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## Investigating the Psychological Determinants of the Intention to Use E-Hailing Services

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### Abstract

The transportation industry has changed rapidly in recent years. The increased availability of location data and the increasing number of applications, together with other forms of information and communication technologies (e.g., e-commerce, telecommunication), are transforming transportation supply and demand in numerous ways. The integration of the global mobile positioning system (GPS) and electronic payment along with the continuous need for flexible travel has led to the Grab e-hailing service becoming one of the most prominent on-demand private driver platforms in the Asian region. Hence, this study aimed to examine the behavioral intentions of Generation Z to use the Grab e-hailing service. The study used 330 samples collected from undergraduate students in Malaysia. The collected data were analyzed using multiple regression analysis. The results showed that there is a significant relationship between the perceived price and advantages, perceived convenience, and perceived accessibility towards the behavioral intention to use the Grab e-hailing service. This research study offers useful and essential information for stakeholders to achieve a further understanding of the psychological determinants to address the needs of special interest group of end-users.

### Introduction

In the 21st century, various internet-based technologies, including information and communication technologies (ICT), have emerged and expanded into consumers' daily lives. Digital technology, especially mobile technology, plays a crucial role in changing consumer lifestyles, especially for the younger generation. The presence of ICT also creates new opportunities for new businesses to meet customers' needs, such as online businesses and mobile technology-based businesses. The innovation in mobile technology has led to a rapid expansion in the transportation industry. Meanwhile, the integration of the global mobile positioning system (GPS) and electronic payment along with the continuous need for flexible