Factors Affecting Customers' Perception Toward Service Quality of Grab

DK Nur' Najmah, PG Haji Menudin, Nooraneda Mutalip Laidey

Abstract: The emergence of technology integration and advance information enabled Transportation Network Companies (TNC) to provide on demand "ride-hailing" or "ridesharing" services such as Grab and Uber. Thus reducing customers' dependency of taxi services. One survey conducted by The Land Public Transport Commission (SPAD) Malaysia in 2015 revealed that 80 per cent Malaysian customers prefer TNC than taxi due to many factors such as trustworthiness, convenience, reliability, etc. Since then limited research had been conducted on the factors affecting customers' perception of service quality of the main TNC in Malaysia - Grab. It is important for Grab to identify their competitive advantage to provide quality service. Therefore, the objective of this study is to examine the factors affecting customers' perception towards service quality of Grab. The three identified dimensions of customers' perception are service quality, customer satisfaction and brand image which were analyzed and it was revealed that although stronger customer satisfaction and brand image may lead to favorable customers' perception, service quality does not necessarily translate into positive customers' perception. In conclusion, in order to gain competitive advantage, Grab should always maintain its service quality and uphold its brand image in order to capture positive customers' perception. It is also imperative for Grab to improve its service quality to meet customer satisfaction which will lead to a positive perception, as well as attracting more potential customers.

Keywords: customer perception, Grab, SERVQUAL, Transportation Network Companies.

I. INTRODUCTION

Taxi plays an important role as transportation alternative in Malaysia. It is used as a substitute for private vehicle and also to substitute for insufficient public transportation such as busses and train. However, customers' feedback on taxi services were not at satisfactory level (Fahmi R & Hands, 2016). There were many issue surrounding taxi services including passengers' safety and unscrupulous taxi drivers that over charged their customers. Therefore, Grab debut in Malaysia in June 2014 was seen as timely. Grab is among many of the Transportation Network Companies (TNC) that provides on demand 'ride sharing' and 'ride hailing' services that utilizes technology and on-demand services using web or mobile applications that connects drivers and passengers (Ackaradejruangsri, 2015,). When it enters into the market, Grab was first known as Grab Taxi. In early 2016, they rebranded themselves as "Grab" (Lin & Dula, 2016).

In March 2018, Grab competitor, Uber, announces its demise in the South East Asian market and this made Grab the biggest TNC provider in South East Asian market (Cheok, 2018). According to Austin & Zegras, (2012), TNC such as Grab gain their market share because of their unique and convenient ridesharing app-based mobility. With the increase of competition in service industry, it is important for service companies to identify their competitive advantage (Abdullah, 2006; Wijetunge, 2016) and it is a challenge to gain competitive advantage through quality service (Warraich, et al., 2013). According to Wijetunge, 2016, measuring service quality is based on asking what customers expect or their perception from the service provided by different organizations. The Land Public Transport Commission Malaysia conducted a survey in 2016 and it was found that around 80 per cent of Malaysians prefer Grab than taxis (SPAD, 2016). This is due to several factors such as convenience, cheap price, trustworthiness (Goh, 2017 & Suner, 2017). However, there were not many research regarding customers' perception of service quality of TNC in Malaysia follow suit. Therefore, this research seeks to identify factors affecting customers' perception of service quality of Grab using three identified variables which are service quality, customer satisfaction, and brand image.

Customer Perception

Customers' perception of service quality have been studied by many scholars and practitioners who have shown that they are positively related to satisfaction (Barber, et al., 2011; Marinkovic, et al., 2014; Truong, et al., 2017). There are two key schools of thought about customer perception. Looking at the point of view of European researchers, Grönroos (1984) and Lehtinen & Lehtinen (1982) stated that customer expectation is an element that affects customers' perception of service quality and that the perception of service quality is antecedent of satisfaction. In contrast, customer perception can also be used to reflect upon the whole service quality of an industry. Service organizations therefore, need to be concerned about customers' expectations and how they perceive the actual value of organizations so that product and promotion strategies can be aligned more efficiently (Zeithaml, 1988; Truong, et al., 2017). Expectations reflect customers' needs, and if their needs are well satisfied, then their perception of the service quality will be more positive and vice versa (Van, et al., 2000). When participating in a service organization, customers' perception may be influenced not only by the nature of the product and its physical attributes but also by the attributes of the service-delivery process (Parasuraman, et al., 1990; Bolton & Drew, 1991).

If a company understands the perception of customers in regard to the product or service they offer, the company would be in a better position to gain knowledge about how the customer views the product or service (Subramaniam, et al., 2014).

It is known that there are various ways which can influence customer perception which is usually through advertising, public relation, loyalty schemes and other media (Watson & Hill, 2015).

Service Quality

Service quality is considered to be a key factor in service sector performance, that is, profitability. Service quality not only entices new customers away from competitive firms but also induces customers' repurchase intentions (Venetis & Ghauri, 2002; Wantara, 2015). Previous research has indicated that service quality has been increasingly recognized as a critical factor in the success of any business (Parasuraman, et al., 1988). In service organizations, they must facilitate the customer with their consistent and best service qualities that can make them at the top in the competition of services provided. The point to keep in mind while in competition is to provide customers with their consistent and best products, loyalty of customers with brand and mitigating cost (Ahmed, 2014). According to Wu, et al. (2014), both perceptions and expectations need to be measured in order to evaluate service quality. Mauri, et al. (2013) define service quality as "a multidimensional concept, assessed and perceived by consumers, according to a set of essential parts, grouped in five categories, namely: tangibility, reliability, responsiveness, assurance and empathy". Rauch, et al., (2015) indicate that the concept of service quality was initially used as part of a framework of marketing strategies, by making customers the focal point. This strategy became popular after a growing concern with quality assurance. Moreover, Lin (2007) pointed out that good service quality will indeed satisfy the diversified demands of the customer, which means customer satisfaction is the overall assessment of products and services processed by customers according to the past experience. When the actual service result provided by the service provider is higher than the customer service expectation, then the customer will be very satisfied; if it is to the contrary, the customer will be very dissatisfied (Joewono & Kubota, 2007). According to Gera (2011), service quality was found to significantly impact on customer satisfaction and value perceptions. Companies that have goods and services that are perceived as being of high quality typically have greater market share, higher return on investment, and higher asset turnover than firms which have goods and services perceived as being of low quality (Kim, et al., 2004). Thus, poor-quality service produces customer dissatisfaction, and customers may not return to the establishment in the future or even immediately move their business dealings to other providers (Prentice, 2013; Cheng & Rashid, 2013).

Customer Satisfaction

In this competitive world, customers become more demanding and expect to be served better by the services organizations. The previous research pointed out that the key to sustainable competitive advantages lies in delivering high quality service that will in turn satisfy the customers (Seth, et al., 2006). According to Hoffman & Bateson (2011), customer satisfaction is the comparison of customer expectations to perceptions regarding they service they encounter. Customer expectations are beliefs about service delivery that serve as standards or reference points against which performance is judged (Zeithaml, et al., 2006). Chen (2010) suggested that customer satisfaction is very important influence on customer to purchase product and services repeatedly and positive words of mouth to their friend, relatives, family, also provides good recommendation for the company to improve in the future. For instance, satisfied customers will be more likely to tell others about their favorable experience. Therefore, customer satisfaction can also increase the probability of the customers' return to their services. In contrast, dissatisfied customers will be more likely to switch to the competitors or complain to the services provider if their services are below the customer's expectations. Furthermore, they intend to tell the poor services of the company to their friends, relatives, or their family. This will damage the reputable industry in the future (Jun, 2012). Product quality services have an important role to establish customer satisfaction. The more quality products and services delivered, the customer satisfaction felt by the higher. The level of satisfaction is a function of the difference between perceived performances to expectations. Kotler argues that satisfaction is a person's feeling of pleasure of disappointment resulting from comparing a product perceived (or came out) in relation to his or her expectation (Kaiman & Zani, 2013). Originally customers make their expectation and perception about the brand product by means of positive word of mouth from the friends and family, the selling and promotion activities by using the market strategies. If the customers found unsatisfied from the product and services it is possibility that they can tell others about such practice (Ahmed, 2014).

Brand Image

A brand is a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. A brand thus signals to the customer the source of the product and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical (Aaker, 1997; Rahi, 2016). Brand image plays an important role in distinguishing between brands within similar product or brand categories. Furthermore, brand image consists of additional associates embedded in fundamental product or service attributes. Thus, brand image not only focus on product or service quality and price, but also focusses on brand image benefits such as social status and differentiation of customer perception towards the brand (Erdil, 2015). Building of brand image is also an important matter for service firms as it is a powerful determinant for products marketing. Keller (2012) defined brand image as set of mental associations in customers' perceptions which increase the value of products or services. The brand is an intangible and conditional asset for a company which has a capability to generate profitability of the firm and compromise the functional and emotional value (Martisiute, et al., 2010).

From the customer's point of view, a brand can be defined as the total accumulation of all his/her experiences and is built at all points of contact with the customer (Kapferer, 2004).

A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely (Chernatony, et al., 1998; Rahi, 2016). To be effective, a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time (Aaker, 1997; Rahi, 2016). When brand faces aggressive competition in marketplace, brand personality and reputation of the brand help it distinguish from competing offerings. It can result in gaining customer loyalty and achieve growth. A strong brand identity that is well understood and experienced by the customers helps in developing trust which, in turn, results in differentiating the brand from competition. Brand strengths associated with beliefs and values are the most powerful and most difficult to imitate (Rahi, 2016).

Empirical Literatures

Consumer perception is widely varied with service quality, customer satisfaction and brand image. There are few empirical literatures discussing on each variables; customer perception, service quality, customer satisfaction and brand image. Rahman (2012) has conducted a research on Service Quality, Corporate Image and Customer satisfaction towards Customer perception: An Exploratory Study on Telecomm in Bangladesh. The study was undertaken to examine and understand the consumer's perception in the choice of selecting mobile telecommunication service providers in Bangladesh. The research surveyed 450 telecom customers in Bangladesh from Dhaka City to determine factors that significantly influence their customer perception. Hypothesis generated from this study were service quality has a significant influence on customer perception and customer satisfaction plays a significant influence on customer perception. The study has found the respondents were concerned about the service delivered. Hosseini, et al. (2014) has also conducted a study on store image and its effect on customer perception of retail stores. This study investigates the effect of the significant factors of store image on customer perception in the Malaysian context. Thus, a survey was conducted among 225 customers in different shopping centers. The selected shopping malls (Pavilion, KLCC, and Mid Valley Megamall) are famous for the variety of brands and products sold. From this study, the results supported the significant and positive relationship between store atmosphere, music, merchandise quality, service, and convenience and customer perception. Moreover, Saleem & Raja (2014) carried out a study on the impact of service quality on customer satisfaction, customer loyalty and brand image: evidence from hotel industry of Pakistan. The study looks into the relationship between services quality of Pakistani hotel and to examine cause on customer satisfaction, brand image and customer loyalty. The researchers collected their data from 5 and 8 stars hotels in Pakistan. There is a positive and significant relationship between service quality and customer satisfaction where the results show that if the hotels improve their service quality, the customer satisfaction will also increase. The result also show that

service quality and brand image have significant relationship.

Furthermore, Mehmood & Shafiq (2015) conducted a study on impact of customer satisfaction, service quality, and brand image on purchase intention where the researchers aim to investigate the impact of customer satisfaction and brand image on purchase intention of consumers. The researchers collected data from giving out self-administered questionnaire to 120 respondents. From their research, it shows that service quality has positive relationship towards customer satisfaction and brand image. Lastly, Harith, et al. (2014) conducted a study on coffee packaging: consumer perception on appearance, branding and pricing. This study focused on consumer's perception towards the outlook of the coffee packaging which resulted in influencing their purchasing decision through survey study. Survey was done targeting on 100 consumers residing in Kelantan, Malaysia through printed and online questionnaires distribution. Results obtained shows that consumers notice the differences possessed by each coffee packaging in the market and they purchase what they like based on their perception. All respondents agreed that the appearance of the coffee packaging is important for consumers' perception. From this study, results showed that branding, pricing and appearance plays an important role in perception as there was a correlation.

Research Framework

SERVQUAL model has been widely applied in service industries. One of the developed models in the quantitative measurement of service quality belongs Parasuraman et al (1985); by using the five components of quality of services they created a tool that can be used to evaluate the quality of service from the customer`s idea. These instruments are known in the literature of quality with SERVQUAL (Parasuraman, et al., 1985). SERVQUAL is divided into five dimensions which are tangibles, reliability, responsiveness, assurance and empathy. It is applied to measure the service quality. Tangibles refers to physical characteristics and appearance associated with the service provider that provides an image which customers will later evaluate. Reliability is the service provider ability to perform their promise and delivered it accordingly to their customers. Responsiveness is the willingness of provide prompt service to customers. Assurance is the employees' knowledge and courtesy towards customers and their ability to build trust. Empathy refers to the attention company provides towards their customers in an individualized way (Sokachaee & Moghaddam, 2014). Conceptual framework derived from this model and hypotheses formed can be seen in the figure 1 and table 1 below:
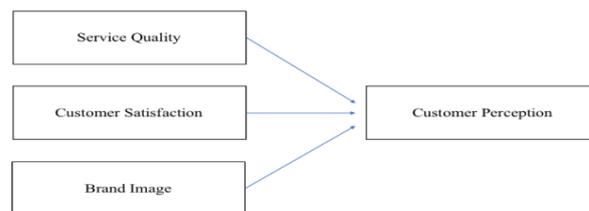

Figure 1: Conceptual Framework

Hypothesis	Hypothesis Statement
Ho1	There is no relationship between customer perception and service quality.
Ho2	There is no relationship between customer perception and customer satisfaction
Ho3	There is no relationship between customer perception and brand image

Table 1: Research Hypothesis

II. METHOD & MATERIALS

Sampling Technique and Sample Size

This research adopts quantitative study which employs convenience sampling method. The population for this study were Grab users residing in Klang Valley. This research used non-probability sampling method for data collection as it was more practical. In order to collect data from the respondent, judgement sampling was chosen based on respondents' experience. Convenience sampling was used because there is no publicly available list of respondents readily available. Hair et al. (2006) suggests that the minimum sample size is 100 when considering models containing five or fewer constructs. Sample sizes larger than 30 and less than 500 are appropriate for most research (Roscoe, 1975).For this study, the agreed sample size was set at 200 however, 186 usable responses were received.

Instrumentation

For this research, self-administered questionnaires were chosen due to its convenience, inexpensive, reduction of biases and greater anonymity (Saunders, et al., 2012). It was a self-administered questionnaire with structured close-ended questions. The questionnaires were distributed directly to the respondents using web-based questionnaire which was designed using Google Forms. The questionnaire consists of three sections. The first section is onthe respondents' demographic information such as gender, age, and passenger experience with Grab. The second section measures the independent variables that are service quality, customer satisfaction and brand image. The fixed alternative questions required the respondents to choose the best answer based on a five- point Likert-type scale.

Data Analysis

The completed questionnaires were checked and coded for statistical analysis. The information were transferred from the questionnaires directly into computers by keypunching and analyzed by the SPSS Version 20. According to (Sekaran, 2003), the objectives of data analysis include checking on the central tendency and the dispersion of the respondents (descriptive analysis), test the reliability and validity of the measures (scale measurement) and testing the hypotheses developed for the research (inferential analysis). The purpose of analyzing the data was to test the hypothesis in order to answer research objectives and questions. This enable researcher to create simple tables or diagram to show the frequency of occurrence and using statistics to make comparisons by establishing statistical relationship between the variables. Data analyzed are then presented using table (Saunders, et al., 2012).

III. RESULTS

Profiles of the Respondents

200 questionnaires were distributed however, the total number of usable response for this research was 186. The respondents included 59% (n=110) female and 41% (n=76) male. The respondents age included a majority of 88% (n=163) between the age range of 18-24 years, 10% (n= 20) between the age range of 25 to 30 years; and 2% (n=3) between the age range of 31 to 39 years. 53% (n=99) usersalways uses Grab, 18% (n=34) rarely uses Grab, and 29% (n=53) uses Grab sometimes. The below table shows the main reason for choosing Grab which shows that customer mostly choose Grab because of its convenience (40%, n=74), cost saving (32%, n=60) availability (19%, n=36).

Variable	Category	Frequency	Percentage (%)
Reason for using rab	Availability	36	19
	Can Pay with credit card	1	0.5
	Can reach destination	1	0.5
	Certainty	1	0.5
	Convenience	74	40
	Cost saving	60	32
	Easy access	1	0.5
	New and best quality cars	1	0.5
	No other choice	3	2
	Price is fixed	8	4

Table 2: Reason for choosing Grab

Hypothesis Analysis

"H01: There is no relationship between service quality and customer perception."

Ho1 indicates that there is no relationship between service quality and customer perception. The hypothesis is rejected ($r=0.493$) This result is also supported by Ismail, et al. (2009) and Elmorshidy, et al. (2015) whom stated that service quality is significantly correlated with customer perception. The more quality the service, the more positive customer perception. Service quality is not just a continuous interaction between the customer and the organization, but it also provides a better solution for customer problems. Therefore, companies can only have competitive advantage if they provide high quality services. In addition to the quality of the actual service, consumer perceptions of service quality are also important. If there is a gap between the two companies, they may need to review their strategy (Yousuf, 2017).Although, Moreira, et al., (2017) stated that service quality has an important indirect effect.It is also found that service quality does not significantly influence customer perception(Adekunle & Bello, 2015 and Grazhdani & Merollari, 2015).

Many scholars such as Boulding,et al. (1993), Parasuraman, et al.,(1988) and Al-Duhaish, et al. (2014) indicated that there is a positive and significant direct relationship between consumers perceptions and service quality (Alshurideh, et al., 2017).

Mannan & Sarker, (2015) also found that most of the dimensions of service quality are significantly related to the customers' perception. Rahman (2012) also found a correlation of $r = 0.81$ between service quality and customer perception which shows service quality has a positive relationship with customer perception.

Therefore, hypothesis 1; *There is no relationship between service quality and customer perception* rejected as there is significant relationship between customer perception and service quality.

"Ho2: There is no relationship between customer satisfaction and customer perception."

Ho2 indicates that there is no relationship between customer satisfaction and customer perception. The hypothesis is rejected as $r = 0.695$ which shows a strong positive relationship between customer satisfaction and customer perception. According to Xu & Goedegebuure (2005), customer satisfaction has a positive influence and relationship on customer perception. Rahman (2012) also mentioned in his study that customer satisfaction has a significant influence on customer perception. In his study, the correlation between customer satisfaction and customer perception was $r = 0.82$. One of the main element determining customer satisfaction is the customer's perception of service quality (Minh & Huu, 2016). Arokiasamy & Huam (2014) mentioned that a company with a satisfied customer base have a competitive edge over others. When a company offer good services than their competitor, customers will feel satisfied and tend to have a positive perception towards the company and vice versa. Furthermore, when a company understand customer's perception, it can determine what needs to be done to meet customer's needs which leads to high level of satisfaction. Customer satisfaction can be increase if company focus on customers and make improvements and processes in their system. According to Fornell, et al. (1996), customer satisfaction can be measured through consumption of the product or service experience, whether the perception of customer acceptance is already in line with customer expectation or not. When the service is in accordance with what is expected by the customers, customer's perception of the goods or services can be considered good and vice versa (Satria, et al., 2015).

Therefore, hypothesis 2; *There is no relationship between customer satisfaction and customer perception* was rejected as there is significant relationship between customer satisfaction and customer perception.

"H03: There is no relationship brand image and customer perception."

The hypothesis was rejected as $r = 0.674$ which shows that brand image plays an important role in customer perception. Similarly, Rahman (2012) has also found that brand image and customer perception has a strong relationship as his research revealed that brand image has correlation value of $r = 0.78$. This result was also supported by Shafeiha & Saeednia (2011) whom found that brand image has a relationship with customer perception. Brand image plays an important role in the market as it is difficult to differentiate products or services based on its tangible quality features only, which is why it is important for a company to uphold their brand image to produce positive customer perception (Hsieh, 2016). Moreover, it is arguable that brand image should be used as a synonym for the brand through customer perceptions of their relationship with the brand. Each customer forms their own image and perception of the brand. The images are influenced by every visible action from a brand, such as a marketing campaign or service quality (Siitonen, 2017).According to past literatures such as Biel (1992), brand image had great impact on customer's perception of a brand. Na, et al. (1999) connected brand image with customer's perception as they mentioned that image cannot be measured by attribute measurements alone but must include measurements of consumers' perceptions of the value and benefits they can get from using the brand. Furthermore, Shafeiha & Saeednia (2011) results showed the direct impact of brand image on customer's perceptions on service quality. Rahman, et al. (2012) also showed a positive correlation between brand image and customer perception through result of correlation that was found as $r = 0.76$.

Furthermore, Faircloth, et al. (2001) mentioned that a company can manipulate its brand image in order to show a desirable image. It is also important for a company to be aware of noise so that there will be no negative influence in customer perception of their brand. A negative influence in customer perception attract more customers to use their service.

Therefore, hypothesis 3; *There is no relationship between brand image and customer perception* was rejected as there is significant relationship between brand image and customer perception.

IV. CONCLUSION AND RECOMMENDATIONS

In conclusion, in order to gain competitive advantage, Grab needs to understand that customer satisfaction and brand image influence customer perception. Grab should provide services in accordance to satisfy its customers which will lead to a positive perception, as well as attracting more potential customers. Grab should also maintain their brand image asa convenient mode of transportation as it influences customer perception. Grab should also put effort on their marketing campaign or advertising as it can influence perception. Therefore, improving its service to meet customer satisfaction and performing its promise plays an important role in customer perception.

This research mainly concentrates and focus on service quality, customer satisfaction and brand image related to customer perception. It is suggested that Grab need to further improve on its service quality, met customer expectations in order to increase customer satisfaction and maintain brand image to produce positive perception. It is important for a service company to focus on its service quality as it is a challenge to survive in today's competitive era due to complaints by customers can lead to negative perception. Grab should give consistent and best qualities to its customers, to do so, Grab must ensure not only their management provide good service qualities when customers were facing problems but also their driver needs to be consistent with the service they offered.

Grab should establish policy so that driver can provide best qualities service to its customers such as appearance, friendliness and more. It is also important to improve its service quality in order to produce positive perception.

Factors affecting customers' perception toward service quality of Grab

Customer satisfaction is an important factor to customer perception. Customer perceived good service offer when their expectations are met and when they are satisfied with the service delivered. There are few ways Grab can increase its customer perception through customer satisfaction such as by performing its promise to bring convenience in transportation or maintaining the service offered with reasonable price even though Grabal ready monopolize the industry. Although Grab already monopolize the industry in Malaysia, it should not increase the price of services because customers will realize the difference and it reduces customer satisfaction level.

Brand image is connected to customer perception. As mentioned above, prices should bekept reasonable even though Grab monopolize the industry because if not, they will tarnish their own brand. Grab should preserve their promise to give customers affordable and convenient mode of transportation. It is suggested that Grab must always show and maintain positive brand image towards its service quality because positive brand image will generate positive perception towards Grab. Furthermore, brand image must be upheld by providing good service quality to increase market share that allow company to be competitive. In order to achieve this, it is important for Grab to play close attention to capture information on customers' needs, expectation and perception to retain them.

This paper could serve as a frame of reference to other researchers. This paper provides data about customer perception towards service quality of TNC which could be useful both for researcher and TNC provider to understand which variables affect customer perception. Future researchers can study factors affecting customer perception in other geographic locations that offered TNC services such as Thailand, Singapore and more. Moreover, future researchers might also want to further expand the research by adding other possible independent variables that can affect the customer perception towards service quality of Grab. In addition, future researchers can use qualitative method to conduct research on the factors affecting customer perception towards service quality of TNC such as Grab. By doing so, researchers will get more direct and accurate answers from respondents.

REFERENCES

1. Aaker, J. L., 1997. Dimensions of brand personality. *Journal of Marketing Research,* 34(3), pp. 347-356.
2. Abdullah, F., 2006. Measuring service quality in higher education: HEdPERF versus SERVPERF. *Marketing Intelligence & Planning,* 24(1), pp. 31-47.
3. Ackaradejruangsri, P., 2015. *Insights on GrabTaxi: An Alternative Ride Service in Thailand.* [Online] Available at: http://sibresearch.org/uploads/2/7/9/9/2799227/riber_b15-062_49-61.pdf[Accessed 29 June 2017].
4. Adekunle, S. A. & Bello, D. V., 2015. Customers' Perception of the Quality of Services in Fast Food Enterprises in Benin City. *Nigeria Journal of Business Administration,* 13(1&2), pp. 28-37.
5. Ahmed, Z., 2014. Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research,* 5(1).
6. Al-Duhaish, A., Alshurideh, D. M. T., Masa'deh, R. (. T. & Al-Zu'bi, Z. M. F., 2014. The Impact of the Basic Reference Group Usage on the Purchasing Decision of Clothes (A Field Study of Saudi Youth in Riyadh City). *Dirasat: Administrative Sciences,* 41(2), pp. 205-221.
7. Alshurideh, M. T. et al., 2017. The Impact of Islamic Banks' Service Quality Perception on Jordanian Customers Loyalty. *Journal of Management Research,* 9(2), pp. 139-159.
8. Arokiasamy, A. R. A. & Huam, H. T., 2014. Assessing the Relationship Between Service Quality and Customer Satisfaction in the Malaysian Automotive Insurance Industry. *Middle-East Journal of Scientific Research,* 20(9), pp. 1023-1030.
9. Austin, D. & Zegras, P. C., 2012. The taxicab as public transportation in Boston, Massachusetts. *Transportation Research Record: Journal of the Transportation ResearchBoard,* Volume 2277, pp. 65-74.
10. Barber, N., Goodman, R. J. & Goh, B. K., 2011. Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management,* 30(2), pp. 329- 336.
11. Biel, A. L., 1992. How brand image drives brand equity. *Journal of Advertising Research ,* 32(6), pp. 6-12.
12. Bolton, R. N. & Drew, J. H., 1991. A multistage model's of customers' assessments of service quality and value. *Journal of Consumer Research,* 17(4), pp. 375-384.
13. Boulding, W., Kalra, A., Staelin, R. & Zeithaml, V. A., 1993. A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of MarketingResearch,* 30(1), pp. 7-27.
14. Cheng, B. L. & Rashid, M., 2013. Service Quality and the Mediating Effect of Corporate Image on the Relationship between Customer Satisfaction and Customer Loyalty in the Malaysian Hotel Industry. *Gadjah Mada International Journal of Business,* 15(2), pp. 99- 112.
15. Chen, Y.-S., 2010. The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics,* 93(2), pp. 307-319.
16. Cheok, J., 2018. *Grab confirms acquisition of Uber's South-east Asia business; Uber gets 27.5% stake in Grab.* [Online]Available at: https://www.straitstimes.com/business/companies-markets/grab-buys-uberssouth-east-asia-business-uber-gets-275-stake-in-grab[Accessed 27 April 2018].
17. Chernatony, L. d., McDonald, M. & Wallace, E., 1998. *Creating powerful brands in consumer, service, and industrial markets.* Boston: Elsevier/Butterworth-Heinemann
18. Elmorshidy, A., Mostafa, M., El-Moughrabi, I. & Al-Mezen, H., 2015. *Factors influencing live customer support chat services: An empirical investigation in Kuwait.* United Kingdom,Proceedings of 9th European Conference on IS Management and Evaluation
19. Erdil, T. S., 2015. Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing. *Procedia - Social and Behavioral Sciences,* Volume 207, p. 196 – 205.
20. Fahmi R, A. & Hands, D., 2016. Taxi Design Review: Malaysia Context. *International Journal of Science, Environment and Technology,* 5(5).
21. Faircloth, J. B., Capella, L. M. & Alford, B. L., 2001. The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice,* 9(3), pp. 61-75.
22. Fornell, C. et al., 1996. The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of Marketing,* 60(4), pp. 7-18.
23. Gera, R., 2011. Modelling the service antecedents of favourable and unfavourable behavior intentions in life insurance services in India: An SEM study. *International Journal of Qualityand Service Sciences,* 3(2), pp. 225-242.
24. Goh, N., 2017. *Spad: Amendments will improve taxi, Uber, Grab services Read more at https://www.malaysiakini.com/news/390180#hSxSQqxLtTmJxkH6.99.* [Online]Available at: https://www.malaysiakini.com/news/390180[Accessed 27 December 2017].
25. Grönroos, C., 1984. A Service Quality Model and its Marketing Implications. *European Journal of Marketing,* 18(4), pp. 36-44.
26. Grazhdani, S. & Merollari, D. K., 2015. The Influence of Demographic Factor on Customer Service Quality Perception. *European Journal of Economics and Business Studies,* 2(1), pp. 155-167.
27. Hair, J.F., W.C. Black, J.B. Babin, R.E. Anderson and R.L. Tatham, 2006. Multivariate data analysis. 6th Edn., Upper Saddle River, NJ, U.S.A: Pearson Prentice-Hall Int.
28. Harith, Z. T., Ting, C. H. & Zakaria, N. N. A., 2014. Coffee packaging: Consumer perception on appearance, branding and pricing. *International Food Research Journal,* 21(2), pp. 849- 853.
29. Hoffman, K. D. & Bateson, J. E. G., 2011. *Services marketing: Concepts, strategies & cases.* 4th Edition ed. Australia: South-Western Cengage Learning.
30. Hosseini, Z., Jayashree, S. & Malarvizhi, C., 2014. Store Image and Its Effect on Customer Perception of Retail Stores. *Asian Social Science,* 10(2), pp. 223-235.

31. Hsieh, H.-Y., 2016. *The Relationship among Consumer Value, Brand Image, Perceived Value and Purchase Intention- A Case of Tea Chain Store in Tainan City.* Singapore,Proceedings of the Eighth Asia-Pacific Conference on Global Business, Economics, Financeand Banking (AP16Singapore Conference).

32. Ismail, A., Abdullah, M. M. B. & Francis, S. K., 2009. Exploring the relationships among service quality features, perceived value and customer satisfaction. *Journal of IndustrialEngineering and Management,* 2(1), pp. 230-250.

33. Joewono, T. B. & Kubota, H., 2007. User Perceptions of Private Paratransit Operation in Indonesia. *Journal of Public Transportation,* 10(4), pp. 99-118.

34. Jun, T. W., 2012. *Customer satisfaction towards service quality of public transportation ,* s.l.: University Malaysia Sarawak .

35. Kaiman, H. & Zani, A. Y. P., 2013. Influence of Service Quality and Price of House flat on customer satisfaction (Studies in Marunda flats of North Jakarta). *International Journal ofBusiness and Management Invention,* July, 2(7), pp. 01-05.

36. Kapferer, J.-N., 2004. *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term.* s.l.:Kogan Page Publishers.

37. Keller, K. L., 2012. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition.* 4th Edition ed. s.l.:Pearson Education.

38. Kim, Y., Lee, S. & Yun, D., 2004. Integrating current and competitive service-quality level analyses for service-quality improvement programs. *Managing Service Quality: AnInternational Journal,* 14(4), pp. 288-296.

39. Lehtinen, U. & Lehtinen, J., 1982. Service Quality: A Study of Quality Dimensions. *Service Management Institute.*

40. Lin, M. & Dula, C. W., 2016. Grab Taxi: Navigating new frontiers. *Asian Management Insights*, November, 3(2), pp. 40-45.

41. Lin, W.-B., 2007. The exploration of customer satisfaction model from a comprehensive perspective. *Expert Systems with Applications ,* Volume 33, p. 110–121.

42. Mannan, M. M. & Sarker, S., 2015. Evaluating Customers' Perceptions of Service Quality: An Empirical Study on A Leading Telecom Service Provider of Bangladesh. *EuropeanJournal of Business and Management,* 17(7), pp. 150-156.

43. Marinkovic, V. et al., 2014. The antecedents of satisfaction and revisit intentions for fullservice restaurants. *Marketing Intelligence & Planning,* 32(3), pp. 311-327.

44. Martisiute, S., Vilutyte, G. & Grundey, D., 2010. Product or Brand? How Interrelationship between Customer Satisfaction and Customer Loyalty Work. *European Journal ofInterdisciplinary Studies,* 2(1), pp. 5-15.

45. Mauri, A. G., Minazzi, R. & Muccio, S., 2013. A Review of Literature on the Gaps Model on Service Quality: A 3-Decades Period: 1985-2013. *International Business Research,* 6(12), pp. 134-144.

46. Mehmood, W. & Shafiq, O., 2015. Impact of Customer Satisfaction, Service Quality, Brand Image on Purchase Intention. *Journal of Marketing and Consumer Research ,* Volume 15, pp. 174-186.

47. Minh, N. V. & Huu, N. H., 2016. The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. *Journal of Competitiveness,* 8(2), pp. 103-116.

48. Moreira, A. C., Silva, P. M. F. d. & Moutinho, V. M. F., 2017. The Effects of Brand Experiences on Quality, Satisfaction and Loyalty: An Empirical Study in the Telecommunications Multiple-play Service Market. *Revista Innovar Journal,* 27(64), pp. 23-38.

49. Na, W. B., Marshall, R. & Keller, K. L., 1999. Measuring brand power: validating a model for optimizing brand equity. *Journal of Product & Brand Management,* 8(3), pp. 170-184.

50. Parasuraman, A., Zeithaml , V. & Berry , L. L., 1985. A conceptual model of service quality and its implication. *Journal of Marketing,* Volume 49.

51. Parasuraman, A., Zeithaml, V. A. & Berry, L. L., 1988. SERVQUAL- a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing,* 62(1), pp. 12- 40.

52. Parasuraman, A., Zeithaml, V. A. & Berry, L. L., 1990. *Delivering Quality Service: Balancing Customer Perceptions and Expectations.* s.l.:New York : The Free Press .

53. Prentice, C., 2013. Service quality perceptions and customer loyalty in casinos. *International Journal of Contemporary Hospitality Management,* 25(1), pp. 49-64.

54. Rahi, S., 2016. Impact of Customer Value, Public Relations Perception and Brand Image on Customer Loyalty in Services Sector of Pakistan. *Arabian Journal of Business andManagement Review,* S2(004).

55. Rahman, M. S., 2012. Service quality, corporate image and customer's satisfaction towards customers perception: an exploratory study on telecom customers in Bangladesh. *BusinessIntelligence Journal,* 5(1), pp. 56-63.

56. Rahman, M. S., Haque, M. M. & Hussain, B., 2012. Brand Image and its Impact on Consumer's Perception: Structural Equation Modeling Approach on Young Consumer's in Bangladesh. *Journal of Applied Sciences ,* 12(8), pp. 768-774.

57. Rauch, D. A., Collins, M. D., Nale, R. D. & Barr, P. B., 2015. Measuring service quality in mid-scale hotels. I*nternational Journal of Contemporary Hospitality Management,* 27(1), pp. 87-106.

58. Roscoe, J.T., 1975. *Fundamental research statistics for the behavioural sciences.* 2nd Edn., New York: Holt Rinehart & Winston.

59. Saleem, H. & Raja, N. S., 2014. The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. *Middle-EastJournal of Scientific Research,* 19(5), pp. 706-711.

60. Satria, R. O., Suzanto, B. & Sidharta, I., 2015. *Measuring Customer Satisfaction and Loyalty through Student Perception on Mobile Broadband Usage Based On Consumer Satisfaction Index Model,* s.l.: Munich Personal RePEc Archive.

61. Saunders, M., Lewis, P. & Thornhill, A., 2012. *Research methods for business students.* 6th Edition ed. s.l.:Pearson Education.

62. Sekaran, U., 2003. *Research method for business: A skill building approach.* 4th Edition ed. s.l.:John Wiley & Sons.

63. Seth, N., Deshmukh, S. & Vrat, P., 2006. A framework for measurement of quality of service in supply chains. *Supply Chain Management: An International Journal,* 11(1), pp. 82-94.

64. Shafeiha, S. & Saeednia, H., 2011. *Studying the Impact of Customers' Perceptions from Service Brand on Customer Value-Loyalty Process (Iran Insurance Company),* KualaLumpur, Malaysia: IACSIT Press.

65. Siitonen, H., 2017. T*he impact of brand image on customer experience – Company X.* [Online] Available at: https://www.theseus.fi/bitstream/handle/10024/134633/Thesis_Hanne s%20Siitonen_public.pdf?sequence=1&isAllowed=y [Accessed 29 June 2018].

66. Sokachaee, E. H. & Moghaddam, F. M., 2014. The Impact of Service Quality on Customer Satisfaction by Using SERVQUAL Model. *International Journal of Business andMarketing.*

67. Subramaniam, S., Mohre, R. & Kawde, D., 2014. Customer's perception: towards brand. *SCMS Journal of Indian Management,* 11(2), pp. 93-101.

68. Suner, N. K. A., 2017. *Uber, Grab remain preferred mode of transport.* [Online] Available at: http://www.freemalaysiatoday.com/category/nation/2017/06/15/uber-grabremain-preferred-mode-oftransport/ [Accessed 26 February 2018].

69. Suruhanjaya Pengangkutan Awam Darat (SPAD), 2015. *Customer Satisfaction Survey.*[Online]Available at: http://www.spad.gov.my/sites/default/files/CSI%20FINAL%20REPO RT%202015.pdf

70. [Accessed 15 May 2017].

71. Truong, N., Nisar, T., Knox, D. & Prabhakar, G., 2017. The influences of cleanliness and employee attributes on perceived service quality in restaurants in a developing country. *International Journal of Culture, Tourism and Hospitality Research,* 11(4), pp. 608-627.

72. Van, M. K., Masurel, E. & Van, R. I., 2000. Service satisfaction: an empirical analysis of consumer satisfaction in financial services. *The Service Industries Journal,* 20(3), pp. 81-94.

73. Venetis, K. & Ghauri, P., 2002. The importance of service quality on customer retention: an empirical study of business service relationships. *Proceedings of the Marketing in a GlobalEconomy Conference, Buenos Aires,* Volume 1, pp. 215-224.

74. Wantara, P., 2015. The Relationships among Service Quality, Customer Satisfaction, and Customer Loyalty in Library Services. *International Journal of Economics and FinancialIssues,* Volume 5, pp. 264-269.

75. Warraich, K. M., Warraich, I. A. & Asif , M., 2013. Achieving Sustainable Competitive Advantage Through Service Quality: An Analysis of Pakistan's Telecom Sector. *GlobalJournal of Management and Business Research,* 13(2).

76. Watson, J. & Hill, A., 2015. *Dictionary of Media and Communication Studies.* s.l.:Bloomsbury Publishing.

77. Wijetunge, W., 2016. Service Quality, Competitive Advantage and Business Performance in Service Providing SMEs in Sri Lanka. *International Journal of Scientific and ResearchPublications,* 6(7).

78. Wu, P.-H., Huang, C.-Y. & Chou, C.-K., 2014. Service Expectation, Perceived Service Quality, and Customer Satisfaction in Food and Beverage Industry. *International Journal ofOrganizational Innovation,* 7(1), pp. 171-180.

79. Xu, Y. & Goedegebuure, R., 2005. Employee Satisfaction and Customer Satisfaction: Testing the ServiceProfit Chain in a Chinese Securities firm. *Innovative Marketing,* 1(2), pp. 49-59.

80. Yousuf, K., 2017. *The Impact of Service Quality on Customer Satisfaction in Banking Sector of Karachi,* Karachi: College of Management Sciences.

81. Zeithaml, V. A., 1988. Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing,* Volume 52, pp. 2-22.

82. Zeithaml, V. A., Bitner, M. J. & Gremler, D. D., 2006. *Services marketing: integrating customer focus across the firm.* s.l.:McGraw-Hill/Irwin.

AUTHORS PROFILE

1. **DK Nur' Najmah** is working as Faculty of Business and Management, Asia Pacific University of Technology and Innovation Malaysia.

2. **PG Haji Menudin** is working as Faculty of Business and Management, Asia Pacific University of Technology and Innovation Malaysia.

3. **Nooraneda Mutalip Laidey** is working as Faculty of Business and Management, Asia Pacific University of Technology and Innovation Malaysia.