



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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The Factors that Influence Tourist Intention to use Grab Car in Malaysia

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ABSTRACT

The purpose of this study is to examine the factors that influence tourist intention to use Grab Car in Malaysia. The problem statement is about to make sure e-hailing Grab Car can run in the long term, understanding passenger behavior towards the new concept of e-hailing Grab Car the problem identified of ride-sharing service. There are three research objectives of this study that is focuses to identify the relationship between price, safety and usefulness tourist intention to use Grab Car. Methodology used in this study is using a survey method which is quantitative research. This study has conducting through a questionnaires survey google for collecting data where the sample used in this study is 385 respondents. Findings of the study are significant between independent and dependent variable. Price, safety and usefulness of Grab Car to develop marketing strategies in order to attract tourist intention to use Grab car. This study could provide recommendations for practices and future research.

Keywords: *E-Hailing, Tourist Ride Intention, Ride-Hailing, Affordable Price*

INTRODUCTION

Grab Car began as a third-party cab e-hailing mobile app in Malaysia in 2012 (Lin & Dula, 2016). The use of Grab Car nowadays is increasing and popular among the tourists in Malaysia. This study will be more focused on tourist in Malaysia who use Grab Car booking service for several reasons. However, e-hailing Grab Car company allows people who want to register as a Grab driver and need to meet the terms of conditions which has been set by the company. This is to avoid problems happening to passengers in terms of misconduct and misbehavior: sexual harassment, price overcharging or accident during the journey. This is to prevent drivers from being blamed and incur losses in the event that something bad happens to the passengers. Safety is a priority for passengers and this is to make tourists feel satisfied with the services provided by Grab.

Besides that, e-hailing service is very interesting to study since e-hailing services like Grab Car has already been in the markets for four years. This is because service is very useful, and it is often used by tourist when travelling domestically or internationally and is also used by the community since the beginning of service's establishment. To make sure e-hailing Grab Car can run for long term, understanding passengers behavior toward the new concept of e-hailing Grab Car apps is important in terms of identifying problems in the ride-sharing service. The use of mobile phone technology omnipresently has caused a demand for e-hailing services for those who are often on the go. The growing and increasing number of the vehicles on the road nowadays has contributed to the traffic. By using an e-hailing Grab Car service can reduce shorter waiting time (Teo et al., 2018).

The main objective of this study is to do research about perceived price, perceived safety, tourist intention to use e-hailing Grab Car service, perceived usefulness and the types of Grab Car service application facilities that are useful to tourists. This is because e-hailing Grab Car has more advantages than disadvantages even on e-hailing notice boards in several cases. Therefore, this study will be useful for future researchers. Understanding the attitudes of passengers

toward ridesharing could help policy by making sure passenger safety, protection, as well as fair pricing, which have been major issues for e-hailing companies.

There are three objectives of this research:

- a) To examine the relationship between price and tourist intention to use Grab Car.
- b) To examine the relationship safety and tourist intention to use Grab Car.

c) To examine the relationship between usefulness and tourist intention to use Grab Car
Significant of the Study

The findings of this study will be of use to the community because Grab transportation is an essential component of the online transportation technology that is currently available to tourists in Malaysia. When deciding how to get around, visitors to our country have a greater need to locate convenient modes of transportation, such as Grab, that will make it simpler for them to get where they need to go. This demand is driven by the increased number of tourists visiting our nation. In addition, the goal of this research is to gain an understanding of consumer preferences regarding online transportation technologies that can be of benefit to tourists who use e-hailing services like Grab.

Next, the passengers who use the ride hailing app Grab will have their level of safety and protection evaluated as part of this study. In addition to that, the significance of this study lies in the fact that it offers readers the opportunity to better plan their financial resources for transportation in Malaysia. It is anticipated that the findings of this study will provide an understanding of the decision-making behaviors of consumers, which will allow for the enhancement of services provided to tourists visiting Malaysia. According to a survey that was carried out in 2016 by the Land Public Transport Commission of Malaysia, approximately 80% of Malaysians favored Grab over taxis (SPAD, 2016). This is because of a number of factors, including the fact that they are convenient, inexpensive, and trustworthy (Nur' Najmah et al., 2019).

LITERATURE REVIEW

Cheap and Affordable Price

Grab car provides a cheap and affordable price for its services. This is the reason why tourists choose Grab Car. The driver and the users also can enjoy trip with low operational costs (Kencana, 2018). Grab Car services that provide low fares help travelers to manage their expenses and travel from one place to another. This also makes travel movement easy and saves time. The use of service e-hailing Grab Car will give satisfaction to passengers who use the grab service because they can book Grab Car just in a short time and with affordable price. Grab Car service is very worth for money. The cheap fares offered also have a positive influence on passengers to choose Grab Car service.

Safety of Passenger Using the Grab Car Service

E-hailing Grab Car services provide a very safe and comfortable space to users. This is because drivers know safety and comfortable space is their priority service to passengers because passengers will give a rating symbol for their satisfaction. Thus, drivers want to always make passengers arrive safely from one place to another. Passenger preferences for this e-hailing mode were driven by other factors such as passenger characteristic (Tran, 2020). In generally, safety and comfortable space provide by e-hailing grab is a main role play for passengers especially for tourist that come to Malaysia because they also contribute in develop to our country. safety is the focus for the drivers: , vehicles conditions and insurance for coverage while using the service e-hailing alongside passengers' privacy.

Furthermore, e-hailing grab car services also can reduce traffic jams. That is also the advantages of grab compared to other transportation. This is because grab car is easily accessible in many locations. When tourists come to travel to some place, they might use a night flight, so they will arrive at airport in the night, so when they want to book grab car once they arrived at airport, they can get a booking in a short time. Traffic jams do occur daily but tourists also do not need to rush and scramble with the crowd (Phuong & Trang, 2018).

Useful Application and Facilities

Tourists, for example, can greatly benefit from using Grab. The Grab online platform has comprehensive information on all of the locations and destinations vacationers want to visit. They can see the time and distance involved when using e-hailing as their mode of transportation. It will be easier for tourists to estimate the time and distance to their destination. As the price of a ride is displayed on the Grab app, passengers can avoid being cheated, especially when paying. This ensures that drivers don't overcharge passengers based on the price set by the Grab app's platform system based on distance.

Because the Grab app provides ride service and other benefits on one platform, such as Grab Pay, the service is not only useful for getting a ride but also for other things. Tourists can pay trip fees with Grab Pay. Then get food. This can help tourists find food by letting them order and obtain food. Tourists who are too tired to go out and find food often order grab-and-go food. With this service, reaching millions of hungry consumers is easier.

The Grab app supports Grab Mart and pay later payment methods. Grab Mart allows tourists to order items, have them delivered to their door, and pay for them later without incurring interest charges. This 'all-in-one' solution has piqued the interest of the public, particularly recent arrivals to Malaysia.

Tourist to use Grab Car

The development of tourism in Malaysia influences travelers' intentions to use Grab Car as a mode of transportation, and Grab Car is very beneficial and in high demand among domestic tourists and Malaysians. Grab Car is a cutting-edge transportation approach that allows consumers to acquire short-term access to various types of transportation based on their requirements and expectations. The booking and payment process are straightforward because everything is done online.

The additional amenities given has increased the demand for Grab Car among Malaysian tourists. When tourists wish to book a Grab Car, the Grab Car service always shows the area near the current car grab on the grab platform, making it easy to find and access anywhere on the platform. This circumstance will save tourists time waiting because they only had to book and wait for Grab Car to arrive at their specified pick-up spot. One of the key reasons why many tourists in Malaysia utilize Grab Car for transportation is the safety it provides. When passengers board the Grab Car, they feel safe. The dependent variables of this study are related with the independent variable which is price, safety and usefulness of Grab Car that can be a factor intention to use Grab Car in Malaysia.

Research Hypotheses

The hypotheses in the study are to find out whether there are any correlations or relationships between dependent variables and independent variables.

- H1** There is a significant relationship between the factor of tourist satisfaction on the price of grab service compared to other transportations and the factors that affect tourists in Malaysia to use Grab Car.
- H2** There is a significant relationship between the level of safety of passenger using the grab service and the factors that affect tourists in Malaysia to use GrabCar.

- H3** There is a significant relationship between the types of grab service application facilities that are useful to the tourist and the factors that affecting tourist in Malaysia to use Grab Car.

Research Framework

This is demonstrated by the summary of the related research, theoretical framework of the factors that influences tourist intention in Malaysia to use grab. This researches to identify the factors that influence tourists to use grab, examine tourist’s satisfaction with use of Grab Car and identify advantages, facilities that are provided to grab users compared to other modes of transportation. This research will identify the factors that influence tourists to use Grab Car due to the higher perceived value and the greater possible amount of the tourist in Malaysia intention to purchase a grab transportation service. The high demand from the tourist will be a good indicator for grab transportation service to advance in this sector in the future. The independent variable is applied in this research which become the explanation on the dependent variable.

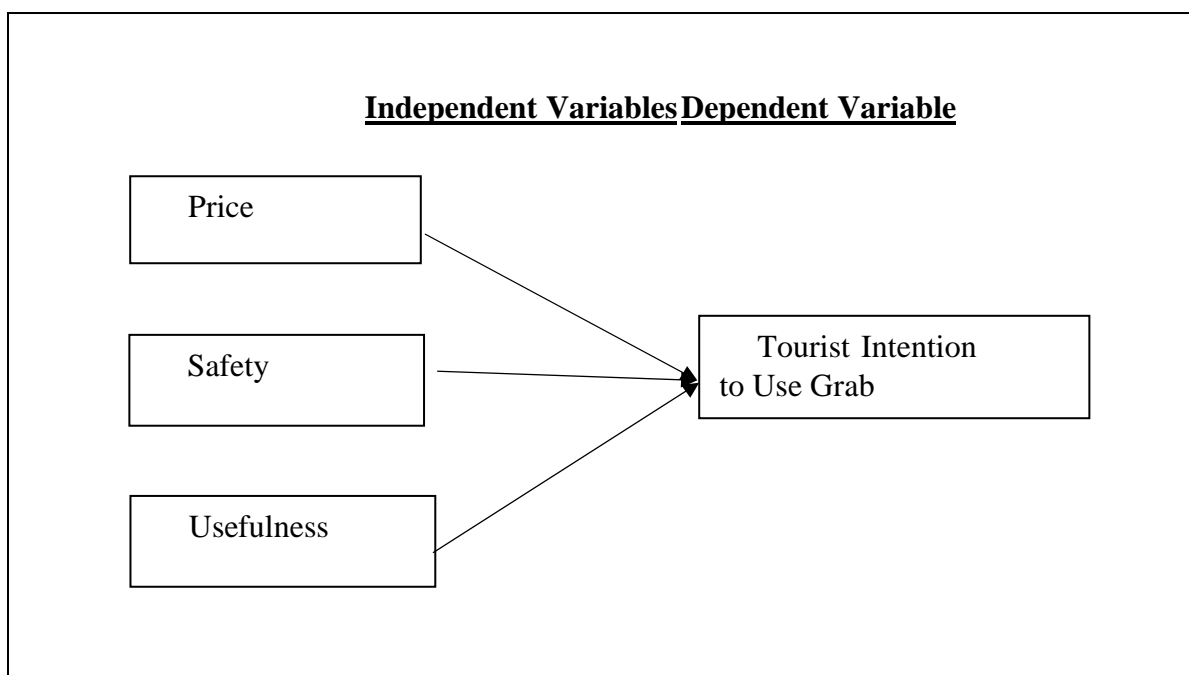


Figure 1: Research Framework**METHODOLOGY**

Research Design

This study uses quantitative data. This study uses questionnaire to test and contrast the opinion about e-hailing grab service among people. The sample chosen in this study consist of domestic tourists and also open to the public to be respondents for the questionnaires about Grab Car transportation. Quantitative and descriptive approaches apply through questionnaire as the research instrument. The questionnaire is to accumulate the information about e-hailing grab service based on the objective of study. In this study, questionnaire contains the essence of human experience and knowledge about specifics issues with multiple choices. The respondents need to respond based on their experiences whether they hve used e- hailing Grab Car service or not before.

Besides that, the researchers allow the respondents to freely answer the questionnaire. All information gathered from respondents using Google Forms. Google Forms is free online software that allows to create surveys, quizzes and so on. This platform was used by the researchers because during Covid-19 pandemic, surveys cannot be conducted face to face or

physically. In this study, the researchers analyse the data using the statistical analysis for social science (SPSS). SPSS software is a graphical data science and predictive analytics platform get the data required.

Data Collection

Questionnaires were used to obtain information. The Google forms tool was used to disseminate the questionnaires. All of our target respondents received a link to a Google form. Our target respondents are domestic tourists and students of Universiti Malaysia Kelantan who frequently utilize the Grab Car service as their primary mode of transportation when travelling. Application of WhatsApp was used to distribute Google Forms. A set of questionnaires was distributed to the population to collect Grab Car user data.

The questionnaire is divided into five sections: section A, section B, section C, section D and section E. The questionnaire link will be given to responders via social media platforms such as through WhatsApp. The questionnaires were created using the Google Form platform and provided to the respondents in both English and Malay. It is quite simple to cut costs, save time, and apply effectively throughout the pandemic.

Sampling

There are two primary approaches to sampling that are utilized in commercial research: probability sampling and non-probability sampling (Quarterly, 2016). According to Frerichs et al., (2015), a general specification for a single random sample is necessary for the probability sampling methodology. Because a random numerical table or an alignment generator that uses random methods is used to sample those in the population, the probability of being selected for the sample is the same for everyone that is still in the population.

The non-probability technique was selected to be used as the method of sampling that will be carried out. Researchers are able to select the respondents they prefer from the pool of those who are available thanks to the convenience sampling method (Haba&Dastane,2018). In addition, the researchers decided to use the convenience sampling method for this research because it could save them both time and money when it came to the process of data collection. The respondents were chosen at random, and a significant number of them are students at various educational institutions. Since almost everyone uses ridesharing apps these days, almost all of the respondents were college students.

$$e^2(N - 1) + x^2p(1 - P)$$

n= sample size

N= population size

e= the degree of accuracy

x²= chi-square of degree of freedom 1 and confidence 95% (3.841)

P= proportion of population (if unknown, 0.5)

Data Analysis

The collected respondent data were recorded into SPSS software. In this study, there were three analyses carried out which are about price, safety and usefulness of the intention tourist to use Grab Car. Besides that, the demographic characteristics of respondents were examined using of descriptive statistic which is measured by frequency. The analysis also was conducted to test the hypotheses and to determine the relationship between independent and dependents variables of the conceptual framework of the study.

FINDINGS

Demographic Analysis

Table 1: Demographic Analysis

Characteristic	Frequency	Percentage
Gender		
Male	154	40.0
Female	231	60.0
Age		
18-24 years	216	56.1
25-29 years	117	30.4
30 years old and above	52	13.5
Race		
Malay	221	57.4
Indian	63	16.4
Chinese	51	13.2
Other	50	13.0
Occupation		
Employed	185	48.1
Unemployed	19	4.9
Student	176	45.7
Retired	2	5
Other	3	8
Marital Status		
Single	288	74.8
Married	97	25.2
Income		
Below RM1000	210	54.5
RM1000-RM1999	111	28.8
RM2000-RM2999	27	7.0
RM3000 and above	37	9.6

Table 1 show the demographic profiles of respondents that was collected through Google Form. According from the result data, the majority of respondents are female which is 231 respondents from the total sample which is 385 respondent that involved in this survey. In term of race, the majority are Malay respondent at about 57%, Indian 16.4%, followed by Chinese 13.2% and other race respondents at 13.0%.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Items	Me an Sco re	Standa rd Deviati on
Price	Grab car service is very friendly and affordable	4.3636	0.74493
	Cheap fares give satisfaction to tourist to use Grab Car	4.2468	0.76641
	Grab Car service makes payment straight forward and flexible	4.3377	0.72547
	The price offered becomes cheaper with the voucher redemption	4.3455	0.73431
	Grab Car provides service that worth the cost	4.2727	0.77789
	Cheap price offered helps attract tourist easily	4.3870	0.69097
	Everyone can use the service by enjoying a cheap price	4.3091	0.71847
	Cheap prices make it easy for tourists to manage travel expenses from one destination to another	4.4104	0.72736
	Safety	I feel safe when using e-hailing services because the booking transparency information are provided such as driver name and car plate number	4.3922
I feel secure when travelling using E-hailing services because the historic journey is recorded systematically		4.3636	0.72005
I feel safe when travelling using e-hailing services because I can declare my location on social media		4.2987	0.72645
I feel safe when using e-hailing services in the same road with other road users		4.3325	0.71706

	I concerned about the speed limits when using the e-hailing services	4.24 94	0.80049
	I feel safe when using e-hailing because there's SOS button that will connect me to emergency services	4.30 39	0.70976
	I feel safe when using e-hailing because the driver's car is in good condition based on the company's rules	4.35 32	0.70334
	E-hailing service will not allow another passenger to be in the same car with me	4.29 35	0.79686
Usefulness	The use of Grab Car facilitates my movement	4.49 09	0.64189
	The Grab Car application is easy to use while travelling	4.42 60	0.68492
	Tourist attractions are accessible using Grab Car	4.31 95	0.68027
	I often use Grab Car while traveling	4.28 05	0.79008
	Grab Car is the main transportation while I am travelling	4.23 64	0.81568
	I am satisfied using Grab Car	4.33 77	0.71097
	There are comprehensive Grab Car movement to all places especially at tourist attractions	4.33 77	0.68485
	Grab Car is a major transportation these days	4.30 39	0.74555
	The use of Grab Car facilitates my movement	4.49 09	0.64189
Tourist Intention to Use Grab Car	Grab Car is very user friendly	4.59 22	0.56591
	The Grab Car application is easy to access from everywhere	4.60 52	0.57733
	Grab Car is the choice of people regardless of generation	4.52 73	0.64138

Grab Car is the best initiative for e-hailing users	4.57 14	0.62559
Grab Car prices are affordable	4.52 73	0.64138
Grab Car has become one of the most frequently used transportation	4.58 18	0.57661
Grab car driver's background are criminal free	4.59 22	0.56129
Grab Car payment method is convenient	4.5688	0.60040

Table 2 shows the result of descriptive analysis of this study. The mean and standard deviation show of the result for three independent variable and one dependent variable for this study. First independent of this study is price, safety and last on is usefulness with is related with dependent variable that is tourist intention to use Grab Car.

Result of Reliability Analysis

The table 3 below shows the result of reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Price	8	0.8 87
Safety	9	0.9 11
Usefulness	8	0.8 82

The table 3 shows the result of reliability analysis of independent variable and dependent variable of this study. The p-value is 0.000 which it is mean that the hypothesis stated in this study is accepted.

Result of Pearson Correlation Analysis

The Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/ Not Supported)
H ₁ : There is a significant relationship between the factor of tourist satisfaction on the price of grab service compared to other transportation and the factors that affecting intention tourism in Malaysia to use grab	0.0 00	H1 is supported

H ₂ : There is a significant relationship between the level of safety of passenger using the grab service and the factors that affecting intention tourism in Malaysia to use grab	0.000	H2 is supported
H ₃ : There is a significant relationship between the types of grab service application facilities that are useful to the tourist and the factors that affecting intention tourism in Malaysia to use grab	0.000	H3 is supported

**** Correlation is significant at the 0.01 level (2-tailed).DISCUSSION AND RECOMMENDATION**

Discussions are aimed at solving questions and addressing hypotheses as mentioned in the first chapter of this study. In general, this study has extensively researched the factors that influence tourist intention to use grab car in Malaysia. Based on the findings of the study, the current study would provide several recommendations for grab car drivers and future researchers that allow grab car drivers to understand their responsibilities to uses and express concerns about improvements that can be made in the future.

Grab car service should follow Standard Operating Procedures (SOPs) to ensure proper implementation by giving primary focus of continuing to protect drivers, delivery partners and businesses, as well as at the same time, need to protect the health and safety of the community. SOPs also help establishments provide specific service guidelines to meet the needs or wants of customers. SOPs can be used as one of the cores of the establishment to prevent customers from contracting infectious diseases or any disease due to poor hygiene environmental practices while traveling. As Malaysia is also facing the COVID-19 pandemic starting from 4th of May, 2020, the government has set some strict conditions in terms of Standard Operating Procedures (SOPs) in grab car services under the Conditional Movement Control Order (PKPB) (New Strait Times, 2020). This includes Only two people including the driver are allowed to board a taxi or e-hailing vehicle at a time regardless of vehicle capacity. Passengers should sit in the back seat and always maintain personal hygiene with the use of alcohol -based hand sanitizer and face mask.

CONCLUSION

In conclusion, this study is about the factors that influence tourist intention to use Grab Car in Malaysia. There are three independent and one dependent variable include in this study. The independent variables in this study is price, safety and usefulness while dependent variables is tourist intention to use grab among the influence tourist to use Grab Car in Malaysia. Total number of respondent for this study is 385 respondents. Overall, based on Draugalis & Plaza,(2009), correlation analysis the price scored the value 0.114, Safety scored 0.133 and the last on is usefulness score was scored 0.159.

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