Intention to Repurchase Taxi-Hailing Apps and Factors Affecting Customer Satisfaction: A Case Study of a Digital Mobility Platform

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ARTICLE INFORMATION

ABSTRACT

The rise of internet technology and smartphone adoption has significantly transformed the transportation landscape, with e-hailing services like AirAsia Move gaining popularity in Malaysia. This study aims to examine the key factors influencing customer satisfaction and how these factors affect users' intention to repurchase AirAsia Move services. A quantitative approach was employed, using an online survey distributed via Google Forms to 125 active users of the app. Regression analysis revealed that perceived usefulness (β = 0.328), compatibility (β = 0.359), and customer satisfaction (β = 0.359) have a significant positive impact on repurchase intention, supporting hypotheses H1, H3, and H5. The model explained 77.1% of the variance in repurchase intention (R^2 = 0.771). Moreover, customer satisfaction mediates the relationship between perceived usefulness and compatibility on repurchase intention, while price and safety were found to be statistically insignificant. The findings emphasize the importance of designing functionally useful and compatible e-hailing services to improve customer satisfaction and encourage repeat usage. Practical implications include prioritizing app usability and integration into users' routines to enhance customer loyalty and competitiveness in the digital mobility market.

Keywords: AirAsia Move; Compatibility; Customer Satisfaction; E-Hailing Services; Perceived Usefulness; Repurchase Intention; User Behavior

INTRODUCTION

The rapid advancement of digital technologies has surpassed all previous innovations in human history, reaching approximately 50% of the developing world's population within just two decades and transforming societies at an unprecedented pace. Digital technologies have become integral to economic and social activities, fundamentally restructuring them in various ways. While some implementations of digital technology disrupt existing systems, others have an incremental and complementary impact (Ciarli et al., 2021). Among the industries profoundly reshaped by digital innovation is transportation. In Malaysia, public transit has evolved significantly, driven by the widespread adoption of e-hailing services. E-hailing, which involves booking rides via smartphone apps, has revolutionized urban mobility. E-hailing has become a cornerstone of public transportation in metropolitan areas (Ban et al., 2019). The sector has experienced exponential growth, with an estimated 17.9 million users across Southeast Asia in 2020, representing 16.4% of the regional population. This figure is projected to increase annually, reaching 18.8 million users by 2025 (Mahayuddin, 2025). Pioneered by companies such as Uber, Grab, and AirAsia Move, e-hailing platforms have leveraged real-time digital technologies to seamlessly connect passengers with drivers. By addressing issues such as availability, cost, and service quality, these platforms have transformed commuting experiences and redefined transportation norms (Rayle et al., 2016). For passengers, e-hailing offers the benefits of on-demand services, transparent pricing, and flexible payment options. For drivers, these platforms create opportunities for income generation and flexible work arrangements. Moreover, research highlights the operational efficiency of e-hailing systems, which optimize routes and reduce idle times, thereby enhancing overall service quality (Vega-Gonzalo et al., 2024).

AirAsia Move has established itself as a key contender in the e-hailing industry, with its strong association with the well-known AirAsia Company. It currently operates in Malaysia and aims to expand throughout Southeast Asia. Leveraging the reputation and expertise of AirAsia, one of Asia's leading low-cost airlines, AirAsia Move brings its commitment to efficiency, affordability, and quality service to the realm of transportation. (Jess, 2023). AirAsia Move inherits the DNA of running a low-cost model that enables savings to be passed on to guests and strives to offer the lowest fares on the road, introducing great value to the highly competitive e-hailing ecosystem (AirAsia, 2021). With its strong brand presence and strategic partnerships, AirAsia Move aims to provide a seamless and reliable e-hailing experience, ensuring passengers can enjoy the same level of convenience and satisfaction synonymous with the AirAsia name. It enables leveraging of AirAsia Group's vast data and algorithms to provide a seamless and connected journey experience for its passengers, where they will be able to perform booking for both their flights and pre-book their ride to the airport (Rahardjoputri et al., 2021). AirAsia Move, as one of the largest e-hailing platforms in Malaysia, is crucial to understand customer satisfaction and drivers of customer behavior.

Customer satisfaction is a key determinant of an organization's success, with numerous studies examining its influencing factors across various industries. For example, (Hui et al. 2024) investigated key factors driving customer satisfaction in online shopping, while (Lew et al., 2024) analyzed the global pandemic's impact on customer satisfaction and business performance. Kee et al. (2022) explored customer satisfaction factors during the pandemic in Malaysia and Nigeria, whereas Pérez-Morón et al. (2022) studied the interplay between service quality, customer satisfaction, and loyalty at Starbucks in Malaysia. Similarly, Yo et al. (2021) identified determinants of customer satisfaction in Shopee's case study in Malaysia. Ahmad et al. 2024 analyzed how the pandemic influenced customer satisfaction and business performance at Foodpanda. Expanding

on this, Md Saad et al. (2023) explored the pandemic's dual impact on GrabFood, highlighting both challenges and opportunities for optimizing performance.

Building on the growing body of research on customer satisfaction across digital platforms, this study aims to investigate the key determinants of customer satisfaction in the context of e-hailing services, with a specific focus on perceived usefulness, price, compatibility, and safety. The primary objective of this research is to examine how these factors influence customer satisfaction and, in turn, how satisfaction affects users' intention to repurchase taxi-hailing services. Furthermore, this study explores the mediating role of customer satisfaction in the relationship between these service attributes and repurchase intention. The significance of this research lies in its contribution to understanding consumer behavior in the fast-evolving digital transportation landscape, where customer loyalty and platform differentiation are increasingly vital. While previous studies have analyzed similar dynamics in e-commerce and food delivery sectors, this research offers novel insights by centering on AirAsia Move, a rapidly emerging yet under-researched e-hailing platform in Malaysia. This study represents one of the first academic efforts to systematically analyze customer satisfaction and repurchase behavior in the context of AirAsia Move, thus filling a notable gap in the literature. The findings are expected to provide both theoretical contributions to the literature on digital service adoption and practical implications for improving service quality, user experience, and competitive strategies in the e-hailing industry.

LITERATURE REVIEW

A literature review is a thorough examination of scholarly sources related to a specific topic (Snyder, 2019). It offers an overview of current knowledge, identifies relevant theories and methods, and highlights gaps in existing research (Hassan, 2024). This information can be applied to a paper, thesis, or dissertation. The purpose of a literature review is to situate the research within the context of existing scholarship, demonstrating an understanding of the topic and highlighting how the work contributes to the ongoing discussion in the field (Alex, 2024).

Taxi-Hailing Apps
The rapid evolution of mobile and wireless communication technologies has led to the emergence of various taxi-hailing applications, including popular names like MyCar, Maxim, and AirAsia Ride. These apps have transformed the way people access transportation (Zainuddin, 2022). Customers can easily submit ride requests through these applications, which instantly notify nearby taxi drivers. This quick exchange of information has eliminated many barriers that previously existed, making it simpler for customers and drivers to connect. As a result, taxi-hailing apps have significantly improved the efficiency of the taxi market, benefiting both riders and drivers (Wang et al., 2016). Customers can choose the starting point, drop-off location, time of travel, and specify whether their journey is for personal or business purposes. Additionally, they have the option to leave a note for the driver (Al-Adwan et al., 2022). Taxi-hailing apps have revolutionized transportation by providing affordable, on-demand rides through user-friendly platforms. In Malaysia, these services specifically address the shortcomings of traditional transport systems. The complexities of the conventional taxi system have encouraged many travelers to opt for e-hailing as a convenient and cost-effective alternative. This shift is largely driven by increasing vehicle ownership, severe traffic congestion, parking challenges, and inadequate public transport infrastructure. Consequently, taxi-hailing has become the preferred choice for many seeking a hassle-free travel experience in crowded urban areas (Jais & Marzuki, 2020).

Perceived Usefulness
An important factor influencing consumer behavior in the e-hailing market is the perceived usefulness of the service, which is often linked to convenience, time savings, and ease of use. Research has consistently demonstrated a direct relationship between perceived usefulness and both customer satisfaction and the likelihood of repurchasing taxi-hailing apps. For instance, Ban et al. (2019) emphasized that perceived usefulness significantly drives adoption rates in the e-hailing sector. The study notes that while functionality is essential, the service must also deliver a level of convenience that users find valuable and beneficial (Ann & Shafi, 2022).

In a recent study by Elnadi and Gheith (2022), findings revealed that customers report higher satisfaction levels when taxi-hailing apps prioritize features that enhance perceived usefulness, such as real-time tracking, estimated arrival times, and cashless payments. These features are instrumental in promoting trust and reducing the perceived risks associated with app-based transportation. Additionally, this study also found that users are more likely to recommend and repeatedly use the service when they experience consistent, reliable utility from these apps, underscoring the importance of perceived usefulness in sustaining customer loyalty.

Similarly, Ofori et al. (2022) highlighted that the integration of user-friendly interfaces and accurate ride estimations further enhances perceived usefulness, as these features allow users to make informed decisions regarding their travel. Their findings suggest that providing reliable and easy-to-use functionalities strengthens customer perceptions of utility and increases the likelihood of sustained app usage. Therefore, we hypothesize:

H1: Perceived usefulness is positively related to customer satisfaction.
H6: Customer satisfaction mediates the relationship between perceived usefulness and the intention to repurchase taxi-hailing apps.

Price of AirAsia Move
Consumer behavior in the e-hailing market is significantly influenced by price sensitivity, which directly impacts customer satisfaction and loyalty. Research indicates that competitive pricing strategies are crucial for attracting and retaining customers in the ride-hailing industry. For instance, a study by Sinha (2024) found that price factors play a significant role in determining customer satisfaction with ride-hailing services. Similarly, a study by Siyal et al. (2021) highlights that pricing strategies directly affect consumer satisfaction with mobile app-based services, including e-hailing. Furthermore, a study by Yap and Yeap (2023) emphasizes that perceived value, which includes pricing, significantly influences customer satisfaction in Malaysian e-hailing services. As such, the following hypothesis is developed:

H2: The price of AirAsia Move is positively related to customer satisfaction.
H7: Customer satisfaction mediates the relationship between the price of AirAsia Move and the intention to repurchase taxi-hailing apps.

Compatibility
Another significant factor impacting consumer behavior in the e-hailing market is the compatibility of taxi-hailing apps with users' existing lifestyles, technology, and preferences. Research indicates a strong association between compatibility and both customer satisfaction and the likelihood of users returning to the app. For instance, Jais and Marzuki (2020) highlight that compatibility is a key driver in the adoption of e-hailing services, noting that users are more inclined to adopt apps that align with their daily routines and technological comfort levels. The study emphasizes that while functionality

is essential, the app's design and features must also feel intuitive and seamlessly integrate into users' lifestyles (Ayada & Hammad, 2023).

In another study, Ahmad et al. (2024) found that customers report higher satisfaction when the app is compatible with their personal preferences, such as offering preferred payment options, language settings, and integration with commonly used mobile platforms. This compatibility not only enhances user experience but also fosters trust and loyalty. Apps designed with a high level of compatibility are more likely to retain users, as they feel the app complements their lifestyle rather than disrupting it.

Similarly, Ciarli et al. (2021) emphasize that compatibility with existing mobile technologies and social habits significantly influences adoption rates. Their study reveals that taxi-hailing apps integrated with commonly used tools such as digital wallets, mapping services, and social media platforms are more likely to appeal to tech-savvy users. By aligning with users' technological ecosystems, these apps create a seamless experience, further driving customer satisfaction and loyalty. With this, it is hypothesized that:

H3:   Compatibility is positively related to customer satisfaction.
H8:   Customer satisfaction mediates the relationship between compatibility and the intention to repurchase taxi-hailing apps.

Safety of AirAsia Move
Safety is a critical factor influencing perceived trust and customer satisfaction in e-hailing services. Features such as real-time tracking, emergency buttons, and rigorous driver background checks enhance user confidence and satisfaction. A study by Ann and Shafi (2022) emphasizes that security significantly influences customer satisfaction in Malaysian e-hailing services. Additionally, research by He et al. (2020) indicates that safety incidents involving ride-hailing drivers can adversely impact users' willingness to use such services, highlighting the importance of safety measures in maintaining customer trust. Furthermore, a study by Sinha (2024) found that non-price factors, such as reliability and availability, play a vital role in understanding ride-hailing platforms and their influence on contestability, indicating that safety perceptions are integral to customer satisfaction. We hypothesize that:

H4:   The safety of AirAsia Move is positively related to customer satisfaction.
H9:   Customer satisfaction mediates the relationship between the safety of AirAsia Move and the intention to repurchase taxi-hailing apps.

Customer Satisfaction
The definition of customer satisfaction is "a judgment that a product or service feature or the product or service itself provided a pleasurable level of consumption-related fulfillment" (Mittal et al., 2023). Customer satisfaction measures an organization's ability to meet its goals. This also acts as a barometer for the caliber of services. Consumers can comment on goods and services by expressing their opinions on certain aspects of them. Customer satisfaction with specific goods or services is also shown by customer satisfaction. Customer expectations include uncontrollable factors, such as prior results, individual needs, word-of-mouth, and external interactions. Customer perceptions are the opinions of customers on their level of satisfaction or dissatisfaction with the services provided by the workforce (Arora et al., 2022). One's degree of satisfaction is determined by post-buy analysis and comparison, which may influence future purchase intentions. Additionally, as satisfied consumers are more likely to utilize services and are often quicker to recommend the product or service to others, they will be more likely to

repurchase than unsatisfied ones (Lam et al., 2023). When it comes to advertising a company's services or goods, word-of-mouth marketing is crucial and helpful since it comes from friends or family, which increases its credibility. For e-hailing services, consumer satisfaction is essential since it may validate customers' needs and desires and boost market share for services that come from a company (Ann & Shafi, 2022). Hence, this study proposed the following hypotheses:

H5: Customer satisfaction is positively related to the intention to repurchase taxi-hailing apps.

Conceptual Framework
The study framework model is depicted in Figure 1.

Figure 1. Research Framework

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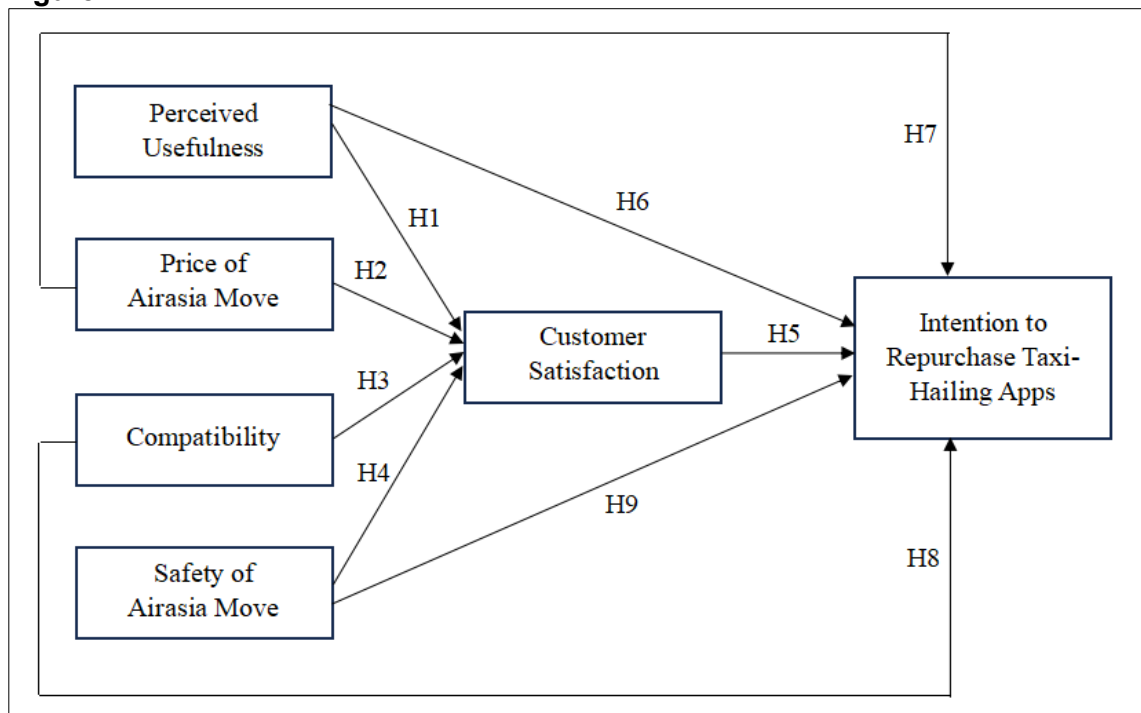
RESEARCH METHOD

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To better understand what influences customer satisfaction and the intention to repurchase taxi-hailing services through AirAsia Move, this study applied a quantitative approach with an online survey as the primary tool for data collection. This method was chosen because it allowed us to gather responses efficiently from a wide range of users while providing structured data that could be analyzed statistically.

Participants and Sampling Approach
The participants of this study were individuals who actively use the AirAsia Move app. We used a convenience sampling method, where the survey was distributed online through various social media platforms such as Facebook, Instagram, and WhatsApp. This allowed us to reach a diverse group of users who were willing to share their experiences and opinions voluntarily. While this sampling approach does not guarantee full representation of the population, it was suitable for the exploratory nature of the research and helped us capture insights from actual users of the app.

Survey Design and Measures

A structured questionnaire was developed based on existing theories and previous research in similar fields. The survey was divided into sections that focused on key factors: perceived usefulness, price, safety, compatibility, customer satisfaction, and repurchase intention.

Each of these factors was measured using several statements, and respondents were asked to indicate their level of agreement using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." Before distribution, the questionnaire was reviewed by academic peers to ensure the wording was clear, relevant, and easy to understand.

Ensuring Reliability and Validity

To check whether the survey items consistently measured what they were intended to, we performed a reliability test using Cronbach's Alpha. All key variables showed strong internal consistency, which gave us confidence in the quality of the data. We also considered the validity of the constructs, ensuring that each item accurately represented the factor it was meant to measure. This was done through a combination of expert review and examining the relationships between variables during the analysis.

Data Analysis Process

Once the responses were collected, the data were organized and analyzed using SPSS, a widely used statistical software for social science research. The analysis process began with examining descriptive statistics to gain a clear understanding of the respondents' profiles and their typical usage patterns of the app. Reliability scores were then assessed to ensure that each group of survey items consistently measured their intended constructs. Following this, correlation analysis was conducted to explore the relationships between various factors. To further investigate these relationships, regression analysis, including mediation testing, was performed to identify both the direct and indirect effects of each factor on customer satisfaction and repurchase intention. This comprehensive approach allowed us to derive meaningful insights into how users perceive the AirAsia Move app and what influences their likelihood of continuing to use it in the future.

RESULTS

Table 1. Respondents' Profile Summary (N=125)

Response	Frequency	Percentage (%)
Gender		
Male	76	60.8
Female	49	39.2
Age		
Below 18 years old	2	1.6
18 – 20 years old	46	36.8
21 – 30 years old	64	51.2
31 – 40 years old	8	6.4
41 – 50 years old	4	3.2
Above 50 years old	1	0.8
Ethnicity		
Malay	31	24.8
Chinese	79	63.2
Indian	14	11.2
Iban	1	0.8

Education Level		
Primary School	3	2.4
Diploma	19	15.2
Bachelor's degree	92	73.6
Master's degree	7	5.6
PhD	4	3.2
Occupation		
Student	92	73.6
Private Sector	11	8.8
Government Sector	9	7.2
Unemployed	5	4.0
Self-employed	8	6.4
Monthly Income		
RM2,000 and below	84	67.2
RM2,000 – RM5,999	17	13.6
RM6,000 – RM8,999	11	8.8
Above RM8,999	6	4.8
No income	7	5.6
How did you know about AirAsia Move app?		
TV advertisement	16	12.8
Newspaper	7	5.6
Social Media (e.g., X, YouTube, Facebook)	58	46.4
Friends	33	26.4
Family	11	8.8

Table 1 provides meaningful insights into the demographic composition of the study participants, allowing us to better understand the context and diversity of the sample. Starting with gender, the data reveals a noticeable male dominance, with 60.8% of respondents identifying as male. This suggests a potentially stronger interest or engagement among males in the topic under study, or it may reflect broader demographic trends in the target population. Meanwhile, female respondents made up 39.2%, still representing a substantial portion of the sample and allowing for balanced perspectives in the analysis.

When looking at age distribution, the majority of participants (51.2%) fall within the 21–30 age range, commonly considered young adults who are often active in digital platforms and open to new technologies. This group is followed by those aged 18–20 (36.8%), reflecting a strong representation from the late adolescent to early adulthood demographic. Interestingly, only 6.4% were in the 31–40 age bracket, with even fewer in the extremes: 1.6% below 18 and just 0.8% above 50. These figures indicate that the study primarily engaged younger individuals, who are likely more digitally literate and may have more exposure to mobile applications like AirAsia Move.

In terms of ethnicity, the sample was predominantly Chinese (63.2%), followed by Malays (24.8%) and Indians (11.2%). A very small fraction (0.8%) identified as Iban. This ethnic distribution suggests the findings may particularly reflect the attitudes and behaviors of the Chinese demographic, which could be relevant when considering cultural influences on mobile app usage or brand perception.

With regard to educational background, a significant 73.6% of respondents held a Bachelor's degree, showing a highly educated sample. Diploma holders represented 15.2%, and a combined 8.8% had attained postgraduate education (Master's and PhD).

Only 2.4% reported completing only primary school. This highly educated profile suggests that most respondents likely possess strong digital literacy, which is relevant to understanding their interactions with mobile platforms like AirAsia Move.

Looking at occupational status, a vast majority of respondents (73.6%) identified as students. This is in line with the age and education data, reinforcing the idea that the findings are particularly representative of the student population. The rest were distributed across private sector employees (8.8%), government workers (7.2%), self-employed individuals (6.4%), and unemployed respondents (4.0%). The predominance of students may imply greater availability of time to explore digital tools or a higher dependence on affordable and accessible travel options.

In terms of monthly income, two-thirds (67.2%) reported earning RM2,000 or below, which is consistent with the student-majority sample. A smaller segment earned RM2,000–RM5,999 (13.6%), RM6,000–RM8,999 (8.8%), or more than RM8,999 (4.8%). Notably, 5.6% reported having no income. These figures suggest that cost-sensitive behavior could be a critical factor influencing respondents' preferences and adoption of apps like AirAsia Move.

Lastly, the data on awareness sources for the AirAsia Move app shows that social media plays a dominant role, cited by 46.4% of respondents as their primary source of awareness. This is followed by word-of-mouth through friends (26.4%), which highlights the power of peer influence in app adoption. Other sources like TV advertisements (12.8%), family (8.8%), and newspapers (5.6%) were less prominent, suggesting a shift away from traditional media among this demographic.

Table 2. Summary of Customer Experience with AirAsia Move (N=125)

Response	Frequency	Percentage (%)
How frequent do you use AirAsia Move?		
Daily	27	21.6
Several times a week	31	24.8
Monthly	13	10.4
Occasionally	38	30.4
Never	16	12.8
What are the typical times to use AirAsia Move most?		
Morning	41	32.8
Afternoon	34	27.2
Evening	26	20.8
Midnight	7	5.6
Anytime	1	0.8
None	16	12.8
How long have you been using AirAsia Move?		
Less than one year	52	41.6
1 – 2 years	44	35.2
More than 2 years	13	10.4
None	16	12.8
How much do you spend on AirAsia Move in a week?		
Less than RM100	70	56.0
RM100 – RM199	29	23.2
RM200 – RM250	3	2.4
More than RM250	7	5.6
None	16	12.8

Table 2 presents a closer look at the frequency and patterns of usage among respondents who interacted with the AirAsia Move app. These findings offer valuable insights into how often and in what ways users engage with the platform.

To begin with, usage frequency appears varied. While a significant portion of respondents—21.6%—reported using the app daily, an even higher percentage (24.8%) used it several times a week, indicating regular and consistent engagement among a sizeable segment. However, another 30.4% described their usage as only occasional, suggesting that while they are familiar with the app, it is not deeply embedded in their routines. A smaller share (10.4%) reported using the app monthly, and 12.8% admitted to never having used it. This diversity in frequency suggests that while the app has a strong core user base, there remains potential for growth among more passive or non-users.

When examining preferred times of usage, most users appeared to favor the morning (32.8%), followed by the afternoon (27.2%) and evening (20.8%). This trend might reflect practical routines, such as checking flights, bookings, or promotions during the early part of the day. Interestingly, only 5.6% preferred using the app at midnight, and just 0.8% indicated no specific time, implying spontaneous or need-based engagement. Again, 12.8% reported no usage, aligning with the previous data on usage frequency.

In terms of how long respondents have been using the app, the majority (41.6%) were relatively new users, having engaged with the app for less than one year. Another 35.2% had used it for 1 to 2 years, while 10.4% had been loyal users for more than two years. This shows a healthy mix of new and returning users, though the large percentage of recent adopters could indicate the app's increasing popularity or recent promotional efforts. Notably, 12.8% again reported no prior use, consistent with other parts of the dataset.

When it comes to spending behavior, the majority of users (56%) spent less than RM100 per week, which may reflect casual usage or budget-conscious spending habits, particularly among students or young adults. 23.2% reported spending between RM100–RM199, indicating moderate use, while a smaller fraction (2.4%) spent RM200–RM250. A notable 5.6% reported spending more than RM250 weekly, representing a smaller group of high-spending users, possibly frequent travelers or premium service users. Meanwhile, 12.8% stated that they did not spend anything on the app, which could include users who primarily use the app for browsing or information without making purchases.

Taken together, these findings reveal a dynamic user base with varying levels of engagement. While there is a strong contingent of active, frequent users, a considerable portion still uses the app infrequently or not at all. This suggests opportunities for targeted outreach or app improvements to convert occasional users into more regular customers.

Table 3. Descriptive Analysis, Cronbach's Coefficient Alpha, and Zero-order Correlations of All Study Variables (N=125)

Variables	1	2	3	4	5	6
Perceived Usefulness	0.822					
Price of AirAsia Move	0.648**	0.737				
Safety of AirAsia Move	0.815**	0.684**	0.839			
Compatibility	0.626**	0.650**	0.739**	0.760		
Customer Satisfaction	0.718**	0.630**	0.729**	0.702**	0.784	

Intention to Repurchase	0.796**	0.623**	0.786**	0.715**	0.804**	0.859
Mean	4.0160	3.7696	4.1020	3.9024	3.9640	4.1580
Standard Deviation	0.7790	0.8120	0.7420	0.6444	0.7658	0.8117

Note: N=125; *p < 0.05, **p < 0.01; Diagonal entries in bold indicate Cronbach's coefficient alpha.

Table 3 offers a rich and meaningful snapshot of the core variables examined in this study, ranging from perceived usefulness to the intention to repurchase the AirAsia Move app. The descriptive analysis, reliability measures, and inter-variable correlations together help paint a clearer picture of how users perceive and interact with the platform. Let's begin with the reliability analysis. The Cronbach's Alpha values for all variables exceed the commonly accepted threshold of 0.70, indicating strong internal consistency and suggesting that each scale used in the study was both valid and dependable. The highest reliability was found for intention to repurchase (α = 0.859), followed closely by safety (α = 0.839) and perceived usefulness (α = 0.822). These figures imply that participants responded consistently to items measuring these constructs, reinforcing the credibility of the measurement tools.

Looking at the mean scores, it's clear that overall perceptions of the app are positive. The highest average score was for intention to repurchase (M = 4.1580), which implies that users are generally satisfied and likely to continue using the app. This is an encouraging sign for long-term engagement and brand loyalty. Safety also received a high rating (M = 4.1020), which is particularly noteworthy in the context of digital platforms—users evidently feel secure when using the app, which can be a critical factor in usage retention.

Perceived usefulness (M = 4.0160) and customer satisfaction (M = 3.9640) both scored well, indicating that users recognize the app's value and are largely satisfied with their experience. Meanwhile, compatibility (M = 3.9024) and price perception (M = 3.7696) received slightly lower scores, though still above the neutral midpoint, suggesting moderate agreement. These areas may benefit from closer attention in future updates or marketing strategies, as improvements here could further enhance user satisfaction. Moving on to the correlation analysis, the results highlight the strong interconnectedness between variables. Perceived usefulness exhibited some of the strongest relationships, particularly with safety (r = 0.815), intention to repurchase (r = 0.796), and customer satisfaction (r = 0.718). This suggests that when users find the app useful, they also tend to feel safer using it, are more satisfied, and are more inclined to use it again.

Similarly, safety was not only highly rated in the descriptive stats but also showed strong correlations with intention to repurchase (r = 0.786) and customer satisfaction (r = 0.729), reinforcing its role as a foundational pillar of user trust and loyalty. Compatibility also emerged as a noteworthy factor, with solid correlations to safety (r = 0.739) and intention to repurchase (r = 0.715). This implies that when users feel the app fits well with their needs or lifestyle, it enhances both their trust and willingness to continue using it.

On the other hand, price perception displayed meaningful but relatively weaker correlations across the board, with its strongest link being to compatibility (r = 0.650). This suggests that users who perceive the app as reasonably priced are more likely to find it aligned with their expectations, although price may not be the dominant driver of satisfaction or loyalty in this context.

Table 4. Summary of Regression Analysis

Customer Satisfaction	Beta
Perceived Usefulness	0.319**

|	
Price of AirAsia Move	0.109
Safety of AirAsia Move	0.166
Compatibility	0.309**
R^2	0.636
F value	52.338
Durbin-Watson Statistic	1.887
Intention to Repurchase Taxi-Hailing Apps	Beta
Perceived Usefulness	0.328**
Price of AirAsia Move	-0.027
Safety of AirAsia Move	0.159
Compatibility	0.158**
Customer Satisfaction	0.359**
R^2	0.771
F value	79.917
Durbin-Watson Statistic	1.546

Note: N=125; $*p < 0.05$, $**p < 0.01$

The results of the regression analysis are presented in Table 4, which examines the relationship between the intention to repurchase taxi-hailing apps and several independent variables: perceived usefulness, the price of AirAsia Move, safety of AirAsia Move, compatibility, and customer satisfaction. The findings support H1, H3, and H5, indicating positive associations between the intention to repurchase taxi-hailing apps and the factors of perceived usefulness, compatibility, and customer satisfaction. The R^2 value of 0.771 suggests that 77.10% of the variance in the intention to repurchase taxi-hailing apps can be explained by these three factors: perceived usefulness, compatibility, and customer satisfaction.

Among the variables examined, customer satisfaction has the highest beta value of 0.359, indicating it has the most significant influence on the intention to repurchase taxi-hailing apps. Perceived usefulness and compatibility also exhibit substantial beta values of 0.328 and 0.359, respectively. However, the price of AirAsia Move and the safety of AirAsia Move do not show a significant effect on the intention to repurchase taxi-hailing apps, which leads to the rejection of H2 and H4.

Additionally, the analysis indicates that perceived usefulness and compatibility can indirectly affect the intention to repurchase taxi-hailing apps through a mediating role in customer satisfaction. H6 and H8 are supported, as the dependent variable (customer satisfaction) and these two independent variables (perceived usefulness and compatibility) show positive relationships. Among these, perceived usefulness has the strongest influence on the intention to repurchase taxi-hailing apps, with a beta value of 0.319, followed closely by compatibility, which has a beta value of 0.309. In contrast, the price and safety of AirAsia Move do not show a significant relationship with customer satisfaction, leading to the rejection of H7 and H9. A summary of the hypothesized model is illustrated in Figure 2.

Figure 2. Overview Result
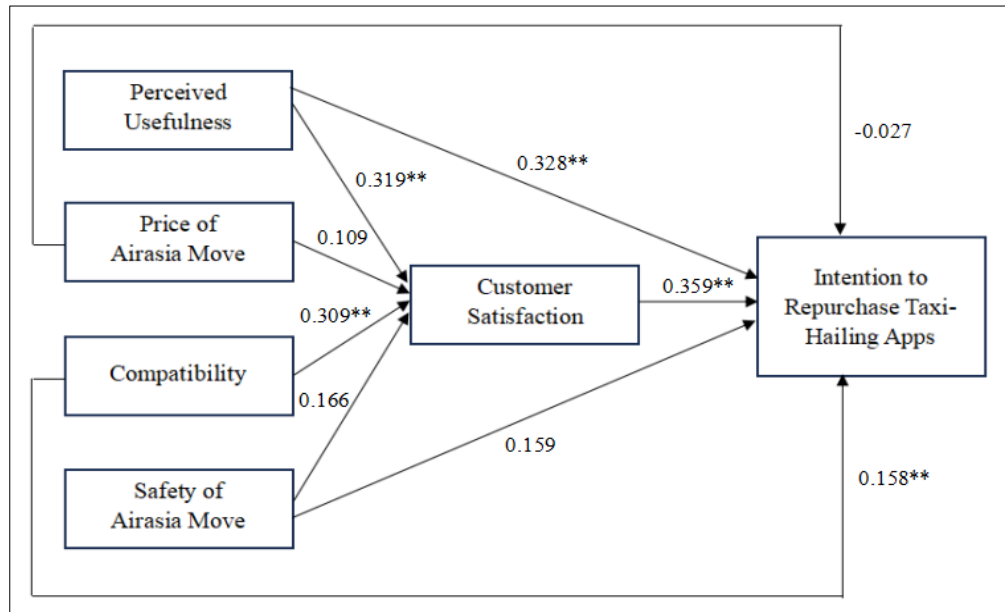
DISCUSSION

This study investigated a range of factors that influence individuals' intentions to repurchase taxi-hailing applications. The research findings reveal that perceived usefulness and compatibility play a significant role in shaping the intention to repurchase taxi-hailing apps. Perceived usefulness and compatibility directly affect the intention to repurchase taxi-hailing apps. Customer satisfaction acts as an intermediary variable in this relationship. Therefore, this study establishes that perceived usefulness, compatibility, and customer satisfaction all have a direct or indirect impact on the intention to repurchase taxi-hailing apps. Furthermore, the analysis demonstrates that the model proposed in this study effectively explains the factors influencing the intention to repurchase taxi-hailing apps. Among these factors, perceived usefulness and compatibility are the two significant factors affecting the intention to repurchase taxi-hailing apps.

When examining the factors that contribute to customer satisfaction, it becomes clear that perceived usefulness is the most influential element. In the context of taxi-hailing apps, perceived usefulness emerges as the most significant determinant influencing users' intentions to repurchase these services. This implies that users believe that these apps enhance the quality of their travel experiences. For instance, users appreciate features such as reduced waiting times and more affordable fares, which contribute to their overall satisfaction with the service (Mohamad, 2021). Additionally, a previous study by Arora et al. (2022) found that perceived usefulness has a significant impact on both user satisfaction and behavioral intentions. The indirect effect of perceived usefulness on customer satisfaction and behavioral intention is nearly as strong as the direct effect, highlighting the dual role that perceived usefulness plays in these areas. The positive relationship between perceived usefulness and the intention to repurchase taxi-hailing services demonstrates how effectively the technical features of taxi-hailing apps meet users' social, economic, and technical needs. This finding is consistent with the research by Zaigham et al. (2022), which suggested that perceived usefulness influences both customer satisfaction and the intention to repurchase the service.

The second most important factor influencing customer satisfaction is compatibility. Research shows a significant positive relationship between compatibility and customer satisfaction. Users who find taxi-hailing apps to be well-aligned with their personal lifestyles, requirements, and preferred modes of transportation are more likely to report higher levels of satisfaction. When these apps seamlessly integrate into their daily routines and address their specific needs, users are more inclined to have favorable perceptions of them (Elnadi & Gheith, 2022). Furthermore, the research indicates that compatibility not only enhances satisfaction but also drives the intention to repurchase. Users are more likely to adopt taxi-hailing apps if they perceive similarities between traditional technologies and these innovations. The ease of use and the alignment with the conventional method of hailing taxis contribute to user adoption of these apps. This finding aligns with the work of Arumugam et al. (2020), which emphasizes the importance of compatibility in technology adoption. In addition, the research suggests that taxi-hailing apps are compatible with existing technology and fit users' lifestyles (Arora et al., 2022). Overall, the findings indicate that perceived usefulness and compatibility can directly impact the intention to repurchase taxi-hailing apps, even without the mediating effect of customer satisfaction.

The study provided compelling evidence that customer satisfaction plays a crucial role in predicting users' intention to repurchase the AirAsia Move application. The research conducted by Nor et al. (2021) emphasized that customer satisfaction is a vital indicator of a company's past, current, and future performance. Specifically, it found that users who report high levels of satisfaction with the app are significantly more likely to persist in using it over time and are also inclined to recommend it to friends and family. This highlights the importance of maintaining high levels of customer satisfaction to encourage long-term engagement and loyalty. The results strongly support hypothesis 5 and emphasize the critical role of satisfaction in driving app adoption, as noted in previous studies, including Htet (2024). This research shows that satisfaction not only directly affects users' intentions but also acts as an essential mediator between key predictors and user adoption. Additionally, the results from Adam et al. (2020) indicated that positive service standards can enhance customer satisfaction. The study also revealed that the indirect effects of perceived usefulness and compatibility on users' intent to repurchase the app, mediated through customer satisfaction, were statistically significant. In contrast, the indirect effects of price and safety were not supported. However, it was observed that the indirect effects mediated through customer satisfaction were generally stronger. This suggests that customer satisfaction is a critical mediator in the adoption process.

Overall, the relationship between perceived usefulness, compatibility, customer satisfaction, and intention to repurchase taxi-hailing apps is interconnected. Among these factors, customer satisfaction stands out as the most influential predictor of whether users will choose to use the app again. These findings emphasize the critical need for developers and providers to focus on enhancing customer satisfaction and the perceived usefulness of taxi-hailing apps. Additionally, compatibility also plays a vital role in ensuring the app aligns with user preferences and lifestyles. In summary, prioritizing customer satisfaction and compatibility is essential for the success of taxi-hailing apps in a competitive market.

Practical Implication
The findings of this research are important for understanding the factors that influence customer satisfaction and the adoption of taxi-hailing applications, such as AirAsia Move. This has broader implications for the entire ride-hailing industry. The study highlights the crucial roles of perceived usefulness and compatibility in determining customer

satisfaction. Users who believe that the app enhances their travel experience through features like reduced waiting times and affordability are more likely to report higher satisfaction levels. This underscores the necessity of continuously improving these features to meet customer expectations.

Moreover, the research illustrates the connection between compatibility and customer satisfaction. The significant impact of compatibility suggests that customers prefer services that align with their preferences and lifestyles. By leveraging customer data, companies can personalize the service offerings, including recommendations based on past bookings, customizable ride options, and ensuring that the service functions well across various devices and platforms. A user-friendly design that caters to a diverse range of users ensures greater compatibility. This involves ongoing improvements to the app's interface and usability, such as facilitating easy navigation, offering multiple language options, and minimizing technical issues. Ultimately, AirAsia Move can develop a more adaptive and customer-centered service, which will foster stronger customer loyalty and satisfaction.

Furthermore, the findings highlight the critical mediating role of customer satisfaction in promoting user adoption of the app. Satisfied customers are more likely to continue using the app and recommend it to others. This creates a positive feedback loop, facilitating sustained growth for the platform. Thus, it becomes vital for the company to actively gather and respond to user feedback, continuously refining its service offerings. The implementation of regular feedback collection mechanisms, such as customer satisfaction surveys, can help identify shifting preferences and emerging areas of dissatisfaction. AirAsia Move can effectively utilize analytics tools to monitor customer sentiments and adapt strategies accordingly, ensuring that high satisfaction levels are maintained.

CONCLUSION

In conclusion, this research undertook a comprehensive exploration of the various factors that influence customer satisfaction and intention to repurchase taxi-hailing apps, specifically focusing on AirAsia Move. The findings reveal that three main elements, which are perceived usefulness, compatibility, and customer satisfaction, play critical roles in shaping users' experiences and perceptions of the app. Among these factors, perceived usefulness and compatibility significantly impact customer satisfaction. This underscores the importance of ensuring that AirAsia Move meets customers' practical and personal needs.

The survey results show that the majority of respondents are relatively new users, having used the AirAsia Move app for less than one year. Many of them expressed a strong willingness to recommend the platform to family and friends and plan to continue using it in the future. The results reinforce the importance of maintaining high customer satisfaction to ensure continued use and foster loyalty. Satisfied users are not only more likely to stay engaged but also to advocate for the app, reinforcing satisfaction's pivotal role in promoting long-term adoption and engagement.

Additionally, customer satisfaction acts as a central mediator in the adoption process, amplifying the effects of perceived usefulness and compatibility on behavioral intention. While the price and safety of AirAsia Move services do not significantly affect customer satisfaction, they remain critical for maintaining customer trust and loyalty in competitive markets. The findings suggest that perceived usefulness measures significantly contribute to customer satisfaction, driving user adoption both indirectly and directly.

Furthermore, compatibility plays a vital role by fostering ease of integration into daily routines, thereby strengthening users' intention to repurchase the app.

This research provides valuable insights for improving customer satisfaction and user adoption strategies. Service providers can draw practical guidance from these findings. First, by enhancing perceived usefulness, providers can ensure their apps deliver meaningful value, such as time savings and convenience. Second, compatibility should be prioritized in app design, as users are more likely to adopt technologies that align with their habits and preferences.

Overall, this study reinforces the critical role of customer satisfaction as both a catalyst and a mediator of user engagement and repurchase intentions. To achieve success in the competitive taxi-hailing market, service providers must strive to create a user experience that is not only seamless and secure but also a valuable user experience that meets customers' expectations and integrates with their lifestyles. By doing so, they can foster satisfaction, loyalty, and long-term growth, ensuring their position in an increasingly dynamic and competitive industry.

LIMITATION
The present research has several limitations. While this study provides valuable insights into the factors influencing customer satisfaction and adoption intentions of taxi-hailing applications, several limitations should be acknowledged. First, the findings are primarily focused on AirAsia Move, which may limit the generalizability of the results to other taxi-hailing platforms with different business models or market dynamics. Second, the study relies on the data from the local Malaysian market (mostly students), which may introduce biases and potentially affect the accuracy of responses. For future research, we could address these limitations by incorporating diverse samples, considering external factors, and expanding the scope of the survey to enhance the accuracy and applicability of the findings.

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