THE FACTOR OF BEHAVIORAL INTENTION

TOWARDS BIKE E-HAILING

IN SEKSYEN 13 SHAH ALAM (UNIVESITY/COLLEGE)

MUHAMMAD NABIL HAIKAL BIN ABD RAHIM 08DPM17F2025

MUHAMMAD AFIQ AIMAN BIN ROSLEE 08DPM17F2006

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DIPLOMA IN BUSINESS STUDIES

COMMERCE DEPARTMENT

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This report was submitted to the Department of Commerce in partial fulfilment of the Diploma in Business Studies.

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ABSTRACT

THE FACTOR OF BEHAVIORAL INTENTION TOWARDS BIKE E-HAILING IN SEKSYEN 13 SHAH ALAM (UNIVESITY/COLLEGE)

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Abstract – In this new era, Bike E-Hailing is familiar among the public but unfortunately in Malaysia this kind of service are getting less attention among Malaysian. Bike E-Hailing is a service from the new technology that were called ridesharing. This research is to identify the factor that influence the behavioral intention towards bike e-hailing service. This research aims whether students in Seksyen 13 Shah Alam intense to use bike e-hailing service by identifying the factor that contribute towards this behavioral intention. Data was collected relating to the constructs from 377 respondents from students in Section 13 Shah Alam, Selangor. This questionnaire was collected using probability sampling method which is stratified sampling technique to measure attitude, safety and social limitation of consumers. Correlation analysis will be used after we collected the questionnaire to see the relationship between the two variables. Moreover, the Statistical Package for Social Science (SPSS) is being used to analyze the data collected through the questionnaire. The result from this research found that safety was important to the consumer because it was the most important variable in behavioral intention towards bike e-hailing. Finding from the research would be beneficial to transportation industry to make a variety of transportation service in addition fit with developing countries.

Keywords: Bike E-Hailing, Behavior, Service, Transportation.

Contents

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In this modern world, people are currently using technologies to do anything that can easy them on their daily activities, in transportation industry they are making e-hailing service as the new technologies that were called ridesharing. The objective of this research is to identify the behavioral intention towards bike e-hailing service in term of social limitation, safety and attitude and to identify which factor is the most influence to the behavioral intention towards bike e-hailing service. In Malaysia, bike e-hailing has been introduced but its operations has barred back in February 2017 due to safety concerns. Motorcycle hailing app, Dego Ride, is now back in service, in 2020. Dego Ride was allowed to resume its services similar to Gojek, a similar motorcycle hailing app from Indonesia, to be introduced here in Malaysia. Began offering its 'first and last-mile connectivity' for the residents living in the Klang Valley, Shah Alam, and Putrajaya. It's a cheaper alternative for points of travel within a 10km radius, like from home to the nearest public transportation system. We are using theoretical framework and theory of planned behavior model to investigate the behavioral intention towards using bike e hailing. This population of the respondent is between students in section 13 Shah Alam, Selangor. The technique that will be used is probability sampling technique which is stratified sampling technique. Stratified sampling refers to a type of sampling method. With stratified sampling, the researcher divides the population into separate groups, called strata. Then, a probability sample (often a simple random sample) is drawn from each group. After we collect the questionnaire to quantify the degree to which two variables are related. Through the correlation analysis, we will evaluate correlation coefficient that tells how much one variable changes when the other one does. Correlation analysis will be provide with a linear relationship between two variables.

Ridesharing company also known as a transportation network company or a mobility service provider is a company that matches passengers with vehicles, via websites and mobile apps. Dynamic ride-share systems aim to bring together travelers with similar itineraries and time schedules on short-notice. These systems may provide significant societal and environmental benefits by reducing the number of cars used for personal travel and improving the utilization of available seat capacity. Effective and efficient optimization technology that matches drivers and riders in real-time is one of the necessary components for a successful dynamic ride-share system (Agatz, 2012). Since the late 1990s, numerous ridematching programmes have integrated the Internet, mobile phones, and social networking into their services. Online ridematching systems are employing a range of new strategies to create "critical mass": (1) regional and large employer partnerships, (2) financial incentives, (3) social networking to younger populations, and (4) real-time ridematching services that employ "smartphones" and automated ridematching software (Chan, 2012).

Ridesharing companies for automobiles are commonly referred to as ride-hailing services, In this Past 6 years e-hailing service industry has occurred in the transportation industry in developing Asian countries, particularly in Malaysia e hailing service are using car as the main ride transportation. E-hailing is a term to describe booking rides and paying for car service through a smartphone app with a transportation network company (TNC) such as Uber, Grab or Didi. In recent years, e-hailing services have become popular around the world. This model relies on the widespread use of mobile devices as a smartphones, which connect private car owners with passengers through mobile phone software. It was welcomed by many people. The emergence of e hailing has changed people's single way of travel; booking a car in advance and choosing a destination through mobile phone software has dramatically saved time and facilitated people's journey (LIN, 2019). The introduction of e-hailing or ride-sharing services in Malaysia has revolutionized the personal transportation industry. However, early adopters were skepticaland unsure on acceptance of such services due to issues including lack of regulatory control (Teo, 2018)

This research were made to identify which factor is the most influence to the behavioral intention towards bike e-hailing service and to identify the consumer behavioral intention towards bike e-hailing service in term of social limitation, safety and attitude. The emergence of several mobile transportation applications has led to increased demand for e-hailing services,

such as the Grab e-hailing service. An e-hailing service, also known as a ride-sharing service, is a service that matches passengers with private drivers via websites and mobile applications utilizing a location sharing system. In Malaysia, the demand for e-hailing services has accelerated recently based on an increase in daily travel demands, with available services including MyCar, EzCab, MULA, DACSEE, Riding Pink, and Grab (ubaidillah, 2019).

The ride-sharing concept has emerged as a form of transportation alternative to reduce the number of vehicles on the road and to fill the gap on the demand for taxis. The concept involves sharing of car journeys so that more than one person travels in a car. The number of vehicles can be reduced because passengers can share a ride to the same location (Patrick Kline, 2006)

A service organization can only deliver a service after integrating (or outsourcing) investments in numerous assets, processes, people, and materials. Much like manufacturing a product composed of hundreds or thousands of components, services similarly consist of hundreds or thousands of components. However, unlike a product, service components are often not physical entities, but rather are a combination of processes, people skills, and materials that must be appropriately integrated to result in the 'planned' or 'designed' service (MeyerGoldstein, 2002). A service is something that the public needs, such as transport, communications facilities, hospitals, or energy supplies, which is provided in a planned and organized way by the government or an official body.

1.2 BACKGROUND OF STUDY

Nowadays, ride-hailing service has grown to become a multi-billion dollar industry. And it is set to grow even bigger, as increasingly more people are turning to online and app-enabled platforms to solicit rides to get around town, thanks to the convenience as well as the transparent and competitively priced fees that it offers. Therefore, e-hailing service important aims is to make things easier for the people. In Malaysia, bike e-hailing has been introduced but its operations has barred back in February 2017 due to safety concerns. Motorcycle hailing app, Dego Ride, is now back in service, in 2020. Dego Ride was allowed to resume its services similar to Gojek, a similar motorcycle hailing app from Indonesia, to be introduced here in Malaysia. Began offering its 'first and last-mile connectivity' for the residents living in the Klang Valley, Shah Alam, and Putrajaya. It's a cheaper alternative for points of travel within a 10 kilometer radius, like from home to the nearest public transportation system.

This research is to figure out the consumer behavioral intention toward bike e-hailing service. This research will be done to identify consumer behavioral intention of bike e-hailing service towards factor of social limitation, attitude and, safety. The population of the respondent is between the student in section 13 Shah Alam, Selangor. The importance of this research are to see if bike e-hailing service will be accept by the society in section 13 Shah Alam. Factors that involve in bike e-hailing are also importance to make the acceptance towards this service. Besides that, there are many e-hailing service that had been operated in Malaysia in this past four years, but not all of them were recognized by the people in Malaysia and the things that make them difference, is the types of service that there provided.

In Indonesia, there is a ride-hailing service called Gojek. The name Gojek comes from the term “Ojek” or motorbike taxis commonly found throughout Indonesia. Founded in 2010 with 20 motorbike drivers, Gojek is a Southeast Asian on-demand multi-service platform and digital payment technology group. Gojek was first established in Indonesia in 2010 as a call center to connect consumers to courier delivery and two-wheeled ride-hailing services. Gojek launched its application in 2015 with only three services: GoRide, GoSend, and GoMart. Today, Gojek has transformed into a Super App, providing more than 20 services. In 2016, it announced collaboration with Blue Bird, a major Indonesian taxi company. The same year it launched Go-Car, expanding ride-hailing from motorbike fleet to cars, and launched Go-Auto, providing on-demand mechanic services. By August 2016, it had become Indonesia's first online transportation system.

1.3 PROBLEM STATEMENT

A problem statement is a concise description of an issue to be addressed or a condition to be improved upon. It identifies the gap between the current (problem) state and desired (goal) state of a process or product. The first condition of solving a problem is understanding the problem, which can be done by way of a problem statement.

According to Anderson & Mittal, behavioral intention becomes the result of a satisfaction process, which can be classified into two groups of economic behavior and social behavior (Liestyan, 2009). Malhotrab defined attitude as a summary of appraisal of an object, and stated that beliefs is very important in person attitude because of its stability in mind, people have different beliefs in different objects and usually their beliefs lead them to the objects and change their attitude which can form positive or negative reaction (Malhotrab, 2005). In bike e hailing every person have a different beliefs towards what they think about the service that they want to use because each service have their own benefit. In addition, attitude can be directly related to the environmental responsiveness because Maio and Haddock (2010) suggested that by holding to their attitude, people are able to determine the approaches in responding to their environment.

Safety is the state of being "safe" (from French sauf), the condition of being protected from harm or other non-desirable outcomes. Safety can also refer to the control of recognized hazards in order to achieve an acceptable level of risk. According to police statistics, out of the 7,152 people who died in road accidents, 4,484 (62.7 per cent) of them were motorcyclists (Malaymail, 2017). So, this issue will affect customer behavioral intention towards bike e-hailing. Travelling by taxi with unknown drivers gives passengers some uncertainty about their safety. Most of the cab-calling applications provide drivers' information such as names, phone numbers, photos and plate numbers. Researchers are interested in examining whether physical security influences with the intention to adopt cab calling applications (Ruangkanjanases, 2018).

In this line, GoJek is one of the most famous Online Transportation Companies (OTC). As this backdrop, early research reported that single female used the Online Transportation System frequently. In the other angle, passenger's safety, especially for female passenger, has become issues because most of the rider are male, and for the female the percentage of female rider is low, and it has become one of the issue in social limitation. In this scope, several new findings reported the victim of female passengers. From that lesson, National Police advises the OTC to perform the physiological test for the driver due to security concern. Therefore, the research explored the relationship between the risk factor of the online transportation system for female passenger (Surjandy, 2019)

In Malaysia research about bike e-hailing are less then car e-hailing, but in other country such as Indonesia there is many research had been done about bike e-hailing service. In Indonesia Gojek is one of the biggest name when it comes to bike e-hailing, Gojek is an online motorcycle taxi company that is increasing rapidly, Gojek is a company founded by a local citizen named Nadiem Makarim with his friend Michaelangelo Moran in March 2014, which aims to reduce unemployment in Indonesia and become a solution to congestion in the capital (Rifaldi, 2016). Ride e hailing was very famous among citizen in Malaysia. Rapid adoption of ride-hailing apps (RHAs) has greatly influenced the way people travel—there is no exception for paratransit users. However, it remains unclear whether RHAs would be regarded as threats or opportunities among paratransit operators in Asian developing cities. (Phun1, 2018). Grab is the leader of taxi transportation today in Southeast Asia, but how can it stay leader in the years to come. This paper is a research work about Grab company from past, present and future. From Grab creation in 2012 till today the company's shape has changed a lot. Since the moment Grab bought Uber's Southeast Asia operations, the ride-hailing app has always been first transport company in Malaysia and many other southern Asian countries (Ezzatul, 2019). As far as literature is concerned, there are a few studies have been conducted regarding bike e-haling service. There are many research about car e-hailing service have been done in Malaysia, but research for bike transportation service are less than car. Then this study is important to fill in the gap between previous studies that did not study bike e hailing and consumer behavior towards this service. This study are focuses towards the behavioral intention of people towards bike e-hailing service in Malaysia. The importance of factors such as social limitation, attitude and safety can affect the future economy of bike e-hailing and will lead in increasing the level of acceptance of bike e-hailing.

1.4 RESEARCH OBJECTIVES

1. To identify the level of agreement of consumer on factor of attitude, safety and social limitation towards bike e-hailing service in Section 13 Shah Alam.
2. To determine the most importance factor of that consumer behavioral towards bike e-hailing service in Section 13 Shah Alam.
3. To examine the correlation of consumer attitude, safety and social limitation towards behavioral intention on bike e-hailing service in Section 13 Shah Alam.

1.5 RESEARCH QUESTION

This research seeks to answer the problem questionnaire of:

1. What is the level of agreement of consumer on factor of attitude, safety and social limitation towards bike e-hailing service?
2. Which factor is the most importance to the behavioral intention towards using bike e-hailing service?
3. What is the correlation of consumer attitude, safety and social limitation towards behavioral intention on bike e-hailing service?

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1.6 SCOPE OF STUDY

Scope of this research is to figure out the behavioral intention of the consumer toward bike e-hailing service. This research will be done to identify consumer behavioral intention of bike e-hailing service towards factor of social limitation, attitude and safety towards using bike sharing. The population of the respondent is students in section 13 Shah Alam consisting MSU and PSA students, Selangor. The importance of this research is to see if bike e-hailing service will be accept by the society in section 13 Shah Alam.

1.7 SUMMARY

This chapter would summarize the research focused on the factors of behavioral intention towards bike e-hailing in Seksyen 13, Shah Alam. This chapter described the background of the study, problem statement, research questions, objective, scope as well as the definition of the terms. Chapter 2 would continue the study by reviewing the literature for each variable in this research in order to give a clear explanation for the concept of this research and proposed a theoretical framework.

CHAPTER 2

LITERATURE REVIEW

2.1 APPROACH TO THE PROBLEMS

Analytical Framework and Theory of Planned Behavior

Theoretical framework is formed based on the research questions. It displays both the dependent variable and independent variables. These variables are connected and linked to form a test on this study. Figure 2.1 is the theoretical framework that focuses on three dimensions that determine consumer behavioral intention towards bike e-hailing service. The three dimension of independent variable include social limitation, attitude and safety towards the behavioral intention of using bike e-hailing that will be the dependent variable. The theory of planned behavior (TPB) is one of the most popular theories used to explain and predict many human behaviors related to information technologies implementation and adoption phenomenon (Jokonya, 2017). The TPB builds on the TRA by introducing a person's control beliefs, or the presence of factors that can assist or hinder the performance of a behavior (Ajzen, 2011). The TPB theory is premised on the basis that human behavior is guided by three kinds of considerations: beliefs about the likely outcomes of the behavior and the evaluations of these outcomes (behavioral beliefs), beliefs about the normative expectations (Jokonya, 2017). TPB assumes that an individual's behavior is performed in a rational manner characterized by linear decision making processes (Raygor, 2016). The theory is designed to predict and explain human behavior in specific contexts as the original Theory of Reasoned Action failed in dealing with behaviors over which people have incomplete volitional control. The theory existed as many researchers argued that behavior intention cannot be the exclusive determinant of a behavior. This is especially true in cases where circumstances limit the actual behavior i.e. Behaviors over which people have incomplete volitional control. The model is out lined in the next figure and represents the three variables which the theory suggests will predict the intention to perform behaviour (Ambak, 2016). In this research we constructing a comprehensive model considering on attitude, safety, social limitation and behavioral intention.

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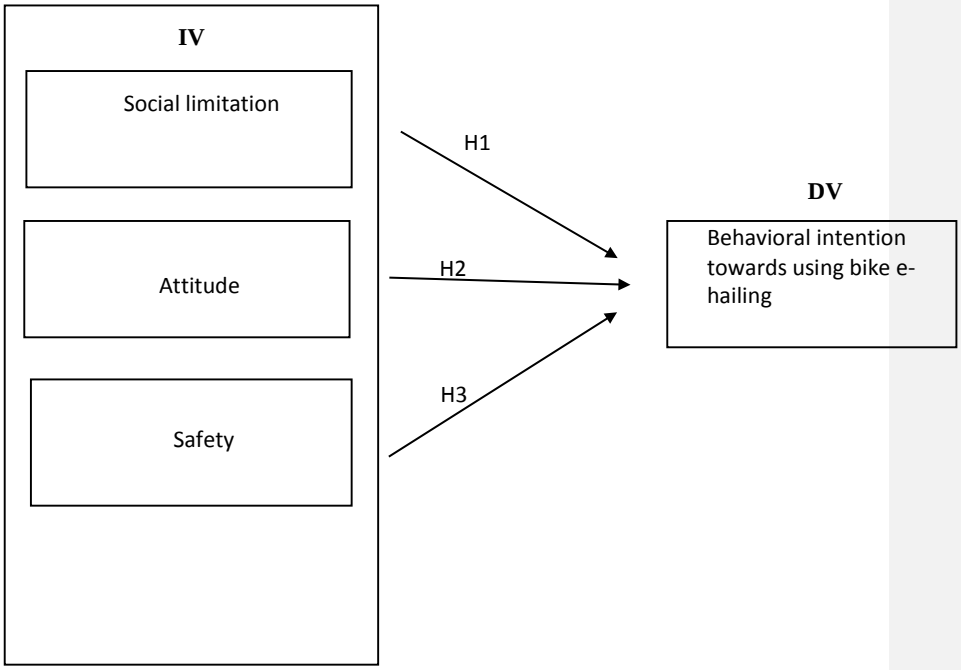


Figure 1.1 Theoretical Framework

2.2 HYPOTHESIS

H1: Consumer's social limitation is significantly relationship on their behavioral intention towards bike e-hailing service

H2: Consumer's safety is significantly relationship on their behavioral intention towards bike e-hailing service

H3: Consumer's attitude is significantly relationship on their behavioral intention towards bike e-hailing service

2.3 LITERATURE REVIEW

2.3.1 Introduction

This chapter involved with the discussion on literature review and following by discussion on relevant the theoretical model, conceptual framework and developing hypothesis. Initially, existing literature to understand and identified existing trends and relationship between variables, in order to generate new ideas have been reviewed. By referring relevant models, construction of a conceptual framework has been done. Lastly, the hypothesis for the verification of theory has been formulated.

2.3.2 Factor of Behavioral Intention

It is an indication of individual's readiness to perform a given behavior. It is assumed to be an immediate antecedent of behavior (Yadav, 2017). According to (Olson, 2008) intention to behave (behavioral intention) presents a proportion that connects itself to future actions. According to (Schiffman, 2010), behavioral intention is the frequency of purchase or the proportion of total purchases from buyers who are loyal to a particular brand. According to Anderson & Mittal, (Liestyana, 2009) behavioral intention becomes the result of a satisfaction process, which can be classified into two groups of economic behavior and social behavior. The empirical results of user acceptance of Alipay in China (Lin, 2014) indicated that the social influence play a significant role in affecting consumers' willingness to use Alipay. Social influence has a positive impact on users' behavioral intention to use Alipay, which can be interpreted as that the customers think that high influence from significant others will have high intention to use Alipay. Behavioral intention can be defined as the power of one's interest in performing certain behaviors (Septiani, 2017). According to Fishbein and Ajzen, the stronger the behavioural intention, the more likely the individual will perform a behavior (Madha, 2016).

2.3.3 Attitude

The concept of attitude is one of the most important issues being discussed in the field of consumer behavior. (Birgelen, 2013) defined attitude as ‘‘a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour”. Malhotra (2005) defined attitude as a summary of appraisal of an object, and stated that beliefs is very important in person attitude because of its stability in mind, people have different beliefs in different objects and usually their beliefs lead them to the objects and change their attitude which can form positive or negative reaction. Maio and Haddock (2010) argued that both negative and positive reactions in the psychological science can be reflected in attitude. In fact, attitudes have demonstrated their efficacies as a predictor’s of behaviors and behavioral intentions in a variety of contexts including work related behaviors (Morris, 2009) In addition, attitude can be directly related to the environmental responsiveness because Maio and Haddock (2010) suggested that by holding to their attitude, people are able to determine the approaches in responding to their environment. By responding to a service or a brand, people form their attitude measurement based on what they believe and how they feel about the service or a brand (Farris, 2006)

2.3.4 Safety

Safety is the state of being “safe” (from French sauf), the condition of being protected from harm or other non-desirable outcomes. Safety can also refer to the control of recognized hazards in order to achieve an acceptable level of risk. Travelling by taxi with unknown drivers gives passengers some uncertainty about their safety. Most of the cab-calling applications provide drivers’ information such as names, phone numbers, photos and plate numbers. Researchers are interested in examining whether physical security influences with the intention to adopt cab calling applications (Ruangkanjanases, 2018). Uber expanded its transportation services to suburban areas which include poorer areas historically underserved by transportation. This is creating a greater accessibility to transportation systems. In South Africa, the business model that Uber presents is recognized for the important contributions to safety and security, having no cash transactions, prevent them from becoming targets of crimes since there is no suspicion to hold significant amount of cash.

2.3.5 Social limitation

In this line, GoJek is one of the most famous Online Transportation Companies (OTC). As this backdrop, early research reported that single female used the Online Transportation System frequently. In the other angle, passenger's safety, especially for female passenger, has become issues. In this scope, several new findings reported the victim of female passengers. From that lesson, National Police advises the OTC to perform the physiological test for the driver due to security concern. Therefore, the research explored the relationship between the risk factor of the online transportation system for female passenger (Surjandy, 2019). Another important social benefit is that it creates a more inclusive workforce by increasing the number of employment to women. Uber committed to create 1 million jobs for women drivers by 2020, and also partnered with local non-governmental organizations to implement iCare Live, a social enterprise that trains women drivers in India and takes them through the commercial licensing process.

2.4 CHAPTER SUMMARY

This chapter introduced the research topic together with brief overview of the literature review. This chapter detailing explain the factor of behavioral intention towards bike e hailing service. This literature review is to identify consumer behavioral intention towards bike e-hailing service towards social limitation, safety and attitude. The next chapter will be discussed about the research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Methodological studies discuss the ways in which this study is conducted and the statistics of the procedures used in analyzing the data. The items described include methodological study, study design, research instrument and study subject.

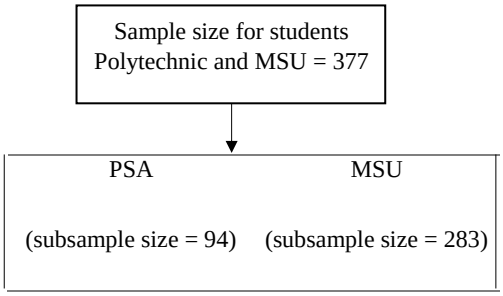
3.2 RESEARCH METHODOLOGY

This research is descriptive analysis and test the correlation between independent variable and dependent variable. The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data (Nasajji, 2015). Descriptive research was used to gives researchers an opportunity to use qualitative data in order to find data and characteristics about the phenomenon that is being studied. Qualitative data are mostly non-numerical and usually descriptive or nominal in nature (Kabir, 2016). This research is to identify consumer behavioral intention of bike e-hailing service towards social limitation, safety, attitude. This research was conducted in section 13 Shah Alam. The data was collected through structured questionnaire. From the secondary data sources, the literature review has been developed. The research design technique that will be used is probability sampling method which is stratified sampling technique.

3.3 RESEARCH DESIGN

The technique that will be used is probability sampling technique which is stratified sampling technique. Stratified sampling refers to a type of sampling method. With stratified sampling, the researcher divides the population into separate groups, called strata. Then, a probability sample (often a simple random sample) is drawn from each group.

In Stratified Sampling technique we will calculate the amount of student in Polytechnic Sultan Salahuddin Abdul Aziz Shah and Management and Science University (MSU). The amount of student in Polytechnic was 5 000 and MSU students was 15 000. We came out with a sum of 20 000 student for both university and polytechnic. We use Krejcie Morgan and get the sample size with 377 question, that we had to distributed to students. After that we will take the amount of polytechnic student and divide with student population of both university. In polytechnic we have to distributed 94 questionnaire which is 25% from total sample size and for MSU is 283 which is 75% from total sample size.



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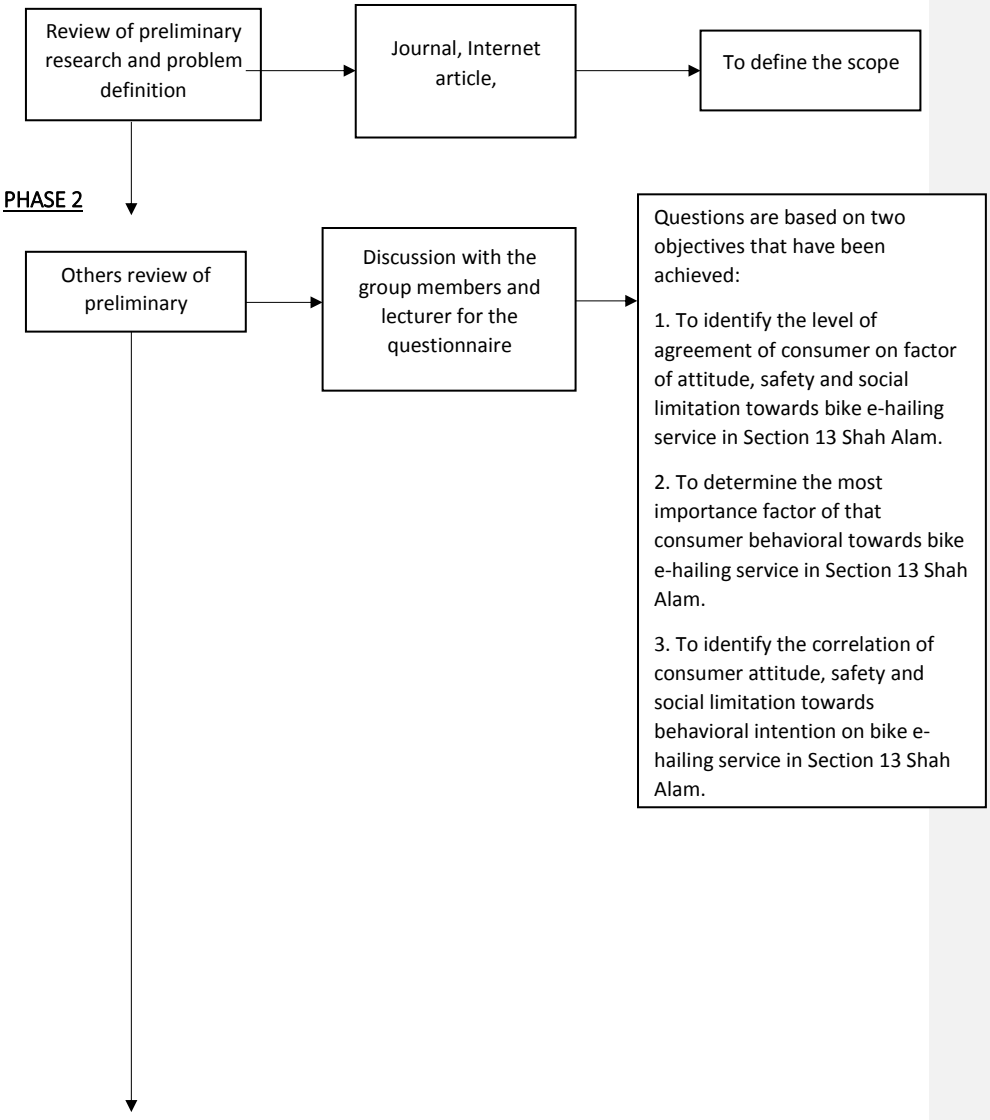

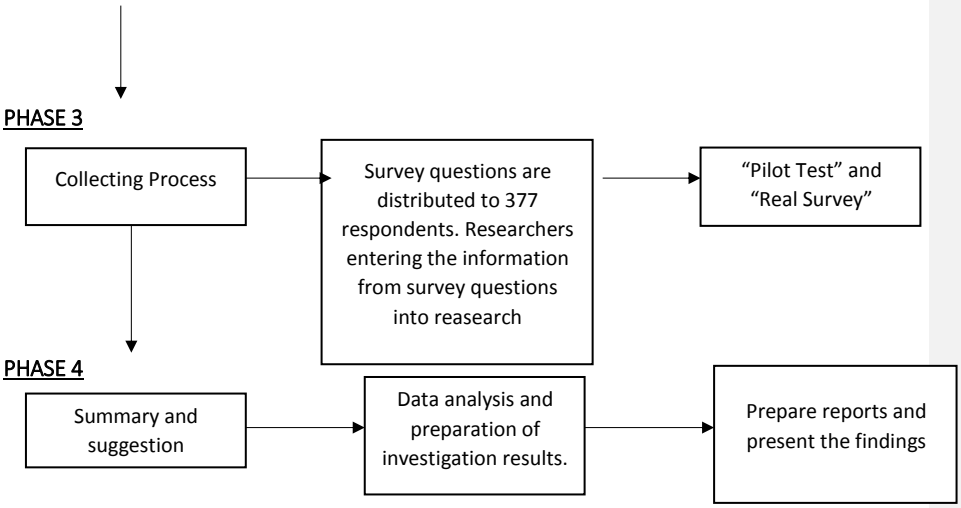

FIGURE 1.2 RESEARCH METHODOLOGY

3.4 DATA COLLECTION

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes (Kabir, 2016). The main data used in this study is the primary data type which is through questionnaire distribution. The process of collecting data by the researcher is to distribute the questionnaire to the study population. The study population is among Student in Seksyen 13 Shah Alam. The questionnaires were distributed to student in Polytechnic Shah Alam and MSU at Seksyen 13 Shah Alam. The following data were collected and analyzed in response to the research objectives that the researcher intends to conduct.

3.5 DATA ANALYSIS METHOD

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of analysis is just one of the many steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion. Once the questionnaires are filled, they will be edited into statistic software SPSS for descriptive analysis to discover correlations and differences between the variables and sources. It will be done to establish how consumer acceptance of bike e-hailing service towards social limitation, safety, attitude. After we collect the questionnaire we will use correlation analysis to quantify the degree to which two variables are related. Through the correlation analysis, we will evaluate correlation coefficient that tells how much one variable changes when the other one does. Correlation analysis provides with a linear relationship between two variables.

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3.6 Scale and measurement

For section A, the demographic variables are measured by using nominal scale. The interval scale of measurement was applied in Section B to section E. The respondents were asked to read and indicate their agreement or disagreement with each of the statement designed at Section B to Section C, using the 5-point scale. The attitude ratings are as follows Strongly disagree, Disagree, Neutral, Agree, Strongly agree.

All instruments were adopted from various literatures and were modified for the purpose of understanding e-filing usage intention in Malaysia.

3.7 Questionnaire Design

The questionnaire has 5 section which are section A, B, C, D and E. In this research, the main purpose is to identify the behavioural intention towards bike e-hailing service. This research examines several questions addressed to the respondents. This research uses a questionnaire with a Likert scale to facilitate data collection. Likert scales are a common ratings format for surveys. Respondents rank quality from high to low or best to worst using 5 levels.

3.7.1 Section A

In this part student in Section 13 Shah Alam had to provide their personal information for gender, age, race, incomer per month and their university.

3.7.2 Section B

In this part, questions are provided to find the attitude of student behavioral intention towards bike E-hailing service in Section 13 Shah Alam. Likert scale is used in this part which consists of five scales. Based on the categories provided such as strongly disagree (1),, disagree (2), neutral (3), agree (4) and strongly agree (5). Respondents are required to tick on their selected answers.

3.7.3 Section C

In this part, questions are provided to find the Safety of student behavioral intention towards bike E-hailing service in Section 13 Shah Alam. Likert scale is used in this part which consists of five scales. Based on the categories provided such as strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5). Respondents are required to tick on their selected answers.

3.7.4 Section D

In this part, questions are provided to find the Social limitation of student behavioral intention towards bike E-hailing service in Section 13 Shah Alam. Likert scale is used in this part which consists of five scales. Based on the categories provided such as strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5). Respondents are required to tick on their selected answers.

3.7.5 Section E

In this part, questions are provided to find the behavioral intention towards bike E-hailing service in Section 13 Shah Alam. Likert scale is used in this part which consists of five scales. Based on the categories provided such as strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5). Respondents are required to tick on their selected answers.

3.8 PILOT TEST

The pilot test will be carried out before an actual survey is conducted. A pilot study is a small study of a full-scale study or a trial run done in preparation for the complete study. The advantages of the pilot test is cost-effective in terms questionnaire, less time required to collect and analyzed data. It is conducted to identify potential problem areas and deficiencies in the research instruments and protocol prior to implementation during the full study. Pilot study results can help identify actual and potential problems that researchers can address before beginning the anticipated future study. The pilot study will be distributed by random respondent in Polytechnic Sultan Salahuddin Abdul Aziz Shah. The researcher carries out a pilot test where 30 sets of survey questionnaire will be given to respondent through online by using google form tool. After the pilot test was conducted, all of the 30 set of questionnaires will be going through the reliability test to check the reliability of the questions. Other than that, the reliability of the survey questionnaires will be evaluated using Cronbach Alpha which would explain the strength of the relationship as shown in the table below. The questionnaire will be at appendix.

Cohen's Kappa statistic	Strength of agreement
<0.00	Poor
0.00-0.20	Slight
0.21-0.40	Fair0
0.41-0.60	Moderate
0.61-0.80	Substantial
0.81-1.00	Almost perfect

FIGURE 1.3 CRONBACH ALPHA GRADING SCHEME

3.8.1 CRONBACH'S ALPHA

We are using Cohen Kappa statistic as our reference on making decision towards our questionnaire reliability.

The researchers distributed questionnaires of 30 student in Polytechnic Sultan Salahuddin Abdul Aziz Shah. Next, after their answers were obtained by the respondents, the researches evaluated the reliability of the survey questionnaires using Cronbach's Alpha Statistic.

Pilot test result

Variable	Construct	Items	Cronbach	Author
Independent	Attitude	5	>.76	Wang1 (2018)
	Safety	5	>.83	Sukor (2016)
	Social limitation	4	>.73	Izham (2019)
Dependent	Behavioral intention	5	>.89	Feng-ChengTungabSu-ChaoChanga (2008)

3.9 CONCLUSION

This study is described the introductory overview of methodology and shows the research design. In addition, the data collection method is consist of two type of collective data which is primary and secondary data. These data collection method is that main method that is used in this research. The questionnaire used in our product research as research instrument.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter explained and discussed regarding the findings of the research based on the questionnaire distributed. The information was analyzed and presented by using table for each question and followed by the description of the table. Based on the Krejcie and Morgan's table the number of respondents selected were 377 who are the student of between Polytechnic Sultan Salahuddin Abdul Aziz Shah and Management Science University.

4.2 SAMPLES ADND PROFILES

The main purpose of descriptive statistics is to provide a brief summary of the samples and the measures done on a particular study. This part is to provide analysis on the demographic characteristics of the respondents that obtained from the survey, and used to make the analysis to make general observation on the data such as gender, age, races, monthly income and university. The researchers had distributed 377 copies of questionnaires and had receive 100 percent responses from respondents. There was no data outlier.

DEMOGRAPHIC	FREQUENCY	PERCENTAGE (%)
Gender		
• Male	211	56
• Female	166	44
Age		
• 18 - 20	61	16.2
• 21 – 23	265	70.3
• 24 – 25	43	11.4
• 26 above	8	2.1
Races		
• Malay	251	66.6
• Chinese	71	18.8
• Indian	55	14.6
• Other	0	-
Monthly income		
• Below RM 800	250	66.3
• RM 801 – RM 900	61	16.2
• RM 901 – RM 1000	33	8.8
• RM 1001 above	33	8.8
University/College		
• Polytechnic Shah Alam	94	24.9
• MSU	283	75.1

Table 4.2 *Table of content based on demographic profile*

The respondents comprised mainly of males, 211 respondents (56.0%) and 166 females (44.0%). 66.6% (251) of the 377 respondents were Malays, 18.8% (71) were Chinese and 14.6% (55) were Indians.

The age of the respondents showed 18 – 20 years old comprised of 61 (16.2%) of respondents. 21 – 23 years old with 265 (70.3%) of respondents. 24 – 25 years old comprised of 43 (11.4%) of respondents and 26 years old and above with 8 (2.1%). In terms of University/College, 94 (24%) of respondents were from Polytechnic Shah Alam while 283 (75.1%) of the respondents from MSU.

In terms of Monthly Income, below RM 800 was the highest with 250 respondents (66.3%), followed by RM 801 – RM 900 with 61 respondents (16.2%), RM 901 – RM 1000 and RM 1001 above is came with the same results which is 33 respondents (8.8%).The profile of respondents shown in Table 4.2.

4.2.1 CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCTS

Attitude	Item	Mean	Std. Deviation
I think using bike e-hailing services would enable me to get to my destination more quickly	ATT1	4.16	.641
I think using ride-sharing services would improve my commute performance	ATT2	3.70	.831
I assume using ride-sharing services would make my tasks easier	ATT3	4.11	.566
I think using ride-sharing services can mitigate traffic congestion	ATT4	4.27	.537
I think using ride-sharing services can reduce greenhouse gas emission and energy consumption	ATT5	4.09	.694
Safety	**Item**	**Mean**	**Std. Deviation**
Motorcycle is suitable for ridesharing	SAF1	3.87	.865
Checking mirrors, lights, and tires before riding is important to me	SAF2	4.34	.823

I feel safe when motorcycle share the same road with other road users	SAF3	3.69	.947
I concerned about the speed limits for the riders on a residential road	SAF4	4.38	.748
Access to my drivers identification before pick up helps me to fill safer about my trip	SAF5	4.36	.817
Social Limitation	**Item**	**Mean**	**Std. Deviation**
Instead of holding on to the rider's waist, I prefer rider wear a body or vest-based strap or belt in case i feel uncomfortable	SOC1	3.92	.674
I'm really concerned that passenger and driver should be the same gender	SOC2	4.28	.774
I prefer the rider is eighteen years old and above	SOC3	4.69	.562
Is it important to set age limit for the passenger (below18 years old cannot use the service)	SOC4	4.46	.757
I prefer the rider is the same races as me	SOC5	1.80	.799

Behavioral Intention	Item	Mean	Std. Deviation
When I need a bike e-hailing, I prefer bike e-hailing rather than car	BIT1	3.66	.837
I intend to look for bike e-hailing online app	BIT2	3.79	.891
It is likely that I will use bike e-hailing in the future	BIT3	4.11	.736
I think it's worth to use bike e-hailing	BIT4	4.36	.686
I will recommended others to use bike e-hailing	BIT5	4.26	.806

Table 4.4.2 *Table of content based on descriptive analysis of each construct*

According to (Gravetter, FJ & Wallnau, LB (2013), central tendency referred to statistical measure that identified single value which act as representative of an entire distribution and aimed to provide accurate description of the entire collected data. Central tendency is defined as "the statistical measure that identifies a single value as representative of an entire distribution (Gravetter, FJ & Wallnau, LB (2000). In this study, mean was used to measure the central tendency while dispersion was described by using standard deviation (Saunders, Lewis, & Thornhill, (2009).

Table shows the results of the variables that have the highest and the lowest mean with respective standard deviation achieved. Firstly, for the attitude, "I think using ride-sharing services can mitigate traffic congestion" has the highest mean value at 4.27 with standard deviation of 0.537 while "I think using ride-sharing services would improve my commute performance" shows the lowest mean 3.70 with standard deviation of 0.831

For safety, "I concerned about the speed limits for the riders on a residential road" has recorded the highest mean value at 4.38 with standard deviation of 0.748. On the other hand, "I feel safe when motorcycle share the same road with other road users' appeared to have the lowest mean value of 3.69 with standard deviation of 0.947.

For social limitation, "I prefer the rider is eighteen years old and above" have the highest mean score is 4.69 with standard deviation of 0.562. The lowest mean score achieved by "I prefer the rider is the same races as me" is 1.80 with standard deviation of 0.799.

For behavioral intention, "I think it's worth to use bike e-hailing" has recorded the highest mean value at 4.36 with standard deviation of 0.686. On the other hand, "When I need a bike e-hailing, I prefer bike e-hailing rather than car" appeared to have the lowest mean value of 3.66 with standard deviation of 0.837.

4.3 SCALE MEASUREMENT

4.3.1 RELIABILITY TEST

The first test carried out on the data was the reliability test on the multi-item instrumentals used in this research. The Cronbach's Alpha value was used to test the reliability of the items measuring each variable: attitude, safety, social limitation and behavioral intention. It is a reliability measure coefficient that reflects how well items in a set are positively correlated to one another.

According to Haradhan (2017) reliability concerns the faith that one can have in the data obtained from the use of an instrument, that is, the degree to which any measuring tool controls for random error. An attempt has been taken here to review the reliability and validity, and threat to them in some details. Reliability analysis was a test of Cronbach¨s alpha to ensure the measurements were free for bias, in order to obtain consistent results (Campbel& cook, 1979). The Cronbach's Alpha for voluntariness was low at .46 and was accepted base on the minimum Cronbach's alpha value of .50 specified by (Sekaran, 2003).

Variables	Number of items	Number of items Discarded	Cronbach's Alpha
Attitude (ATT)	5	-	.713
Safety (SAF)	5	-	.725
Social Limitation (SOC)	5	1	.733
Behavioral Intention (BIT)	5	-	.769

Table 4.3 *Reliability Statistic for Actual Research*

4.4 INFERENTIAL ANALYSIS

4.4.1 PEARSON CORRELATION ANALYSIS

Correlations					
		MEANATT	MEANSAFT	MEANSOC	MEANBIT
MEANATT	Pearson Correlation	1	.024	.009	.046
	Sig. (2-tailed)		.638	.859	.368
	N	377	377	377	377
MEANSAF	Pearson Correlation	.024	1	.091	.053
	Sig. (2-tailed)	.638		.077	.300
	N	377	377	377	377
MEANSOC	Pearson Correlation	.009	.091	1	.001
	Sig. (2-tailed)	.859	.077		.991
	N	377	377	377	377
MEANBIT	Pearson Correlation	.046	.053	.001	1
	Sig. (2-tailed)	.368	.300	.991	
	N	377	377	377	377

Table 4.4 *Correlations*

Table 4.4 showed that the correlation between independent variable, which included attitude, safety and social limitation with dependent variable, which was, behavioral intention consumer towards bike e-hailing in Seksyen 13 Shah Alam.

There was no relationship between attitude and behavioral intention consumer towards bike e-hailing in Seksyen 13 Shah Alam. This was because the p-value equal to 0.368 and more than alpha value 0.05. Moreover, the value of the correlation coefficient, which was 0.046 fell under the coefficient range of "± 0.00 to ±0.20". This indicated a slight, almost negligible relationship between attitude towards consumer behavioral intention.

Next, there was no relationship between safety and behavioral intention consumer towards bike e-hailing in Seksyen 13 Shah Alam. This was because the p-value equal to 0.300 and more than alpha value 0.05. Moreover, the value of the correlation coefficient, which was 0.053 fell under the coefficient range of "± 0.00 to ±0.20". This indicated a slight, almost negligible relationship between safety toward consumer behavioral intention.

Moreover, there was no relationship between social limitation and behavioral intention consumer towards bike e-hailing in Seksyen 13 Shah Alam. This was because the p-value equal to 0.991 and more than alpha value 0.05. Moreover, the value of the correlation coefficient, which was 0.001 fell under the coefficient range of "± 0.00 to ±0.20". This indicated a slight, almost negligible relationship between social limitation toward consumer behavioral intention.

4.5 SUMMARY

In summary, this chapter served to present the results and findings obtained from data gathering for this study. Furthermore, an internal reliability test carried out to the reliability test of all constructs. In this research, there were few variables of safety towards behavioral intention consumer towards bike e-hailing in Seksyen 13 Shah Alam was consumer behavioral intention in a first place, followed by attitude and social limitation.

CHAPTER 5

DISCUSSION, CONCLUSION AND IMPLICATION

5.1 Introduction

This chapter will present the conclusions of the research that have been analysed in the previous chapter which is in chapter 4. The conclusion is based on the feedback that researcher obtained from 377 respondents. The questionnaires that have been analysed were distributed to the people in section 13 Shah Alam, Selangor. In conclusion, a summary of the research is presented, highlights the implications of the study, state the discussion of the study, provides future research proposals and summarizes the entire research from chapter 4.

5.2 Recapitulation of the study

This study aims to understand the behavioral intention towards using bike E-Hailing in student at Section 13 Shah Alam. There is dire need to understand how to increase behavioral intention to use bike E-Hailing among consumer in Section 13 Shah Alam. In order to substantiate the research problem, 3 independent variables which is attitude, social limitation and safety were chosen and incorporated using theoretical framework and theory of planned behavior model. The findings of the study will eventually answer the following questions:-

1. What is the level of agreement of consumer on factor of attitude, safety and social limitation towards bike e-hailing service?
2. Which factor is the most importance to the behavioral intention towards using bike e-hailing service?
3. What is the correlation of consumer attitude, safety and social limitation towards behavioral intention on bike e-hailing service?

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The first set of hypotheses was developed to identify the relationship between is attitude, social limitation and safety towards the behavioral intention towards using bike E-Hailing in Section 13 Shah Alam. The next set of hypothesis was developed to test if the dependent variable and independent variable relationship.

5.2.1 Pearson Correlation Test

All the four independent variables were free from multicollinearity problem as all correlation values are less than 0.9. Pearson correlation test also used to measure the relationship between each independent variables and dependent variable. All these 3 independent variables established no relationship with consumer behavior intention as their p-value more than 0.05. Hence, safety, attitude and social limitation established no relationship towards consumer behavioral intention towards bike e-hailing in Section 13, Shah Alam because the dependent variable that were use is collected from different model, and we think that it makes the dependent variable not correlate with independent variables.

5.3 SUMMARY

5.3.1 Attitude of Consumer

Based on the descriptive analysis, “I think using ride-sharing services can mitigate traffic congestion” has the highest mean value at 4.27 with standard deviation of 0.537 while “I think using ride-sharing services would improve my commute performance” shows the lowest mean 3.70 with standard deviation of 0.831. Furthermore, “I assume using ride-sharing services would make my tasks easier” recorded a mean score of 4.11 with a standard deviation of and 0.537. Next, “I think using bike e-hailing services would enable me to get to my destination more quickly” get a mean score of 4.16 with a standard deviation of 0.641 and “I think using ride-sharing services can reduce greenhouse gas emission and energy consumption” is 4.09 with a standard deviation of 0.694. This score has been showed that the respondents agree that using ride sharing service can mitigate traffic congestion and the respondent.

5.3.2 Safety of consumer

For safety, “I concerned about the speed limits for the riders on a residential road” has recorded the highest mean value at 4.38 with standard deviation of 0.748. On the other hand, “I feel safe when motorcycle share the same road with other road users” appeared to have the lowest mean value of 3.69 with standard deviation of 0.947 and for “Access to my drivers identification before pick up helps me to fill safer about my trip” recorded a mean 4.36 with standard deviation of 0.817. Next for “Checking mirrors, lights, and tires before riding is important to me” get a mean 4.34 with standard deviation of 0.823 and “Motorcycle is suitable for ridesharing” is 3.87 with standard deviation of 0.865. This score shows that the respondents agree that they concerned about the speed limit for the riders on a residential road.

5.3.3 Social Limitation

For social limitation, “I prefer the rider is eighteen years old and above” have the highest mean score with 4.69 with standard deviation of 0.562. The lowest mean score achieved by “I prefer the rider is the same races as me” is 1.80 with standard deviation of 0.799 and for “Is it important to set age limit for the passenger (below18 years old cannot use the service)” recorded a mean 4.46 with standard deviation of 0.757. Next for “I’m really concerned that passenger and driver should be the same gender” get a mean 4.28 with standard deviation of 0.774 and “Instead of holding on to the rider’s waist, I prefer rider wear a body or vest-based strap or belt in case i feel uncomfortable” is 3.92 with standard deviation of 0.674. This shows that, the respondents prefer that the riders is 18 years old and above.

5.3.4 Behavioral intention

For behavior intention, “I think it’s worth to use bike e-hailing” has recorded the highest mean value at 4.36 with standard deviation of 0.686. On the other hand, “When I need a bike e-hailing, I prefer bike e-hailing rather than car” appeared to have the lowest mean value of 3.66 with standard deviation of 0.837 and for “It is likely that I will use bike e-hailing in the future” recorded a mean 4.11 with standard deviation of 0.736. Next for “I intend to look for bike e-hailing online app” get a mean 3.79 with standard deviation of 0.891 and “I will recommended others to use bike e-hailing” is 4.26 with standard deviation of 0.806. The result shows that, the respondents agree to think that it is worth to use bike e-hailing service.

5.4 RECOMMENDATION

5.4.1 Recommendation for future research

This research only discussed and study briefly without much deeper study as finding factors that would influence user's behavioral intention toward bike E-Hailling Service in Section 13 Shah Alam. etc. Therefore, hopefully that this research could be a benefit for future research by using a much bigger sample in larger areas as this research was only studied in a small area which located Section 13 Shah Alam and involving only student form Polytechnic Shah Alam and MSU. With that being said, it is advisable to include other sample in other areas too in future researches. This would bring greater results of the analysis.

It is also advisable to include any variables (if available) to attain a much precise analysis in future research. Although it might take a longer time, it would allow the researches to get a better understanding and acknowledgement regarding all factors that might be included. Thus, the research would be provided with wider perspectives. In addition, a much deeper study as finding the factors that influences customer satisfaction on using bike e-hailing service in Section 13 Shah Alam

5.4.2 Recommendation for Dego Ride company

Based on the findings, analysis and conclusion done in this research, there were a few recommendations could be considered. One of which is Dego Ride should make a wider advertisement around Malaysia especially in Shah Alam because Despite of having a high percentage of user acknowledgement towards bike E-hailing in other country, in Shah Alam itself the service is less and many dint know that in Malaysia we have a bike e-hailing company that were operate with the advertisement on social media, newspaper, radio, and even television it can help to boost up the percentage of using Dego Ride service in the future

Next, Dego Ride should make a statement about the safeness of using bike e-hailing to make people know about how safety is the priority for dego ride service. Dego Ride also can combine with other e-walllet company to make the multiple choice of paying for Dego Ride service. Also, Dego Ride should provide guides and information for people who just get to know about bike E-hailing service. This could help them to get a better understanding and be aware of the services that Dego Ride could provide.

Last but surely not the least, hopefully this research could be a help for Dego Ride to make a further research in future or a reference to make a better services.

5.5 SUMMARY

From the findings of the study and discussion, the objectives of the study had been achieved. From the analysis, the researchers found that safety was important to the consumer because it was the most important variable in behavioral intention towards bike e-hailing. In addition, attitude and social limitation were also important variable in behavioral intention by the consumer towards bike e-hailing. So it conclude, by implement all variable consumer will accept to use Dego Ride as their main bike e-hailing. With all the variables, it will help Dego Ride company expand their operation and able to make their customer loyal to the company.

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APPENDIX

QUESTIONNAIRE

THE FACTOR OF BEHAVIOR INTENTION TOWARDS BIKE E-HAILING IN SEKSYEN 13 SHAH ALAM

Dear valued respondents,

Your cooperation is essential to the success of this study. We are a joint research group under the Department of Commerce, Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor Darul Ehsan.

NAME OF STUDENTS:

Muhammad Nabil Haikal Bin Abd Rahim	08DPM17F2025
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Muhammad Azri Bin Zahari	08DPM17F2009

NAME OF SUPERVISOR:

Puan Rosamiza Binti Meor Razak

We are conducting a study tittle: **The Factor of Behavior Intention Towards Bike E-Hailing in Seksyen 13 Shah Alam.** This study is conducted by Semester 5 students of Business Studies Diploma programme to find out the behavior intention towards using bike e-hailing. (DEGO RIDE)

We would appreciate if you could take time to answer the questions provided honestly and prudently. All feedback provided is confidential and for academic use only. Your cooperation and participation is greatly appreciated. Thank you for your time and cooperation.

SECTION A: DEMOGRAPHIC

Please read carefully and answer the following questions by ticking (/) the appropriate box.

1. GENDER:

   MALE ☐

   FEMALE ☐

2. AGE

   18 - 20 YEARS OLD ☐

   21 – 23 YEARS OLD ☐

   23 – 25 YEARS OLD ☐

   26 YEARS OLD AND ABOVE ☐

3. RACE

   MALAY ☐

   CHINESE ☐

   INDIAN ☐

   OTHERS (PLEASE STATE): _____ ☐

4. Monthly Income

Below RM 800	☐
RM 801 – RM 900	☐
RM 901 – RM 1000	☐
RM 1000 and above	☐

5. University/ college

Politeknik Sultan Salahuddin Abdul Aziz Shah	☐
MSU	☐
KDU	☐

SECTION B: INDEPENDENT VARIABLES ON THE BEHAVIOURAL TOWARDS USING BIKE E-HAILING.

Based on your opinion, please answer the questions by ticking (/) the most appropriate number to indicate how far you agree or disagree with each statement by using the following scale:

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

	A. Attitude	**1**	**2**	**3**	**4**	**5**
1.	I think using bike e-hailing services would enable me to get to my destination more quickly					
2.	I think using ride-sharing services would improve my commute performance					
3.	I assume using ride-sharing services would make my tasks easier					
4.	I think using ride-sharing services can mitigate traffic congestion					
5.	I think using ride-sharing services can reduce greenhouse gas emission and energy consumption					

SECTION B: INDEPENDENT VARIABLES OF THE BEHAVIOURAL TOWARDS USING BIKE E-HAILING.

Based on your opinion, please answer the questions by ticking (/) the most appropriate number to indicate how far you agree or disagree with each statement by using the following scale:

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

	B. Safety	**1**	**2**	**3**	**4**	**5**
1.	Motorcycle is suitable for ridesharing					
2.	Checking mirrors, lights, and tires before riding is important to me					
3.	I feel safe when motorcycle share the same road with other road users					
4.	I concerned about the speed limits for the riders on a residential road					
5.	Access to my drivers identification before pick up helps me to fill safer about my trip					

SECTION B: INDEPENDENT VARIABLES OF THE BEHAVIOURAL TOWARDS USING BIKE E-HAILING.

Based on your opinion, please answer the questions by ticking (/) the most appropriate number to indicate how far you agree or disagree with each statement by using the following scale:

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

	C. Social Limitation	**1**	**2**	**3**	**4**	**5**
1.	Instead of holding on to the rider's waist, I prefer rider wear a body or vest-based strap or belt In case I feel uncomfortable					
2.	I'm really concerned that passenger and driver should be the same gender					
3.	I prefer the rider's is eighteen years old and above					
4.	Is it important to set age limit for the passenger (below 18 years old cannot use the service)					
5.	I prefer the rider is the same races as me					

SECTION C: DEPENDENT VARIABLES OF THE BEHAVIOURAL TOWARDS USING BIKE E-HAILING.

Based on your opinion, please answer the questions by ticking (/) the most appropriate number to indicate how far you agree or disagree with each statement by using the following scale:

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

	D. BEHAVIOR INTENTION	**1**	**2**	**3**	**4**	**5**
1.	When I need a bike e-hailing, I prefer bike e-hailing rather than car					
2.	I intend to look for bike e-hailing online app					
3.	It is likely that I will use bike e-hailing in the future					
4.	I think it's worth to use bike e-hailing					
5.	I will recommend others to use bike e-hailing					