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The Determinants of Generation Z Intention to Use the Grab E-Hailing Services

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Abstract
In recent years, a significant change has occurred in the transportation industry in developing Asian countries, particularly in Malaysia. The emergence of several mobile transportation applications has led to increased demand for e-hailing services, such as the Grab e-hailing service. Today’s youth is considered to be the most technologically savvy user and is expected to contribute significantly in its long-term development. Hence, to understand the scenario, this study aims to investigate the intention of Generation Z to use the Grab e-hailing service. The data analysis was performed with the PLS-SEM method using data from 320 youth respondents. The results indicate that customer satisfaction, the effect of social media marketing, price, and reliability are significant determinants of the intention to use the Grab e-hailing service among Generation Z. The outcome of this study provides a better understanding for policy-makers to enforce rules and regulations regarding e-hailing which are effective for youth.

Keywords: Social Media Marketing, Reliability, Price, Customer Satisfaction, Generation Z.

Introduction
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 – one of the leaders in this sector. According to Statista (2019), the number of users of e-hailing services in Malaysia is projected to increase by almost 260 per cent from 1.67 million users in 2017 to 6.0 million users in 2023. According to Grab Singapore (2018), Grab integrated operations and assets with Uber in Cambodia, Indonesia, Malaysia, Myanmar, the Philippines,