

Consumer Buying Behavior in Malaysian E-Hailing Services: Examining Price, Service Quality, and Convenience

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Kuek, T. Y., Dandu, V., Hamdan, H. A. N., Han, Y. C., Guo, X., Guo, F., ..., & Kee, D. M. H. (2026). Consumer buying behavior in focusing on price, service quality, and Malaysian e-hailing services: Examining convenience. A quantitative approach was employed using a structured questionnaire distributed to e-hailing users in Malaysia. A total of 152 valid responses were analyzed using descriptive statistics and multiple regression analysis with SPSS. The findings show that price factors have a significant positive effect on consumers' behavioral intention ($b = 0.546$, $p < 0.001$), followed by convenience ($b = 0.293$, $p < 0.001$). In contrast, service quality has a positive but non-significant effect ($b = 0.074$, $p = 0.138$). The regression model explains 67.4% of the variance in behavioral intention ($R^2 = 0.674$). These findings indicate that consumers place greater importance on affordable and transparent pricing and convenient service features when choosing e-hailing services. E-hailing providers should therefore focus on competitive pricing, convenient booking and payment functions, and reliable digital service features while maintaining adequate service quality.

DOI:

<https://doi.org/10.32535/ijthap.v9i3.5079>

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Received: 17 August 2026

Accepted: 18 September 2026

Published: 20 October 2026

ABSTRACT

The rapid growth of e-hailing services has transformed urban transportation through digital technologies and increasing demand for convenient and efficient mobility. This study aims to determine the main factors influencing consumers' behavior when choosing e-hailing services in Malaysia. A quantitative approach was employed using a structured questionnaire distributed to e-hailing users in Malaysia. A total of 152 valid responses were analyzed using descriptive statistics and multiple regression analysis with SPSS. The findings show that price factors have a significant positive effect on consumers' behavioral intention ($b = 0.546$, $p < 0.001$), followed by convenience ($b = 0.293$, $p < 0.001$). In contrast, service quality has a positive but non-significant effect ($b = 0.074$, $p = 0.138$). The regression model explains 67.4% of the variance in behavioral intention ($R^2 = 0.674$). These findings indicate that consumers place greater importance on affordable and transparent pricing and convenient service features when choosing e-hailing services. E-hailing providers should therefore focus on competitive pricing, convenient booking and payment functions, and reliable digital service features while maintaining adequate service quality.

Keywords: Consumer Buying Behavior; Convenience; E-Hailing Services; Price; Services Quality; Technological Innovations

JEL Classification: D12; R41

INTRODUCTION

In recent years, digital transformation has noticeably changed many aspects of people's daily lives, particularly transportation methods. The rapid growth about e-hailing service, which let users to book conveniently by mobile phone applications. In Malaysia, where urban areas such as Kuala Lumpur experience traffic congestion and increasing mobility demands, e-hailing services have become an important transportation option for many consumers (Statista, 2024).

The widespread use of e-hailing platforms is closely connected with the development of mobile technology, a higher smartphone penetration rate, and the extensive coverage of the internet. Consumers not only care about the service convenience but also emphasize its reliability, price rationality, and safety. As a result, e-hailing companies are continuously improving their platforms and service features in order to meet these expectations and remain competitive in a dynamic market (Mordor Intelligence, 2023).

At the same time, Malaysia's e-hailing industry has become highly competitive, with several platforms offering similar core functions. When making decisions, consumers consider factors such as price, service quality, convenience, and safety. But the importance of these factors will change with the environment and condition transfer (Kotler & Keller, 2016).

Although consumer buying behavior has been widely studied in digital service contexts, there is still limited research focusing specifically on e-hailing services in Malaysia. Many existing studies are conducted in different economic and social settings, which may not fully reflect the characteristics of the Malaysian market. However, existing e-hailing studies remain relatively context-specific, with research examining settings such as Nanjing, China, university students in Peninsular Malaysia, and users of GrabCar across several Asian countries (Lu & Wang, 2020; Xia et al., 2025; Yan et al., 2024). In particular, there is a lack of clear understanding of how key factors influence consumer decision-making within this local context.

In addition, previous studies often examine influencing factors separately, without fully considering how these factors interact in shaping consumer choices. However, real-world decisions are typically influenced by multiple factors at the same time. This highlights an important gap in the literature, especially in understanding consumer behavior in Malaysia's e-hailing industry (Pham et al., 2018).

Therefore, the findings of this research aim to recognize and analyze the main factors that influence consumer buying behavior. When they use e-hailing services in Malaysia. The research focuses on the important variables, including price, service quality, convenience, and explores how these factors affect consumers' decision-making.

The findings of this study are expected to provide useful insights for e-hailing service providers in Malaysia, helping them develop better strategies to attract and retain customers. In addition, this research contributes to the existing literature by offering a more context-specific understanding of consumer behavior in the Malaysian e-hailing market. The significance of this research lies in its potential to provide a deeper understanding of consumer decision-making processes in the Malaysian e-hailing market, offering practical insights for service providers aiming to enhance customer engagement and retention (Gan et al., 2025; Ng et al., 2025).

LITERATURE REVIEW

Along with the rapid increase in digital technologies, ride-hailing services have transformed the transportation industry by integrating mobile applications, GPS services, and online payment methods that make transportation more convenient and accessible (Xia et al., 2025). In the actual use process, ride-hailing services have many service items, including real-time position tracking, estimated fare, driver information, and non-cash payment methods. These services not only bring convenience to people but also greatly promote the user's overall experience of use; hence, this influences the customer's purchase decision.

Recent Malaysian research has also examined e-hailing in relation to price, safety, accessibility, comfort, and customer satisfaction (Sabar et al., 2023). Therefore, grasping the main elements that decide the consumer's action is important for the promotion of ride-hailing services and their competition in the market (Kotler & Keller, 2016). Understanding these consumer-related factors is also important because purchasing decisions can be influenced by a combination of personal, psychological, social, and cultural considerations (Rumagit et al., 2022).

Price Factors

In the ride-hailing domain, price is perhaps one of the factors that have the biggest influence on consumers' purchasing behaviors. Before consumers place an order, they compare the ticket prices of every platform when they make the decision on which platform to purchase from, especially in markets that are sensitive to price. Pricing mechanisms in ride-hailing platforms influence consumer demand and usage patterns (Cohen et al., 2016). Low selling prices and special sales activities can attract new customers, hence also stimulate repeated use. In actual ride-hailing marketplaces, platforms like Grab and Uber employ pricing tactics to deal with dynamic pricing. During the time people go to work and return home, when there is bad weather or when the time is very busy, the ticket price therefore rises accordingly. For instance, in peak periods or on days with heavy rain, users may be required to pay higher ticket prices, which thus directly influences their decision-making.

From the angle of users, transparent pricing and clear fare calculation before booking can cut down uncertainty and raise customers' trust. On the opposite side, sudden increases in price and unexpected fees will influence customers' satisfaction and produce negative cognition. Therefore, price has an influence on customers' ability to pay, and it also has an influence on users' perceived experience and reactions as well.

Service Quality

Service quality is also a component of customer satisfaction and positive utilization of ride-hailing services. The description of service quality assumes that service quality determination is made by the judgment of customers, comparing expectations with perceptions of actual service received (Adenigbo et al., 2023). These include service conduct items such as driver's service conduct, vehicle cleanliness, on-time performance, and overall riding experience. These dimensions are consistent with the broader service-quality literature, which emphasizes tangible and service-performance dimensions in shaping customer evaluations (Singh et al., 2021). Good service quality can nourish positive experiences and provide customer loyalty. For instance, platform enterprises like Grab and Uber have offered grading and response systems that let passengers give a grade to the driver after every single trip.

These grading and response systems have the function of maintaining service quality and thus promote promotion. The experience of users is influenced by the interactions of service quality. For example, an amicable driver, a comfortable journey, and a short waiting period can leave a fine impression and thus stimulate repeated utilization. Negative service experiences, for example, a driver's impolite action, transfer postponement, and safety and security problems, can bring about a bad experience and negative reactions (Rahim et al., 2023). Therefore, service quality can influence user satisfaction and continued behavioral responses toward ride-hailing services (Chen & Shafi, 2025; Nguyen-Phuoc et al., 2020).

Convenience

Convenience is also a key factor that influences consumers' choices of ride-hailing service. Using mobile apps to reserve a taxi at any time, anywhere brings convenience by offering more choices than traditional transportation methods. In the practical application process, platforms such as Grab provide functions including immediate reservation, predicted time of arrival, real-time vehicle position tracking, and multiple payment methods (for example, cash, credit card, and electronic wallets). These characteristics make the procedure of booking a ride simpler, hence increasing the degree of convenience. From the perspective of the user, convenience is connected with usability and the smoothness of service. A simple user interface, quick ordering process, and full trip data all promote users' sense of ease of use. For instance, students may use e-hailing services because of the convenience and fast response provided by e-hailing applications (Sabar et al., 2023).

On the other hand, there are technical problems, like application breakdowns, incorrect driver location, and extremely long waiting periods, which can have a negative impact on user experience, hence decreasing future use intentions. Therefore, convenience not only increases the degree of convenience but also promotes user experience, and thus it influences users' consumption intention. Recent evidence from Kota Kinabalu also identifies convenience, together with price, safety, and accessibility, as relevant determinants of e-hailing utilization (Darawati & Ladin, 2024).

Hypotheses Development

Based on the literature review presented earlier, this study further explores the relationship between key factors and Malaysian consumers' usage behavior of e-hailing services and proposes corresponding research hypotheses (Silalahi et al., 2017).

Price Factors and Consumer Purchase Behavior

Previous related studies indicate that price is one of the important factors influencing consumers' choice of e-hailing services. When choosing a transportation platform, consumers usually compare the fare standards of different platforms, especially in markets where travel costs are sensitive. Reasonable fare pricing and various promotional activities provided by the platform can effectively attract new users while increasing the willingness of existing users to repurchase (Ann & Shafi, 2022; Sadom et al., 2022). Therefore, when consumers perceive the platform's pricing as reasonable and acceptable, their willingness to use e-hailing services will also increase.

H1: Perceived price has a significant positive impact on Malaysian consumers' purchase behavior in using e-hailing services.

Service Quality and Consumer Purchase Behavior

Service quality is a key factor in determining consumer satisfaction and continued use of e-hailing services (Idros et al., 2018). Service quality covers several aspects, including

driver service attitude, vehicle cleanliness, waiting time, and overall ride experience. When a platform provides stable and high-quality service, consumer satisfaction improves, which is more likely to lead to positive evaluations and continued usage. Conversely, poor service experiences reduce consumer trust and decrease future usage intentions. Therefore, service quality directly affects consumers' travel choice behavior. Service quality in online transportation can be evaluated based on multiple dimensions, including service quality, information quality, and system quality (Silalahi et al., 2017).

H2: Service quality has a significant positive impact on Malaysian consumers' purchase behavior in using e-hailing services.

Convenience and Consumer Purchase Behavior

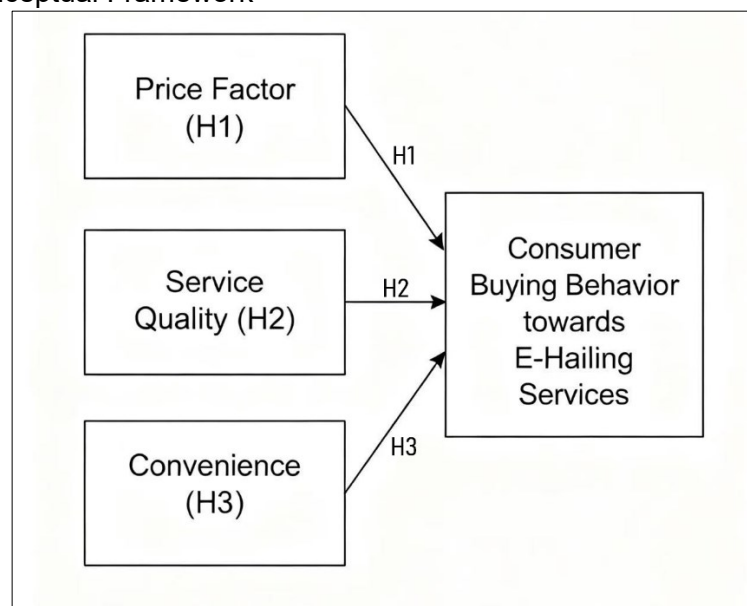
Platform usability is one of the important reasons driving consumers to adopt e-hailing services. Features such as ordering anytime through a mobile app, real-time vehicle tracking, and multiple online payment methods effectively simplify the travel process and save consumers time. Consumers generally prefer travel platforms that are easy to operate, efficient, and convenient. In the fast-paced modern lifestyle, convenience has become an important condition for platforms to enhance competitiveness and attract users. Therefore, convenience positively drives consumer usage behavior (Yan et al., 2024).

H3: Perceived convenience has a significant positive impact on Malaysian consumers' purchase behavior in using e-hailing services.

Conceptual Framework

The conceptual framework integrates the key factors identified in the literature that may influence consumers' behavioral intentions toward e-hailing services. The framework positions price factors, service quality, and convenience as the main independent variables and consumer behavioral intention as the dependent variable. These relationships provide the basis for testing the proposed hypotheses using empirical data from Malaysian e-hailing users. Figure 1 presents the conceptual framework of the study.

Figure 1. Conceptual Framework



RESEARCH METHOD

Research Design

This study adopts a quantitative research approach to examine the factors influencing consumer buying behavior toward e-hailing services in Malaysia. Quantitative methods are widely recognized as appropriate for studies that seek to measure relationships between variables and generalize findings across a population (Creswell & Creswell, 2018). A structured survey questionnaire is used as the primary instrument for data collection, distributed among e-hailing users across Malaysia.

Instrument and Measures

The questionnaire is designed based on established scales from prior literature, covering three independent variables: price, service quality, and convenience, alongside consumer behavioral intention as the dependent variable. Items are measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which is widely used in behavioral research due to its simplicity and reliability in capturing respondent attitudes (Boone & Boone, 2012; Likert, 1932).

Sampling and Measures

Purposive sampling is employed to target respondents who have prior experience using e-hailing platforms such as Grab, as this ensures that only relevant and informed responses are collected (Etikan et al., 2016). The survey is distributed digitally through online platforms to reach a broad and geographically diverse sample within a reasonable timeframe.

Data Analysis

Collected data are analyzed using descriptive statistics to summarize respondent profiles and variable distributions, followed by multiple regression analysis to test the proposed hypotheses and determine the significance of each factor's influence on consumer buying behavior (Hair et al., 2019). All analyses are conducted using SPSS software.

RESULTS

Respondents' Demographic Profile

Table 1. Summary of Respondents' Demographic Information (N =152)

Profile	Category	Frequency (n)	Percentage (%)
Age	19-25	55	36.2
	25-30	36	23.7
	30-40	13	8.6
	40 and above	22	14.5
	18 and below	17	11.2
	Other	9	5.9
Ethnicity	Chinese	26	17.1
	India	14	9.2
	Malay	103	67.8
	Other	9	5.9
Gender	Male	80	41.4
	Female	63	52.9
	Did Not Specify	9	5.9
Education Level	Degree	86	56.6
	Diploma	10	6.6
	High School	24	15.8
	Master Degree	16	10.5

Income	PhD	7	4.6
	Other	9	5.9
	Below RM500	23	15.1
	RM500-RM1000	29	19.1
	RM1000-RM1700	77	50.7
	RM1700 Above	14	9.2
	Other	9	5.9

Table 1 presents the demographic characteristics of the 152 respondents. The gender composition shows a relatively balanced distribution, with a slight majority of male respondents (N = 80, 52.6%) compared to female respondents (N = 63, 41.4%), while 9 respondents (5.9%) did not specify their gender. Regarding age, the majority of respondents were between 19 and 25 years old (N = 55, 36.2%), followed by those aged 25 to 30 years (N = 36, 23.7%). Respondents below 18 years old accounted for 17 participants (11.2%), while those aged 30 to 40 years and 40 years and above represented 22 (14.5%) and 17 (11.2%) respondents, respectively.

In terms of ethnicity, Malays constituted the largest group of respondents (N = 103, 67.8%), followed by Chinese (N = 26, 17.1%), Indians (N = 14, 9.2%), and other ethnic groups (N = 9, 5.9%). With respect to educational attainment, the majority of respondents held a Degree qualification (N = 86, 56.6%), followed by a High School or equivalent (N = 24, 15.8%), Master's Degree (N = 16, 10.5%), Diploma (N = 10, 6.6%), and PhD qualification (N = 7, 4.6%). An additional 9 respondents (5.9%) were classified under other educational categories.

Regarding monthly income, most respondents earned between RM1,000–RM1,700 (N = 77, 50.7%), followed by RM500–RM1,000 (N = 29, 19.1%), below RM500 (N = 23, 15.1%), and RM1,700 and above (N = 14, 9.2%). The remaining 9 respondents (5.9%) were categorized under other income groups. Overall, the sample is primarily composed of Malay respondents, Diploma holders, and individuals earning RM1,700 and above per month, suggesting that the study largely reflects the perspectives of young and economically active e-hailing users in Malaysia.

Descriptive Statistics, Reliability, and Correlation Analysis

Table 2. Descriptive statistics, Cronbach's Alpha Reliability Coefficients, and Zero-order Correlations for All Study Variables

Variables		1	2	4	3
1.	Service Quality	0.955			
2.	Price Factors	0.315**	0.446		
3.	Convenience	0.298**	0.767**	0.278	
4.	Behavioral Intention	0.333**	0.749**	0.734**	0.424
Mean		4.480	3.455	3.415	3.556
Standard Deviation		1.285	0.840	0.873	0.972

Note. $R^2 = .13$ ($p < .01$) ** $p < .01$

The results in **Table 2** indicate the descriptive statistics, Cronbach's alpha reliability coefficients, and zero-order correlations for the study variables. The results indicate significant positive correlations among all variables, suggesting meaningful relationships between the factors influencing consumers' behavioral intentions towards e-hailing services. Service Quality is positively and significantly correlated with Price Factor ($r = 0.315$, $p < 0.01$), Convenience ($r = 0.298$, $p < 0.01$), and Behavioral Intention ($r = 0.333$, $p < 0.01$). Similarly, Price Factor demonstrates strong positive correlations with Convenience ($r = 0.767$, $p < 0.01$) and Behavioral Intention ($r = 0.794$, $p < 0.01$).

Furthermore, Convenience is significantly associated with Behavioral Intention ($r = 0.734$, $p < 0.01$). These findings suggest that improvements in service quality, pricing factors, and convenience are associated with higher behavioral intentions among e-hailing users.

The Cronbach's alpha coefficients, displayed along the diagonal of the correlation matrix, provide evidence regarding the reliability of the measurement scales. Service Quality demonstrates excellent internal consistency with a Cronbach's alpha value of 0.955. However, the reliability coefficients for Price Factor ($\alpha = 0.446$), Convenience ($\alpha = 0.278$), and Behavioral Intention ($\alpha = 0.424$) fall below the commonly accepted threshold of 0.70, indicating that these constructs may require further refinement or item revision to improve their internal consistency. Overall, the correlation analysis supports the existence of significant positive relationships among the study variables, while the reliability analysis suggests that only the Service Quality construct exhibits satisfactory reliability. Therefore, caution should be exercised when interpreting the findings related to Price Factor, Convenience, and Behavioral Intention due to their relatively low reliability coefficients.

Regression Analysis and Hypothesis Testing

Table 3. Summary of Regression Analysis

Variable	Behavioral Intention
Service Quality	0.074
Price Factors	0.546***
Convenience	0.293***
R-Square	0.674
F-Value	101.770
Durbin-Watson Statistic	2.075

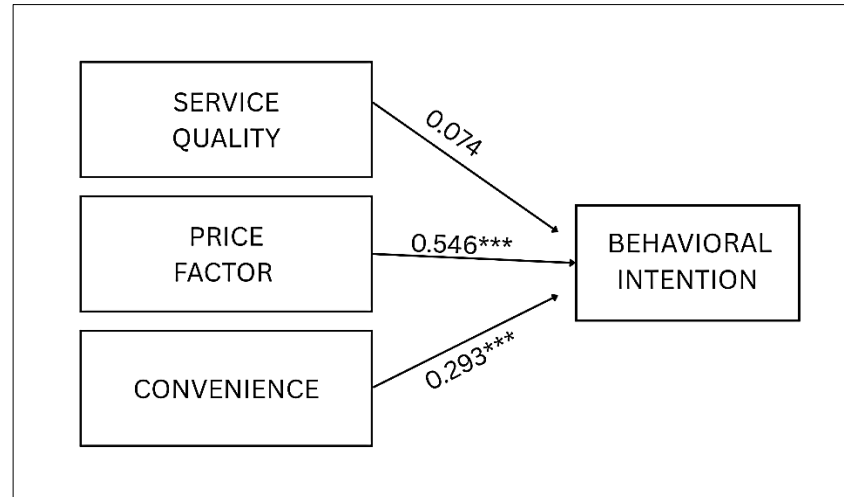
Table 3 reports the results of the regression analysis, highlighting the influence of key predictors on consumer behavioral intention towards e-hailing services in Malaysia. Our findings reveal that price factors have a strong, statistically significant positive effect on behavioral intention ($\beta = 0.546$, $p < 0.001$), providing strong empirical support for the critical role of pricing strategy in consumer choices. Moreover, the results confirm that convenience emerges as another highly significant predictor of consumer behavioral intention ($\beta = 0.293$, $p < 0.001$), indicating its essential contribution to shaping consumers' intentions to utilize and stick with e-hailing services.

Conversely, service quality was found to have a small positive effect on behavioral intention ($\beta = 0.074$), but this relationship did not reach statistical significance ($p = 0.138$), suggesting that service quality may not act as a primary standalone driver when price and convenience are simultaneously accounted for in the model. The overall model demonstrates high explanatory power, with an R-Square value of 0.674, meaning that the combination of service quality, price factors, and convenience accounts for 67.4% of the total variance in consumers' behavioral intentions. The robustness of the model is further validated by an F-value of 101.770 ($p < 0.001$), proving that the overall regression model is highly significant. Finally, the Durbin-Watson statistic for the model is 2.075, which sits well within the optimal range around 2.0, confirming the complete absence of autocorrelation and ensuring the reliability and validity of the regression results.

Figure 2 summarizes the regression results, showing that price factors and convenience have positive and statistically significant relationships with behavioral intention, whereas service quality has a positive but non-significant relationship. The results highlight the

stronger contribution of price and convenience to consumers' behavioral intention toward e-hailing services.

Figure 2. Overview Result



DISCUSSION

This study investigated how e-hailing is chosen on the consumer side, and what makes them prefer to choose e-hailing. By doing this research, we can observe that behavioral intentions are decided by these three variables, which are service quality, price factors, and the convenience of e-hailing services. The results show a complex interplay between variables. The results add to the existing body of knowledge on digital transportation services with empirical evidence from the Malaysian e-hailing industry. The results add to the existing body of knowledge on digital transportation services with empirical evidence from the Malaysian e-hailing industry.

Price as a Key Driver of E-Hailing Behavioral Intention (H1)

The findings showed that the price factor has the highest impact on consumer buying behavior towards e-hailing services. This result confirms Hypothesis 1 and is consistent with the results of past research, which found that pricing is one of the most important factors influencing consumers' transportation decisions. [Cohen et al. \(2016\)](#) have found that pricing mechanisms have a significant impact on how consumers use and demand ride-hailing services. Customers are more inclined to choose transportation services that provide low-cost tickets, clear pricing models, and special deals.

The importance of price factors can be linked to the sensitivity of consumers towards transportation expenses. Discount vouchers, cash back incentives, loyalty schemes, and referral programs boost the perceived value of e-hailing services and promote repeat usage. Likewise, [Gan et al. \(2025\)](#) discovered that perceived affordability positively influences consumers' e-hailing service adoption intention in Malaysia. Thus, price competitiveness is one of the crucial factors to attract and retain customers in the e-hailing business.

The Role of Service Quality in E-Hailing Behavioral Intention (H2)

Surprisingly, the quality of the service did not significantly affect consumer buying behavior. Thus, Hypothesis 2 was not supported. This result contradicts earlier research that found service quality to be one of the factors that affect customer satisfaction and loyalty ([Adenigbo et al., 2023](#); [Idros et al., 2018](#)).

A possible reason is that consumers might not consider the quality of the service as a deciding factor in their choice of e-hailing service providers, and thus regard it as a basic expectation. Most of the major platforms, like Grab, Maxim, and InDrive, have relatively similar service standards, which include driver ratings, GPS tracking, and customer support systems. Consequently, consumers might be more aware of the practical aspects of purchase, like price and convenience. In this study, service quality was not determined to be a significant factor affecting behavioral intention, but it is still a crucial factor in sustaining customer satisfaction and positive brand perception (Silalahi et al., 2017).

Convenience and Consumers' E-Hailing Behavioral Intention (H3)

The results also validate the positive effect of convenience on consumer buying behavior as per Hypothesis 3. This finding is consistent with recent e-hailing research showing that perceived convenience is associated with customer satisfaction, while perceived ease of use is associated with intention to use e-hailing services (Xia et al., 2025; Yan et al., 2024). Consumers want platforms that have fast booking processes, live vehicle tracking, various payment methods, and convenient pick-up and drop-off points.

With the rise of smartphone usage and mobile apps, consumers have grown even more demanding for convenience and accessibility. Pham et al. (2018) suggested that convenience has a significant impact on consumers' perceived value and a positive effect on their behavioral intentions in the digital service context. Thus, it is important for e-hailing operators to further enhance the technological capabilities and user experience to ensure customer satisfaction and platform loyalty.

Managerial Implications

The results have several implications for e-hailing service providers. The first thing companies need to focus on is competitive pricing strategies, such as offering promotions, incentives, and clear fare structures, to attract consumers who are sensitive to price. Second, e-hailing should keep investing in convenience-related features, including usability of the mobile application, cashless payment methods, and real-time tracking, to further enhance the customer experience.

In addition, while the service quality was not shown to be a significant factor affecting consumer buying behavior, companies should strive to keep the service quality high to assure customer satisfaction and reduce negative experiences. The training of drivers, quality control of vehicles, and customer support services continue to be crucial to sustainable business operations (Adenigbo et al., 2023).

Overall, the results showed that price and convenience are the most influential factors affecting consumers' purchase decisions on e-hailing services in Malaysia. The findings are consistent with previous research that emphasized the significance of perceived value and convenience in the adoption of digital services (Pham et al., 2018). Hence, the e-hailing firms need to concentrate on providing affordable, convenient, and technologically efficient services to enhance customer retention and sustain the competitive advantage.

CONCLUSION

This study explores the key factors influencing Malaysian consumers' purchasing behavior for e-hailing services. Specifically, the study examines three aspects: price, service quality, and convenience. Data for this study were collected through a questionnaire survey, resulting in 152 valid samples, and the research hypotheses were

empirically tested using multiple regression analysis. The regression model constructed in this study fits well, with a model determination coefficient R^2 of 0.674, indicating that the two major variables, price and convenience, can effectively explain Malaysian consumers' purchasing behavior for e-hailing services.

The e-hailing market in Malaysia is highly competitive, and when choosing e-hailing services, consumers primarily consider price advantages and ease of use. Service quality, however, is difficult for consumers to perceive as a differentiating factor in platform competitiveness, and therefore does not directly influence consumers' purchasing decisions. Based on the research data results, this paper proposes several practical business recommendations for ride-hailing platforms in Malaysia. First, the platform can introduce more promotions and discounts to attract more consumers by leveraging price advantages. Second, the platform should continuously optimize the overall user experience to further enhance service convenience. By improving core functions such as one-click ordering, real-time trip tracking, and diversified online payment methods, the user experience can become smoother. Finally, according to the conclusions of this study, service quality does not significantly affect consumers' purchasing decisions, so the platform does not need to invest excessive resources in service quality.

Overall, in the Malaysian ride-hailing market, price level and usage convenience are the core factors influencing consumer purchasing decisions and play a leading role in users' choices. Service quality, on the other hand, serves more as a basic industry standard and only plays a supplementary role; it is not the key factor determining whether consumers use ride-hailing services.

LIMITATION

This study has several limitations. First, the study was based on 152 respondents selected through purposive sampling, which may limit the generalizability of the findings to the broader Malaysian e-hailing population. The sample was also relatively concentrated in certain demographic groups, particularly Malay respondents and respondents with academic qualifications, and may therefore not fully represent users from different demographic backgrounds. Second, the study employed a cross-sectional survey based on self-reported responses collected at one point in time. Therefore, potential response or recall bias cannot be completely excluded, and changes in consumer preferences, market conditions, economic conditions, or technology over time could not be captured.

Third, the analysis focused only on price factors, service quality, and convenience. Other potentially relevant factors, particularly safety, trust, brand perception, social influence, advertising, and technological developments, were not included in the regression model. The potential effects of these factors on consumer behavioral intention therefore remain unexamined. In addition, the study was conducted only in Malaysia, so the findings may not be directly applicable to other countries or transportation contexts where consumer expectations and market conditions may differ.

Fourth, the reliability results indicate low internal consistency for the Price Factors, Convenience, and Behavioral Intention constructs, with Cronbach's alpha values of 0.446, 0.278, and 0.424, respectively. These values should be considered when interpreting the regression findings. Future research could employ larger and more diverse samples, use longitudinal research designs, examine additional factors such as safety and trust, compare different e-hailing platforms or countries, and further refine the measurement items to improve reliability and the robustness of the findings.

ACKNOWLEDGMENT

The authors gratefully acknowledge the contributions of informants, colleagues, and all individuals who supported this research through their insights and engagement. Their involvement greatly enriched the quality and depth of this study.

DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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