have a moderate positive correlation. Additionally, as the value of  $p \leq 0.05$ , hence the correlation between these two can be considered significant.

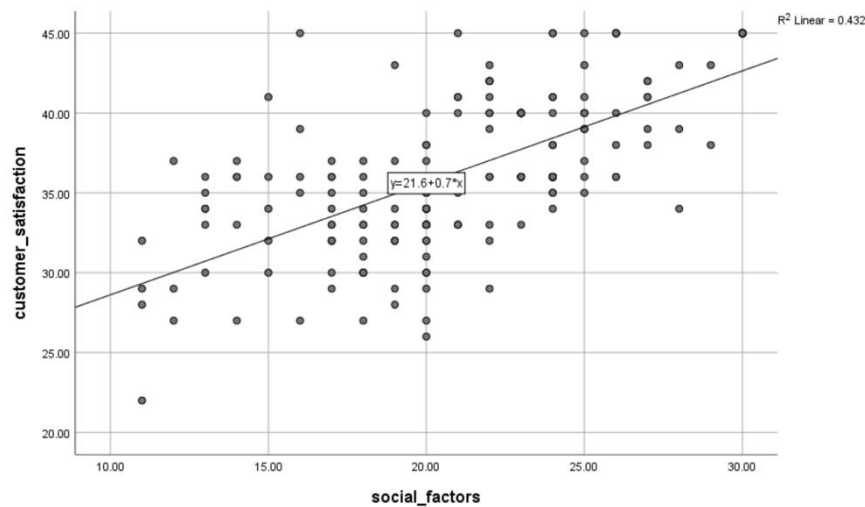


FIGURE 8: PEARSON CORRELATION SCATTERPLOT RESULTS BETWEEN SF AND CS

Also, to achieve a much clearer understanding of the correlation between the two variables, hence a scatterplot is drawn which results in the figure above. Similarly, to the previous correlation between ECF and CS, the best-fitting line in this scatterplot also move consistently from the lower left to the upper right of the graph. Therefore, it can be concluded that there is a moderate and significant positive relationship between Social Factor (SF) and Customers Satisfaction (CS) among the Grab users' study in Kuala Lumpur, Malaysia.

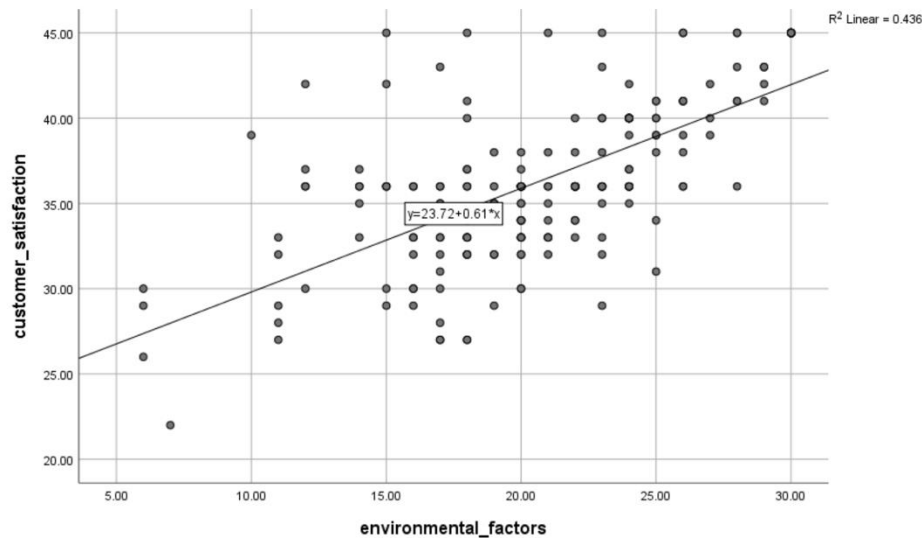
### Pearson Correlation Between Environmental Factor (ENF) and Customer Satisfaction (CS)

TABLE 9: PEARSON CORRELATION ANALYSIS RESULTS BETWEEN ENF AND CS

| Correlations          |                     | environmental_f<br>actors | customer_satisf<br>action |
|-----------------------|---------------------|---------------------------|---------------------------|
| environmental_factors | Pearson Correlation | 1                         | .660**                    |
|                       | Sig. (2-tailed)     |                           | .000                      |
|                       | N                   | 200                       | 200                       |
| customer_satisfaction | Pearson Correlation | .660**                    | 1                         |
|                       | Sig. (2-tailed)     | .000                      |                           |
|                       | N                   | 200                       | 200                       |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 9 above shows the results of Pearson Correlation between Social Factor (SF) as the first second variable and Customers Satisfaction (CS) as the dependent variable. The results between these variables are  $r(198)=0.660$ ,  $p=0.000$ . Therefore, it can be concluded that these two variables have a moderate positive correlation similar to the two previous correlation results. Additionally, as the value of  $p \leq 0.05$ , hence the correlation between these two can be considered significant.



**Figure 9: Pearson Correlation Scatterplot Results Between ENF and CS**

Furthermore, to achieve a much clearer understanding of the correlation between these two variables, a scatterplot is drawn which results in the figure below. Again, as similar to the previous two correlation results, the best-fitting line in the graph move effortlessly and consistently from the lower left to upper right of the graph. Hence, assessing from all the results, it can be concluded that there is a moderate and significant positive relationship between Environmental Factor (ENF) and Customers Satisfaction (CS) among the Grab users' study in Kuala Lumpur, Malaysia.

### Multiple Regression Analysis

Multiple regression analysis is a set of family techniques performed by the researcher to determine the correlations between one continuous dependent variable and three independent variables also to see if there is any causal-effect relationship between the variables. This is a continuous analysis to estimate and understand better the interrelationship between variables (Uyanık & Güler, 2013).

**TABLE 10: MULTIPLE REGRESSION MODEL SUMMARY RESULT**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .743 <sup>a</sup> | .553     | .546              | 3.17078                    |

a. Predictors: (Constant), environmental\_factors, economic\_factors, social\_factors

b. Dependent Variable: customer\_satisfaction

Table 10 above shows the results for the model summary based on the three independent variables and their impact on the dependent variable. The important indicators from this table are reflected in the value of  $R^2$  which scores 0.553. This is translated into a percentage value multiplying 0.553 with 100 which results in around 55%. This indicates that taken as a set, the predictors or independent variables including Economic Factor (ECF), Social Factor (SF) and Environmental Factor (ENF) account for around 55% of the variance or dependent variable in Customer Satisfaction (CS). This means that this result can be considered a respectable result. However, under this model summary result, the relationship between all the three independent variables and one dependent variable can yet be determined. Hence, the relationship will be discussed further based on the following ANOVA and coefficient table results.

### ANOVA Table

Table 11 below shows the results for Analysis of Variance (ANOVA) table which is important to assess the statistical significance of the results, also used to detect any differences between experimental group differences (two or more) means and whether to accept or reject the hypothesis presented in this study (Sawyer, 2009). This analysis tests whether the  $R^2$  shown in table 10 above is significantly greater than zero by seeing the value of Sig whether  $p \leq 0.05$  in table 11 above. It turned out that the value of sig is .000. Therefore, as it is lesser than 0.05, it can be determined that  $R^2$  is significantly greater than 0. In other words, there is significant interaction and a strong positive relationship between each IV and DV. Therefore, it can be described that the overall regression model is significant. Hence, it can also be written that  $F(3, 196) = 80.705$ ,  $p \leq 0.05$ ,  $R^2 = .553$ . Though, the coefficient analysis should be performed to finalize the tests and conclude whether the hypothesis in this research can be accepted or rejected.

**TABLE 11: MULTIPLE REGRESSION ANOVA TABLE RESULT**

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 2434.201       | 3   | 811.400     | 80.705 | .000 <sup>b</sup> |
|                    | Residual   | 1970.554       | 196 | 10.054      |        |                   |
|                    | Total      | 4404.755       | 199 |             |        |                   |

a. Dependent Variable: customer\_satisfaction

b. Predictors: (Constant), environmental\_factors, economic\_factors, social\_factors

## Coefficients Table

This third step of multiple regression analysis is aimed to know which of the independent variable (referring to ECF, SF, ENF) contributed to the prediction of the dependent variable (CF) (Pallant, 2001). Table 12 below shows the results for this coefficient analysis. The common indicators which help to see which IV contribution is the most significant to the prediction or impact on IV, is the value of Beta which is under the Standardized Coefficients column. As in this study, there is no intention of the researcher to construct a regression equation, hence standardised beta is taken. Standardised means that the values for each variable have been converted to a similar scale, hence it can be used to compare the variables (Pallant, 2001).

**TABLE 12: MULTIPLE REGRESSION COEFFICIENTS TABLE RESULT**

| Coefficients <sup>a</sup> |                       |                             |            |                           |      |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|------|
| Model                     |                       | Unstandardized Coefficients |            | Standardized Coefficients | Sig. |
|                           |                       | B                           | Std. Error | Beta                      |      |
| 1                         | (Constant)            | 17.255                      | 1.308      |                           | .000 |
|                           | economic factors      | .570                        | .120       | .272                      | .000 |
|                           | social factors        | .247                        | .081       | .232                      | .003 |
|                           | environmental factors | .347                        | .065       | .377                      | .000 |

Referring to Table 12 above, the value of beta for Economic Factors (ECF) is scored at .272, while Social Factor (SF) at .232 and Environmental Factor (ENF) at .377. Also, to test whether there is any statistically significant relationship between each independent and dependent variable, the value of Sig is important as previously used discussed in the model summary and ANOVA analysis. If the value of Sig for each variable is lesser than .05, hence it can be concluded that there is indeed a significance between IV and DV. It is shown in table 12 above that the Sig value for ECF, SF and ENF respectively is .000, .003, .000. Hence, the three have a significant contribution to the prediction of customer satisfaction. However, to determine which IV contributes the largest to the DV is dependent on which IV has the largest value of beta. This results in environmental factor as the largest contributor, followed by economic factors and social factors. Though all three contribute a similar significance.

## Results of Regression Analysis

To summarize, the table below shows the results of whether each hypothesis is accepted or rejected. Based on the previous multiple regression analysis that has been performed by the researcher, all the three hypotheses are to be accepted as summarized in the table below:

**TABLE 13: RESULTS ON HYPOTHESES**

| <b>Hypotheses</b>                                                                                                                       | <b>Significance</b> | <b>Results</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------|
| H1:<br>There is a positive correlation between economic factor in sharing economy to customers satisfaction in using Grab services      | .000                | Accepted       |
| H2:<br>There is a positive correlation between environmental factor in sharing economy to customers satisfaction in using Grab services | .000                | Accepted       |
| H3:<br>There is a positive correlation between social factor in sharing economy to customers satisfaction in using Grab services        | .003                | Accepted       |

## Discussion of Findings

### Question One: Is There a Positive Correlation Between Economic Factor (ECF) in Sharing Economy and Customer Satisfaction (CS)?

Based on the previous analysis and tests, this study has eventually discovered a positive and significant correlation between economic factor (ECF) in sharing economy as the IV and customer satisfaction (CS) as the DV. The findings are found to be consistent with the past researchers' findings such as Möhlmann (2015), Tussyadiah (2016), Balachandran and Hamzah (2017) and Adam, et al. (2020) in the context of sharing economy. A study by Möhlmann (2015) concluded that there is a positive effect on customer satisfaction in the particular ride-hailing company he studied in. He argued that economic factor or cost savings become a great attraction for customers as monetary value is one of customers' greatest concern in every service purchase made. Hence, the economic factor becomes a competitive advantage for ride-hailing services such as Grab to attract loyal customers. Similarly, this argument is agreed by Lamberton and Rose (2012). They argued that monetary saving advantage influence the customers' decision in the consistent purchase of a service. Economic factor in many cases also become the primary drivers and main determinant of customers satisfaction (Lamberton & Rose, 2012). Button and Hensher (2001) also indicated that particularly in the transportation industry, customers perceive the price as an important indicator. Price affects the way customers perceive affordability depending on the quality between the service provided and the fares charged (Button & Hensher, 2001). This is in line with the collected data from the 200 respondents. The majority of respondents agreed that they chose Grab due to its comparatively lower cost than traditional taxis, the quality of service and price offered also the economical factor in Grab. This result is supported by Moeller and Wittkowski (2010), they argued that it is very common to find transportation sharing option that offers lower cost

compared to non-sharing options such as traditional taxis (Moeller S, 2010). While more than half amount of the respondents in this study stated that they both are satisfied with the price offered by Grab as well as the quality of service and price are worth their money spent. Moreover, the past findings by Balachandran and Hamzah (2017) and Adam, et al. (2020) who also performed a similar study on customers satisfaction among ride-hailing service users in Malaysia concluded findings that are similar to this study. Although, they found that price is not the most significant contributor to influence customer satisfaction, yet economic factor is one of the variables that are proven to have a positive and significant relationship with CS (Balachandran & Hamzah, 2017). Therefore, this study concluded that there is a positive correlation/relationship between economic factor and customer satisfaction.

#### **Question Two: Is There a Positive Correlation Between Environmental Factor (ENF) in Sharing Economy and Customer Satisfaction (CS)?**

Based on the previous analysis and tests, this study has eventually discovered a positive and significant correlation between environmental factor (ENF) in sharing economy as the IV and customer satisfaction (CS) as the DV. Many studies researched these two variables correlation, however when it comes to customers satisfaction most respondents reacted insignificantly to the statement. This makes this study very unique as the respondents surprisingly show positive satisfaction with the sustainability impact Grab carried. Based on the study on customers' motivation to use sharing economy by Sijabat (2019), she found that respondents show a significant and positive correlation on how sustainability impacts their motivation to use the service. However, not customer satisfaction. Meanwhile, in the study on factors influencing customer satisfaction by Tussyadiah (2016), there is no positive nor significant correlation between environmental benefit and customers satisfaction. Similar findings also found in the study performed by Möhlmann (2015), again the hypotheses on the positive correlation between environmental impact and customer satisfaction is rejected. This indicates that currently, only this study has shown a great result on the two variables.

Based on this study findings, the majority of respondents agreed that they chose Grab because they would like to reduce energy consumption, also agreed that Grab uses a sustainable business model and more efficient in terms of energy. This is supported in the study performed by Nijland and Meerkerk (2017), ever since the emerging of car sharing in the Netherland, there occurred a reduction in car ownership by 30% as well as 13%-18% carbon dioxide emissions. Additionally, according to Alphabeta (2017), it was forecasted that by 2020 ride-sharing would help reducing carbon dioxide emission that is equivalent to saving 415,000 hectares of land for deforestation. As well as, reduce air pollution by 8% in big cities such as Indonesia (Sijabat, 2019). Furthermore, it is also argued that the lifestyle of sharing will contribute to destroying excessive consumerism, enhance social bonding between social beings also minimizing the need for more resources. Sharing economy helps people to easily eliminate past habits and contribute more to the future of sustainability (Sung, et al., 2018). On the other hand, this study found that the majority of respondents were being neutral when stated that Grab is more environmental-friendly and if they would like to be a more socially responsible traveller. Tussyadiah (2016) argued that sharing economy such as ride-hailing services may help people to be more aware. Because, for every consumption of service made, not only monetary value needs to be paid, yet also how it impacts on the environment surrounding in the future. This mindset is essential to be adopted by the customers today (Tussyadiah, 2016).

Furthermore, not only sharing economy helps boost environmental sustainability, yet also it helps eliminate the local unemployment issues by providing more job options such as drivers. This study found that the majority of respondents agreed that Grab helps the local community employment revive back to life. It is reported by The Star in 2019 that the total drivers in Malaysia alone reach the number of 200,000 with three-quarters of them are part-timers (Lai & Hendawy, 2019). While, there are 2 million Grab drivers across Southeast Asia with an average of 4 million rides every single day (Ahmad, 2019). These insane numbers indicate that millions of people are today getting higher opportunity to apply for jobs as long as they meet the qualifications set by Grab. However, there is still very limited past studies touch on the topic of employment issues as one of the sharing economies benefit to human sustainability.

In the case study done by Hunaiti, et al. (2018), the majority of their respondents strongly agreed that ride-hailing services resolve unemployment issues within the local community, as well as help providing the locals with another supplementary income. They argued that ride-hailing services also provide drivers flexibility on the time and destination they would choose to work on or go to pick up customers. Meanwhile, the downside may be on the traditional taxi's employees whereby as customers shift to ride-hailing services that are more convenient and modernized, most taxi drivers were anxious over their jobs because they do not have as many passengers to pick up as back in the days. However, it seems today that many traditional taxis exploit the opportunity by collaborating or partnering with a company like Grab to revive their business back to life again (Hunaiti, et al., 2018). All in all, the majority of respondents in this study stated that they are satisfied with the sustainability offered by Grab to the environment and agreed with the fact that Grab helps support local employment issues through more job openings.

### **Question Three: Is There a Relationship Positive Correlation Social Factor (SF) in Sharing Economy and Customer Satisfaction (CS)?**

Based on the previous analysis and tests, this study has eventually discovered a positive and significant correlation between social factor (SF) in sharing economy as the IV and customer satisfaction (CS) as the DV. The findings are found to be consistent with the past study performed by Tussyadiah (2016), Hamenda (2018) and Man, et al. (2019) in the context of sharing economy. Social interaction is found to be the most common feature especially in sharing economy. There is direct and high involvement of interaction between the provider of the service (drivers) and the customers. Based on the findings by Tussyadiah (2016) and Hamenda (2018), they found that there is a positive and significant relationship between social exchange and customers satisfaction. Tussyadiah (2016) argued that each customers satisfaction is dependent on the quality of communication and interaction which is driven by the service provider (driver) attitude and behaviour during the service. When there is excellent customer service provided whereby drivers look after the customers and providing what they need, it is sufficient to say that the customer satisfaction level will increase (Tussyadiah, 2016).

Similarly, this statement is supported by Joy and Sherry (2003) whereby they argued that experience is an individual's comprehension, senses and psychological feelings toward certain things or items. Hence, it is understandable when the customers' response less or greatly varied between one and the other (Joy & Sherry, 2003). This study found out that majority of respondents were being neutral when asked if they chose Grab because they wanted to interact with local (drivers) while they do not deny that the majority are satisfied with their social interaction with the drivers during the service. This means that in the average amount of

interactions, drivers surely put more effort and the best faces possible while serving or interacting with customers.

Additionally, based on the findings by Huarng and Yu (2018), they found how experience as one of the components in social factor has a positive impact on customer satisfaction. They reasoned that sharing economy comes as a customized package whereby every customer experience is unique to their own. Because sharing economy can deliver the service along with a personal touch from each of the provider (driver). This idea of personal touch is also supported by Lu, et al. (2020), who added that personal touch comes in various forms. In the context of ride-hailing service, this involves messages delivered by drivers to notify their pre and after their arrival to customers. Also, chit-chats during the service perhaps on a current hot topic in town. If the drivers are willing to go beyond, they may provide wireless network connection, tissue, water or candy just to impress their customer. Hence, this might result in not only an exciting and enjoyable experience, yet also a higher level of customer satisfaction towards the service (Lu, et al., 2020).

Based on this study findings, the majority of respondents were found to be neutral when stated that Grab provides an exciting experience. However, the majority strongly agreed with Grab better convenience compared to taxis and agreed that Grab delivers a unique experience while at the same time, also satisfied with the unique experience provided. Meanwhile, studies that touch on the local-like or authentic experience regarding the on-demand ride hailing services are still very limited to be found. However, as the trend of sharing economy rise in the tourism industry, many customers seek the feeling of touristy through the usage of the service. This authentic or local-like experience may be applied to those customers who are foreign to the town or country they are travelling to. Hence, service such as on-demand ride hailing help map/guide them to new local places. This is supported by the findings of Hunaiti, et al. (2018) whereby the majority of respondents strongly agreed that ride-hailing services help them to plan their journey easily compared to traditional taxis. Hence, this results in the customers' satisfaction and their willingness to consistently repeat the purchase (Hunaiti, et al., 2018). As confirmed by Wang, et al. (2016) that the consequence of customers satisfaction is long-term purchase (Wang, et al., 2016).

Based on this study findings, the majority of respondents were being neutral when stated that Grab provides authentic local experience. Again, this is dependent on whether the Grab users are born locals in Kuala Lumpur or they were new to town while the majority agreed that they chose Grab to obtain useful information and tips from the drivers while travelling which is found to be consistent with the previous discussion above. All-in-all, the majority of respondents agreed that they will happily use Grab again in the future and recommend them to other friends and families as a positive sharing.

## 5. CONCLUSION AND RECOMMENDATIONS

Conclusively, this study is conducted with the purpose to test and analyse whether there is a positive correlation between each independent variable including economic, social and environmental factor and customer satisfaction as the dependent variable. The researcher managed to collect data on the 200 respondents with a questionnaire as the research instrument. Then, the data underwent several tests and analysis including reliability and normality tests, descriptive, Pearson correlation and multiple regression analysis through the utilization of

SPSS Statistics. Based on the results, this study found that there is indeed a positive and significant correlation between economic factor, social factor and environmental factor as the independent variable and customer satisfaction as the dependent variable. The analysis shows that environmental factor contributes as the largest predictor of the customers' satisfaction with a significance value of .000, followed by economic factor with .000 and social factor with .003. Therefore, it is concluded that all the three hypotheses that have been hypothesized by the researcher are accepted. Overall, this study has been successfully conducted, tested and analysed in each of the variables by the researcher.

Meanwhile, it is recommended for any future research that intends to conduct studies under a similar topic to explore more variables that are not discussed or studied in this research due to time constraints. Also, how customers satisfaction can lead to customer loyalty and customers trust as the results. Secondly, future researchers could also add more depth and breadth to social and environmental factor that is found to be very limited in the number of past studies. Unlike economic factor that is discussed very widely and available in every study found. Thirdly, as the studies towards a specific organization that provide on-demand ride hailing services are very limited and mostly studied on a popular company such as Grab, other companies that just started participating in sharing economy could also be explored more. Also, to see whether the size of the company affects the customers' satisfaction especially in the experience and quality of the service. Furthermore, it is also recommended that future researchers do not focus only on the sharing economy customers in developed countries but developing countries. For instance, Cambodia, Vietnam or Thailand whereby there are users that still new to the service and is not sufficiently familiar with technology utilization as ones in Kuala Lumpur to understand whether the sharing economy or even ride-hailing users are satisfied regardless of where they are as long as the company is similar, or if there is any factor that can be improved to enhance the level of customer satisfaction.

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