

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**A STUDY ON PERCEPTION OF MOBILE TAXI APP
BASED PRIVATE TRANSPORTATION IN YANGON**

**KYI PYAR PHYO WAI
MPA -30 (22nd Batch)**

JUNE, 2025

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**A thesis submitted as a partial fulfillment towards the requirement
for the degree of Master of Public Administration (MPA)**

Supervised by:

U Khun Maung Gyi
Associate Professor
Department of Applied Economics
Yangon University of Economics

Submitted by:

Kyi Pyar Phyoo Wai
MPA- 30
MPA 22nd Batch
(2023-2025)

JUNE, 2025

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This is to certify that this thesis entitled “**A STUDY ON PERCEPTION OF MOBILE TAXI APP BASED PRIVATE TRANSPORTATION IN YANGON**”, submitted as a partial fulfillment towards the requirements for the degree of Master of Public Administration has been accepted by the Board of Examiners.

Board of Examiners

Dr. Tin Tin Htwe
(Chairperson)

Rector
Yangon University of Economics

Dr. Cho Cho Thein
(Examiner)

Pro-Rector
Yangon University of Economics

Dr. Su Su Myat
(Examiner)

Professor /Head
Department of Applied Economics
Yangon University of Economics

Dr. Khin Thu Thu Thein
(Examiner)

Lecturer
Department of Applied Economics,
Yangon University of Economics

U Khun Maung Gyi
(Supervisor)

Associate Professor
Department of Applied Economics,
Yangon University of Economics

JUNE, 2025

ABSTRACT

This study aimed to analyze perception of mobile taxi app based private transportation in Yangon. In those days, mobile taxi app become a part of daily life, understanding customer perception from the user's perspective is crucial. This study analyzes 200 respondents through structured questionnaires, focusing on government staffs who have used and often used ride-hailing applications at Medium Taxpayers Office-2 and Medium Taxpayers Office-4 in Yangon. This study was aimed to evaluate customers' perception using mobile app based taxi service in Yangon city. The descriptive method is applied using primary data from 200 respondents using mobile app based taxi service in Yangon. The study found that the factors, i.e. trust and safety, user convenience, reliability, ease of use, pricing and service quality indicated significant impact on customers perception. The survey found that ride-hailing users in Yangon feel generally safe and satisfied with services, particularly appreciating features like real-time tracking and upfront pricing. However, concerns remain about emergency contact sharing, vehicle quality, and customer support accessibility.

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LIST OF ABBREVIATIONS

APP:	Application
ASEAN:	Association of Southeast Asian Nations
ETA:	Estimated Time of Arrival
EVs:	Electric Vehicles
GPS:	Global Positioning System
iOS:	iPhone Operating System
JICA:	Japan International Cooperation Agency
MMK:	Myanmar Kyat
RTAD:	Road Transport Administration Department
SIM:	Subscriber Identity Module
VIP:	Very Important Person
YBS:	Yangon Bus Service
YCDC:	Yangon City Development Committee
YRTC:	Yangon Region Transport Committee

CHAPTER I

INTRODUCTION

1.1 Rationale of the study

The taxi service sector has seen substantial changes as a result of the world's growing connectivity and ongoing technological advancements. People are more concentrated in metropolitan areas as cities expand, which raises the need for transportation services. Taxi services based on mobile apps have grown significantly in popularity in recent years. Instead of utilizing private automobiles and dealing with security issues, this pattern enables individuals to have a comfortable journey (Rasheed, Mazhar, and Shahid, 2018). Numerous taxi services that rely on mobile applications are available to link smartphone users looking for local taxi services. These clever programs find passengers, drop them off at their destinations, and then collect money from them depending on the time and distance charge structure. Taxis based on mobile apps have the potential to improve urban mobility and lessen reliance on private motor vehicles.

North America is the taxi industry's largest region in the market. Due to the region's high degree of urbanization and well-established transportation infrastructure, there is a considerable demand for taxi services. There are several startups and regional companies like Grab, Gojek, TADA, and RYDE in the highly fragmented ASEAN cab business. However, the big cab firms are forming partnerships and joint ventures to introduce novel goods in order to get an advantage over their rivals. The use of smartphones for easy taxi booking has grown along with the use of mobile phones. Due to the ASEAN region's growing internet and smartphone penetration, customers' preference for online booking versus offline booking has been greatly affected by the app's simplicity of use.

Transportation serves as the lifeblood of any urban center, and also in Yangon, it plays an especially critical role in facilitating daily activities, from commuting to work and school to accessing essential services. The city's rapid urbanization has led to severe traffic congestion and overburdened public transport

systems, making efficient mobility solutions more important than ever. Mobile taxi applications like Grab and local alternatives have emerged as a potential remedy, offering on-demand, convenient, and often safer alternatives to traditional transport modes. Yangon's existing urban transport system consists primarily of crowded buses, unregulated taxis, and motorbikes, all of which suffer from inefficiencies such as irregular schedules, safety concerns, and lack of fare transparency. Public buses, though affordable, are often unreliable, while street-hailed taxis frequently engage in price negotiation, leading to passenger discomfort.

Daily transportation needs in Yangon create constant demand for efficient, affordable solutions. Government workers, office employees, students, and service providers alike depend on dependable transit to maintain their routines in a city where traffic congestion can add hours to simple journeys. Traditional options like aging buses, unregulated taxis, and overcrowded share-taxis often fail to meet these basic needs, particularly during peak hours when delays are most punishing. Mobile taxi apps attempt to address these points by providing predictable arrival times, transparent pricing, and cashless transactions - features that could significantly reduce the stress and uncertainty of daily commutes.

Grab Myanmar is a leading ride-hailing app that provides convenient and reliable taxi services across Yangon and other major cities. The platform offers safe, affordable transportation with features like cashless payments, real-time tracking, and 24/7 availability for daily commuters. OK Taxi is a locally-developed ride-hailing app in Yangon, designed to provide a user-friendly and cost-effective transportation service. Kilo Taxi is another popular ride-hailing service in Yangon, offering a platform where passengers can book rides conveniently. Like OK Taxi, Kilo Taxi aims to offer competitive pricing for rides, making it affordable for passengers. The present study seeks to know how far the passengers are satisfied with the mobile app-based taxis in terms of service and fare affordability. The reason for the study of passenger's perception on mobile app-based taxis is that nowadays customer perception plays a major issue in the success of service-oriented businesses and aim to uncover insights that can help service providers enhance their offerings, respond to consumer needs more effectively.

1.2 Objective of the study

The objective of the study is to evaluate passengers' perception on using mobile app-based taxi service in Yangon.

1.3 Method of Study

Both primary and secondary data were used while applying the descriptive technique. Structured questionnaires with five-point Likert scale were used to gather primary data, while websites, periodicals, academic journals, published papers, and earlier research projects were used to gather secondary data. Two hundred individuals from the Yangon area completed the poll.

1.4 Scope and limitation of the study

This study is focused on examining passengers' perception on mobile taxi app-based private transportation in Yangon region. The survey data were collected from in-servicing government staff who have used and often used mobile taxi applications at Medium Taxpayers Office-2 and Medium Taxpayers Office-4. This study examines the perception of mobile taxi app-based private transportation among government staffs at the Medium Taxpayers Office-2 and Medium Taxpayers Office-4 in Yangon. This study area focuses specifically in-servicing government staffs who use ride-hailing platforms, assessing their experiences about mobile taxi app based transportation.

1.5 Organization of the Study

There are five chapters in this work. The first chapter serves as an introduction, containing the study's justification, goal, methodology, scope, and constraints as well as its structure. Reviews of the literature are included in Chapter II. An overview of Yangon's mobile app-based taxi service is provided in Chapter III. Survey analysis is covered in Chapter IV. Chapter V, which presents the study's conclusions and recommendations, marked its conclusion.

CHAPTER II

LITERATURE REVIEW

2.1 Nature of Mobile Taxi Application

The transportation industry is growing quickly. People are nowadays used to quickly getting on the road; waiting for five minutes seems like an eternity. So, travelling is much more convenient than before, with the help of taxi booking apps. A taxi app is a mobile application that connects passengers with available drivers in real-time, providing a simple and efficient means of booking, tracking, and paying for taxi rides. These apps operate on both Android and iOS platforms, using GPS technology to match passengers with drivers based on proximity. Taxi apps have changed the way people access transportation services by offering services through digital platforms (Teodorescu, 2023). The core functionalities of taxi apps include ride booking, GPS-enabled location tracking, and integrated payment systems.

Users book rides instantly or schedule them in advance, monitor their driver's location and estimated arrival time, and pay through various options, including credit cards, digital wallets, or cash. Other features of a taxi app include fare estimates, safety measures like driver verification, and in-app customer support. All these improve the overall user experience. Taxi apps provide advantages over traditional taxi services, such as convenience, reduced waiting times, and cost transparency. Unlike conventional taxis, which require passengers to locate a cab physically or make phone bookings, taxi apps enable instant bookings at the tap of a screen. According to a study by the MIT Urban Mobility Lab (2020), taxi apps have increased vehicle utilization rates by 65%, significantly reducing idle time for drivers. They have also improved accessibility for passengers in remote areas where traditional taxi availability is limited.

As the world changes and adjusts to new technologies, people who require a taxi can reserve it using their taxi booking app. The user must have at least an internet connection on a smartphone. The user will then enter a pick-up location and drop-off location and sit back until the taxi arrives at their pickup point. A well-

designed taxi app is more than a basic booking tool; it improves the overall experience. Features such as GPS tracking, estimates of arrival times, and different payment options ensure an enjoyable and seamless trip for customers (Alonso, 2018). From dispatching, routing, and monitoring, taxi booking app simplifies the operation of various processes, making managing fleets much more effective and economical.

In the age of technology, being ahead of competitors requires embracing technological advancement. Taxi booking applications give us a competitive edge, attracting technologically savvy clients and providing top-quality service (Belanger, Hiller & Smith, 2002). Taxi drivers can also greatly benefit from the functions that booking apps offer. Integrated GPS navigation systems, real-time information about traffic updates, and routing optimization tools help drivers make more trips with less time. It will help them earn more money and increase their satisfaction with their jobs. As people become more aware of the impact on our environment, an environmentally friendly taxi app will open the way to achievement.

2.2 Features of Mobile Taxi Applications

A taxi app is a mobile application that connects passengers with available drivers in real-time, providing a simple and efficient means of booking, tracking, and paying for taxi rides. These apps operate on both Android and iOS platforms, using GPS technology to match passengers with drivers based on proximity (Chai, Bagchi-Sen & Morrell, 2009). Taxi apps have changed the way people access transportation services by offering services through digital platforms. The core functionalities of taxi apps include ride booking, GPS-enabled location tracking, and integrated payment systems. Users book rides instantly or schedule them in advance, monitor their driver's location and estimated arrival time, and pay through various options, including credit cards, digital wallets, or cash.

Other features of a taxi app include fare estimates, safety measures like driver verification, and in-app customer support. All these improve the overall user experience. Taxi apps provide advantages over traditional taxi services, such as convenience, reduced waiting times, and cost transparency. Unlike conventional taxis, which require passengers to locate a cab physically or make phone bookings, taxi apps enable instant bookings at the tap of a screen.

Figure (2.1): Key Features of a Taxi App



Source: www.intelivita.co.uk/blog/taxi-app

Real-Time GPS

This feature allows passengers to track the driver’s location and estimated arrival time in real-time. It also enables drivers to find better routes for quicker travel. Real-time GPS increases safety and convenience by ensuring both parties are aware of the trip’s progress.

In-App Payment System

Taxi apps integrate multiple payment options, including credit cards, digital wallets, and cash. This removes the need for physical payments and improves transaction security. Users also receive digital receipts for easy expense tracking.

Trip Sharing

This feature allows users to share their trip details and live location with family or friends. It provides peace of mind for passengers traveling alone. Trip sharing is easily accessible within the app, making safety a priority.

Driver Background Checks

Taxi apps conduct thorough background checks on drivers to ensure passenger safety. These checks include verifying criminal records, driving history, and identification. Regular updates maintain the credibility of the driver network.

Ride-Sharing Options

Taxi apps include shared ride features that allow multiple passengers to split the cost of a trip. This reduces fares and minimizes environmental impact. Ride-sharing also increases the availability of services in high-demand areas.

Customize Pickup Points

Users adjust their pickup location within the app, even if it differs from their current GPS location. This is useful in areas with limited access or complex addresses. The feature adds convenience and ensures smooth pickups.

2.3 Evolution and Market Growth

In just a few short years, taxi applications have revolutionized urban mobility, turning a once time-consuming process into something that can be done in seconds. Gone are the days of waving our hand at the curb or calling a dispatcher for a ride. Today, smartphone apps connect passengers to drivers with a button. Before the advent of taxi apps, hailing a taxi was a common and often frustrating experience. In cities worldwide, people would stand by the road, trying to catch the attention of passing cabs. It relied on luck, particularly in areas with high demand or during bad weather. In busy metropolitan cities, taxis could be scarce during peak hours, leaving passengers stranded or waiting for extended periods (Berger, 2020).

The turning point in the taxi industry came with the rise of smartphones and the development of apps like Uber in 2009. Uber's app-based platform brought a revolution by allowing passengers to book rides with just a few taps on their phones. The ride-hailing system made it possible to connect drivers and passengers in real-time, track the vehicle's location, and provide an estimated arrival time. One of the key features that set ride-hailing apps apart from traditional taxi services was dynamic pricing or surge pricing. This ensured that during high-demand periods, more drivers would be incentivized to work, balancing the availability of rides and giving passengers more options.

Taxi apps have introduced several features that improved the overall passenger experience. One of the most significant improvements was the integration of GPS technology. Passengers no longer had to worry about explaining complex directions, as the driver could follow the exact location on the map (Alonso, 2018). With taxi apps, passengers receive an upfront estimate of the fare before booking, making pricing more transparent. No more surprises at the end of a ride.

Cashless payments were another game-changer. With payment information stored in the app, riders could pay automatically at the end of the ride, without the need for cash or credit cards. Both drivers and passengers can rate their experiences, creating a quality control system that encourages good behavior from both parties. This rating system has significantly improved safety and reliability (Schaller,2018). Features like driver background checks, real-time tracking, and emergency buttons have helped enhance passenger safety, giving users more confidence in their rides. Many taxi apps introduced ride-sharing options, allowing multiple passengers to share a ride to save money while reducing the number of cars on the road.

The transformation from hailing taxis on the street to booking rides in seconds via a smartphone is nothing short of remarkable. Taxi apps have not only made transportation more efficient but have also introduced a range of innovations that have improved safety, convenience, and cost-effectiveness for passengers worldwide. As technology continues to develop, we are likely on the brink of further groundbreaking changes in how we move through our cities and beyond (Berger, 2020).

The market is driven by urbanization, increased smartphone penetration, and consumer preference for convenience. Additionally, the shift toward shared mobility and environmental sustainability has boosted the demand for ride-hailing services, with electric and hybrid vehicles becoming more integrated into fleets. While the market presents opportunities for innovation in areas like autonomous vehicles, it also faces challenges, including regulatory hurdles, safety concerns, and intense competition. As demand for flexible transportation options continues to rise, the taxi app market is expected to expand globally.

The rise in smartphone penetration and the ongoing digital transformation of urban transportation is a key driving factor for the taxi app market. With the widespread use of smartphones, consumers now have easy access to mobile applications that offer convenience, reliability, and real-time ride-hailing services.

Taxi apps provide users with a seamless experience by allowing them to book rides, track their driver, and make payments via mobile platforms. Additionally, advancements in mobile technology, such as GPS, real-time tracking, and secure digital payments, have further enhanced the functionality of these apps, improving customer satisfaction (Sven Bakker,2023). This digital convenience has led to a surge in the adoption of taxi apps globally, as more users prefer them over traditional taxi services. The growing adoption of mobile apps for transportation is transforming the way people commute, making it a key driver for the taxi app market's growth.

The taxi app market is highly competitive, dominated by major players who hold significant market shares globally. These companies invest heavily in technology, enhancing features like real-time tracking, cashless payments, and customer safety measures. Intense competition also comes from local startups and regional players focusing on localized needs and regulations. To differentiate, companies are expanding into services like food delivery, electric vehicle options, and subscription-based rides. Partnerships, regulatory navigation, and pricing strategies are essential for players to maintain market position and attract users.

2.4 Advantages of Emerging Mobile Taxi Apps

In order to expand the range of transportation alternatives, ridesharing mobility expands the availability of on-demand automobile services to private vehicles, according to Berger (2020). Its foundation is the idea of using a mobile application to connect drivers of private vehicles with passengers in need of transportation. A variety of ridesharing applications are available for download and usage by anybody with a smartphone and an internet connection. An on-demand automobile trip may be ordered using the smartphone app at any time and from any location. All things considered, the fundamental idea behind ridesharing mobility is straightforward but crucial: it is simpler for drivers to discover a rider and for passengers to obtain an on-demand automobile journey.

Using a ridesharing app to find a ride is a simple procedure. The rider starts by downloading the ridesharing app to their mobile device. By doing this, the passenger gains access to the ridesharing service and may request a vehicle trip at any time and from any location. When opposed to more conventional taxi models, ridesharing technologies with private vehicles provide a number of significant advantages. These fall under three main categories: efficiency, safety, and reliability.

First of all, ridesharing cars provide increased safety for both the driver and the passenger. In actuality, ridesharing businesses evaluate the quality of the cars, gather information on drivers and passengers, follow riders from pickup to destination, and use feedback systems between drivers and passengers to continuously monitor the service. On the other hand, standard taxis have very low standards for vehicle conditions and hardly any quality service monitoring. Second, because technology directs drivers to where demand is, ridesharing provides riders with greater service dependability. On the other hand, technology does not assist taxi drivers in determining demand-driven locations at any given moment. Last but not least, ridesharing guarantees increased efficiency as the technology encourages drivers to travel only when demand is strong enough. On the other hand, regular taxis often operate according to a set timetable, regardless of the actual demand.

Table (2.1) : Key Advantages of Ridesharing Smartphone Technology Over Traditional Taxi Hailing

Category	Ridesharing Services	Normal Taxis
Vehicle Screening	Vehicles are screened before enabling ridesharing technology	No initial screening, very minimum requirements for vehicles
Data Tracking	Records data on drivers/passengers, GPS tracking, feedback mechanism	No data records, no GPS tracking, no feedback mechanism
Safety Standards	Higher safety for passengers and drivers	Safety standards not ensured
Demand Response	Directs drivers to high-demand areas, optimizes routes based on traffic	Drivers rely on experience, may not serve high-demand areas effectively
Vehicle Utilization	High demand responsiveness, improved vehicle utilization	Low demand responsiveness, low vehicle utilization
Driver Incentives	Drivers incentivized to work during high-demand periods	Fixed schedules, drivers on road regardless of demand
Traffic Impact	Reduces vehicles in circulation during non-peak hours	Unnecessarily high number of vehicles even during non-peak hours
Availability	Improved on-demand ride availability, especially during peak hours	Lower on-demand availability during peak hours
Reliability	More reliable due to data tracking and demand-based optimization	Less reliable due to lack of optimization and tracking

Source: Ronald Berger Analysis

2.5 Factors Influencing Perception on Mobile Based Taxi Applications

For a number of years, taxi services have dominated the transportation industry as a private transportation alternative since they offer a practical way to go around (Alonso, 2018). Despite not being the ideal option, taxi services have been able to solve a lot of issues with public transit and are seen as a conventional means of transportation (Tyrinopoulos and Antoniou, 2020). Taxi services were found to be more convenient than public transportation due to its speed, efficiency, comfortable ride, and door-to-door service (Salanova, 2011). In addition to other technical advances, smartphone applications are widely used worldwide. It was discovered that there was no need for a middleman to connect drivers and passengers by using the "sharing access" idea in the taxi sector (Pepić, 2018). By providing the service at a lower cost than traditional taxi services, app-based taxi services revolutionized the whole taxi sector. Traditional cab businesses have to change their business strategy to remain competitive and thrive in the market since clients find the app handy (Sharma and Das, 2017) (Pepić.L, 2018). Making the switch to an app-based taxi service won't help, but in order to have a competitive edge, businesses need to stay up to speed with the latest technological advancements (Rasheed, Mazhar, and Shahid, 2018).

Based on these studies, it was determined that, out of a variety of constructions, the following were found to be crucial when examining consumer perception of mobile app-based taxi services: Trust and Safety, User Convenience, Reliability, Ease of Use, Pricing, and Service Quality (Akbar & Parvez, 2009). Customers' perceptions of taxi services that use mobile apps were significantly impacted by these factors. Therefore, it is crucial for both new and established app-based taxi service companies to research how the aforementioned elements affect client impression.

2.5.1 Trust and Safety

The concept of trust and safety refers to a collection of procedures, guidelines, and technological advancements intended to provide a setting in which consumers may interact with goods, services, and other individuals in a secure manner and with confidence. Building enduring relationships between users and platforms requires this trust. For both service providers and customers, passenger safety on ride-hailing services is an important concern. Events involving cabs reserved via these platforms have sparked worries about passenger security,

underscoring the significance of putting policies in place to ensure their safety. One of the most crucial requirements for this investigation is the safety and security of personal data (Chai, Bagchi-Sen & Morrell, 2009). When people discuss privacy, they are referring to the right to access, preserve, use, and remove their personal data. According to Belanger, Hiller, and Smith (2002), personal information includes things like a person's title, phone number, postal address, bank statement, email address, password, and other personal information. Due to several high-profile news reports about data breaches that have happened by well-known firms, customers are growing more concerned about how their sensitive information is used and handled during online transactions (Flavián & Guinalú, 2006). Security is a barrier that might result in likely events related to online transaction data storage and payment security (Kalakota & Winston, 1997). For a number of reasons, including worries about their safety, issues with non-delivery, falling prey to credit card fraud, and not getting the proper assistance after completing a purchase, many customers quit making purchases online. One aspect influencing consumers' inclinations to make digital products purchases is their degree of confidence in their capacity to do so (Kalakota & Whinston, 1997). Several websites have implemented rules that allow consumers to examine, confirm, and authenticate privacy policies for online transactions in an attempt to allay worries about security and privacy (Ranganathan & Ganapathy, 2002).

2.5.2 User Convenience

When purchasing goods and services online, customers need a convenient experience. Customers may easily access the goods and services they need using mobile applications, or apps. Acceptance of mobile applications refers to the favorable opinions that users have about how well the program performs in fulfilling their needs. The frequency of usage while making purchases of goods and services, as well as user comments, are used to calculate the acceptance rate. Providing thorough and up-to-date information on the goods and services provided by e-commerce platforms is one of the primary characteristics linked to mobile app acceptance technology. Global use of new technology has altered consumer-retailer relations and necessitates new business models to boost organizational success and increase customer satisfaction.

Scholars have repeatedly emphasized how crucial convenience is in shaping

users' opinions about a system's value. A system's perceived utility is positively impacted by its perceived convenience, which raises the possibility that it will be adopted (Thong, Hong, & Tam, 2006). They maintained that a system becomes more enticing to consumers when it is convenient since it reduces the obstacles to integrating it into daily life. Whether or whether people will embrace and stick with technology depends heavily on how simple it is to use. Convenient systems have a higher chance of being incorporated into users' everyday routines, which increases their perceived utility (Venkatesh & Bala, 2008). A more smooth and fulfilling experience results from the convenience factor, which lessens the mental and physical strain on the user.

2.5.3 Reliability

A certain amount of certainty that one will arrive at a location within a tolerable time range is provided by dependable transportation systems. Unexpected delays in an unstable transportation system might raise system users' expenses. From a measuring standpoint, the distribution of trip times over a considerable period of time is used to quantify the dependability of any specific portion or network. According to Asakura and Kashiwadani (1991), reliability is the likelihood that a journey between a certain origin and destination pair may be completed successfully within a specified time frame. According to Cham (2006), reliability is defined as the consistency and accessibility of travel at a certain location that influences the choices made by drivers and passengers. The disparities in perspective between drivers and passengers are encapsulated in this concept. Because ride-hailing customers are more likely to reach their location in the optimal amount of time, dependability performance is extremely important (Das & Sharma, 2017). As there are components of dependability, it is also recognized that a service cannot be deemed reliable unless it adheres to a timetable and is consistent (Gittens & Shalaby, 2015).

2.5.4 Ease of Use

A taxi app's popularity and success are greatly influenced by how easy it is to use. The entire experience is made easier and more convenient with user-friendly software that makes it simple for users to schedule trips, track their whereabouts, and handle payments. Customers may reserve cabs from anywhere at any time with a

few taps on their smartphones, eliminating the need to call or go to the taxi stand. Easy to use means "the degree to which a person believes that using a particular system would be free of effort." This idea highlights how crucial it is to create systems that people can easily learn, comprehend, and utilize without requiring a lot of assistance or training. According to Davis (1989), user adoption depends on ease of use. When a product is simple to use, consumers' cognitive burden is lessened, and they can concentrate on reaching their objectives rather than fumbling with the interface. All elements of a user's experience that pertain to how easily they may understand and utilize a product are referred to as usability, which includes ease of use (Interaction Design Foundation, 2016). Easy-to-use systems usually include user-friendly interfaces, unambiguous instructions, and a design that reduces the learning curve so that users may finish jobs quickly. Ease of use has a major influence on users' views about a system and desire to embrace it, according to several studies. This link emphasizes how crucial it is to give simplicity of use top priority when designing systems in order to increase user acceptability and sustain engagement over time.

2.5.5 Pricing

Additionally, studies show that consumers are worried about what other people are paying for the same service, and that it is reasonably simple to find out prices online (Weisstein Monroe & Kukar-Kinney, 2013). Due to social constraints on unfair pricing practices, especially with regard to differential pricing strategies, research on price fairness is becoming more popular in the marketing industry (Malc & Pisnik, 2016). In addition to influencing purchase intentions, consumer perceptions of pricing injustice can result in actions that hurt businesses directly, such as unfavorable word-of-mouth, a high volume of complaints, boycotts, and supplier switching (Mayer & Avila, 2014).

One important element that influences user impression, loyalty, and decision-making is the pricing perception on taxi applications. People's perceptions of advantages and losses while making decisions in the face of uncertainty are explained by prospect theory (Kahneman & Tversky, 1979). Dynamic pricing, often known as surge pricing, is a prevalent practice in the context of taxi applications, when charges rise in response to periods of high demand. Prospect Theory states that consumers may become dissatisfied or steer clear of the service if they believe that price

increases represent a "loss" in comparison to the regular rate. For instance, a user can think it is unfair or exploitative when they open a taxi app and see a fare that is much greater than what they had anticipated. Even if supply and demand factors justify the surge pricing, this unfavorable impression may discourage customers from making a reservation.

Customers' thoughts about the cost of a good or service, as opposed to the real price, are known as price perception. It is a subjective assessment influenced by a number of variables, such as prior experiences, social comparisons, and psychological effects. Prices are seen differently by each buyer. For example, individuals may infer that higher prices correspond to higher quality (price-quality inference). Because they can afford it, wealthier consumers typically see prices as lower, whereas others with less money may perceive the identical product's price as high.

2.5.6 Service Quality

"Service Quality is an achievement in customer service," according to business administration. Every service experience reflects it. Services are a continuous cycle of interactions between customers and service providers that include a variety of intangible tasks that are provided to clients in the form of excellent responses. The degree to which the perceived outcome aligns with the anticipated benefit determines how subjective parts of customer service are measured. The skill and talent of the service provider to deliver the desired service, as well as the customer's expectations of the service they may receive, determine this. Service potential (e.g., employee qualifications) and service process (e.g., service speed) can be linked to service quality. Offering consistently high-quality services is crucial to achieving consumer perception, which in turn boosts competition and the profitability of service businesses.

Because it is the outcome of a judging value that incorporates both the expectations and the perceptions of the consumers, service quality is a significant problem. The consumer's overall perception of the organization and its services' relative superiority or inferiority is known as service quality. What the service delivers—the result, which is assessed following performance—and how it is delivered—the procedure, which is assessed throughout delivery—confirm the service's superiority. Long-term, cognitive assessments of an organization's service

delivery form the basis of consumers' judgments of service quality. Before customers can express happiness or discontent with a service, they must first experience it. They may then assess their degree of satisfaction or dissatisfaction and use the data to revise their opinions about the quality of the service. The company may lower internal and external expenses, keep competent personnel, and keep its current clientele by providing high-quality services.

The service industry is becoming more competitive as our society develops. As people's finances increase, they want their favorite businesses to provide them with high-quality support services in addition to high-quality products. Both the quality of their goods and the quality of the services they obtain are highly valued by businesses. One important factor influencing perceived service quality is the discrepancy between client expectations and opinions of actual service performance. This disparity highlights how crucial it is to precisely evaluate the services provided as well as the expectations of clients. The discrepancy between consumers' expectations and their perceptions of actual service performance is used to evaluate the quality of a service. This viewpoint highlights that consumers evaluate the quality of services by comparing their experiences to their expectations. How well a service meets or exceeds the customer's expectations is frequently used to evaluate its quality. Customer experiences are shaped by a multitude of factors, including perceptions and different dimensions, which make up the idea of service quality. Organizations looking to improve customer perception and establish enduring connections with their consumers must comprehend and improve service quality.

2.6 Customer Perception

The act of selecting, receiving, organizing, and interpreting information from the outside world so that it has significance for you is called perception. Decisions and actions are the outcome of this relevant information input. Perception among customers is ever-changing. First of all, as the consumer and the business become closer, his opinions of the business and its goods and services will shift. Since each person views the world and tackles life's challenges in a unique way, perception is crucial to comprehending human behavior. Not everything we perceive, or experience is always what it truly is. The reason for this is that what we hear is what we believe to be spoken, not what is actually stated. We purchase things because we believe they are the greatest, not because they are the best. We can therefore

determine why one person may find work fulfilling while another may not, and this is due to perspective. An individual's perception, learning, memory, motivations, personality, emotions, and attitudes are among the internal factors that impact consumer behavior. Consumer decision-making and information processing are significantly influenced by perception. Consumer exposure and attention to marketing stimuli are the first steps, and interpretation is the last. The perception process consists of these three steps. The stages of exposure and attention are extremely selective since the consumer processes relatively little information throughout these phases.

Perception by customers generates ideas, which in turn generate action. The process by which an individual receives, interprets, and converts inputs into a response is known as perception. To put it another way, perception is how the mind takes in, arranges, and makes sense of physical input. Perception is the interior senses of seeing, hearing, touching, tasting, and smelling something, an event, or a relationship. Because a person cannot conceivably detect every stimulus item inside his perceptual area, he experiences things selectively. Because each person's perceptions have significance and are not buzzing chaos, perceptions are structured. Perception is influenced by stimuli. In other words, perception is influenced by the physical stimuli itself. This type of variable includes things like color, size, contrast, intensity, frequency, and movement. Once more, perception is influenced by individual characteristics. How a person perceives the scenario is determined by his or her needs, moods, memory, expressions, values, and capacity to see or hear the message. His self-concept, needs, range of anxiety, mental state, and prior experiences make up the personal aspect of perception.

2.7 Previous Studies

According to research using the Technology Acceptance Model (TAM), Davis (1989) discovered that while sensible app design increases usability, features like real-time tracking, cashless payments, and predicted fares increase perceived usefulness.

Alemi (2018) discovered that trust is greatly impacted by safety concerns, especially among female users. This suggests that in order to increase adoption, taxi applications should prioritize safety features, transparency, and user-friendly interfaces. Assistance User impression, contentment, and loyalty are also influenced

by quality, dependability, and fair pricing. Additionally, we discovered that cultural, regional, and worldwide variations had a big impact on people's choices for taxi apps. Eco-friendly transportation solutions, such as electric cars, improve consumer perception in international markets. On the other hand, because of connection problems, offline booking alternatives and low-data-usage interfaces are essential in emerging nations.

In contrast to traditional taxi services, users prefer ride-hailing services since they can provide fast and dependable transportation, according to a study by Rayle & Dai (2016). Furthermore, the use of technology, including ride-booking smartphone applications, has greatly improved consumer pleasure and experience. The dynamics of consumer perception of ride-hailing services might vary greatly from those in affluent nations in emerging economies like Myanmar.

According to Schaller (2018), in these marketplaces, elements like cost, security, and accessibility of transportation are important indicators of client satisfaction. Additionally, research indicates that the socioeconomic environment, which encompasses digital literacy and infrastructural development, is a significant factor in determining how customers perceive these areas. There are a number of issues facing the ride-hailing sector that affect both service providers and users.

Berger (2020) evaluated the effect of ridesharing on urban mobility in Yangon using a combination of field and online surveys with over 4,000 participants, highlighting the fact that ridesharing can greatly reduce traffic congestion, improve transportation reliability, and enhance financial inclusion for both consumers and drivers.

Convenience and anytime/anywhere accessibility have the biggest positive effects on satisfaction, according to another pertinent study by Naing Arkar Htet (2024), which also found that perceived usefulness and perceived ease of use significantly influence continuous intention to use the Lo-Yar Taxi application. Using a quantitative methodology, the study gathered information from 210 users via online surveys, examined the correlations between variables using multiple regression analysis and descriptive statistics, and suggested simplifying the booking process with one-tap features, improving the user interface for greater visual appeal, carrying out frequent usability testing, incorporating a strong feedback system for user recommendations, and implementing loyalty programs to keep users.

Marketing considerations, mobile application features, and customer characteristics all have a substantial impact on brand trust, which in turn has a

favorable impact on brand loyalty, according to 2019 research by Myo Min Oo on consumer brand trust and loyalty towards ride-hailing services in Yangon. Employing a quantitative methodology, structured questionnaires were used to gather data from 135 respondents, and regression analysis and descriptive statistics were used for analysis. According to this survey, we are concentrating on exclusive deals and promotions to boost brand trust, making mobile applications more user-friendly and responsive, and guaranteeing excellent customer service and competent drivers to encourage client loyalty.

CHAPTER III

OVERVIEW OF MOBILE TAXI APPLICATION IN YANGON

3.1 Urban Transport Systems

The former capital of the Republic of the Union of Myanmar is Yangon. It is the biggest city and the most significant commercial hub in the nation. The Yangon City Development Committee (YCDC) is in charge of running Yangon. About 5.5 million people lived in Yangon City, which covered 598.76 kilometers (km) as of 2023. The inner portion of the city, which comprises the old central business district and the near northern urban region, is where a significant portion of trade and services are located. In the city's new northwest and northeast suburbs, manufacturing growth is taking place. The city's primary commercial sector is located in the southern section, close to where the Yangon and Bago rivers converge. The city is separated into 14 districts for administrative purposes.

On average, Yangon residents travel 2.04 times a day (1.18 times if walking is excluded). This places Yangon just a little bit below the standards of Bangkok, Kuala Lumpur, or Manila, bringing it into compliance with international standards. In Yangon, buses make up about half of all travel (not including walking), making them the most popular form of transportation. Yangon Bus Service (YBS), a bus transportation network system that serves Yangon, the former capital of Myanmar, began operations on January 16, 2017. Prior to its dissolution on May 20, 2021, it was run by the Yangon Region Transport Authority (YRTA), which was later renamed the Yangon Region Public Transport Committee (YRTC). Since there are 21 YBS businesses that are managed by YRTC and there are around 131 bus lines that transport 1.4 million people every day via 4,000 buses out of 5,500 registered buses, each YBS driver is responsible for the safety of roughly 400 passengers in each trip.

With barely 1% of all trips served, the Yangon Circular Railway has little function. The local commuter train system that serves the Yangon metropolitan region is called the Yangon Circular Railway. The 45.9-kilometer (28.5-mile) 39-station loop system, run by Myanmar Railways, links the metropolis with suburban

regions and satellite towns. 39 stations make up the loop network, which connects different areas of Yangon. It takes around three hours to do the round journey. Because it is the least expensive mode of transportation in Yangon (together with buses), the railway is often used by commuters with lower incomes. Peak hours are from 7:00 to 9:00 a.m. and from 17:00 to 18:00 p.m. every day. Daily commute rides on the Circular Railway have a 15-minute break during peak hours. Approximately 42% of train passengers in the morning and 36% in the evening utilize the service to go to work or home. A tiny roadway leads to the stations. The station itself has no authority because it is located in a low-income area. There is no overpass or underpass between the two platforms where the railroad tracks are located. Users must walk up to the platform and cross the railroad tracks.

In addition, since 2012, Yangon's registered taxi fleet has more than quadrupled. The increase has been fueled by three primary factors. The growing middle class's discretionary money has increased demand for taxi trips despite their high cost (a quick 15–20-minute taxi ride might cost MMK 6,000-7,500, whereas most bus rides only cost MMK 400). Second, a sizable portion of private automobiles with "black plates" were transformed into taxis with "red plates." Third, the number of taxis in use increased as a result of the easing of import restrictions for the whole auto sector. The Road Transport Administration Department (RTAD) has been directed by the Yangon Region Government to stop converting private vehicles (also known as "black plates") into taxis (also known as "red plates") for Yangon due to the overabundance of taxis. The total number of cars registered in Yangon City Development Committee (YCDC) area from 2017 to 2023 is displayed in Table (3.1).

Table (3.1) Number of Vehicles Registered by Type in Yangon

Vehicles Year	2017- 2018	2018 Apr- Sep	2018- 2019	2019- 2020	2020- 2021	2021- 2022 (Oct- Mar)	2022- 2023 (Apr- Mar)
Passenger	331782	334820	344132	355589	588752	607713	617865
Truck (Light Duty)	130960	132449	132405	123757	120116	115640	110016
Truck (Heavy Duty)	17729	17295	16496	13644	12944	10857	9118
Bus	15293	15262	17914	16411	16145	15533	14661
Others	33453	33950	33599	31901	31473	28162	24531
Two Wheeler	330494	345372	352522	365075	370248	333018	287097
Three Wheeler	8637	9757	11298	11610	12013	11115	9373
Trawlergi	4469	4060	3519	3317	3361	2850	1682
Heavy Machine	849	912	1125	1168	1193	1179	1168
Total	873666	893877	913010	922472	1156245	1126067	1075511

Source: CSO, Myanmar Statistical Yearbook, Ministry of Planning and Finance (2022-2023)

The urban area of Yangon has the highest population density in all of Myanmar, with over 12,508 people per square kilometer. 78% of the city's entire population commutes daily within Yangon City. The majority of people who travel to central business districts utilize public transportation. The rise in passenger and public service utilization from 2017 to 2023 is displayed in table (3.2).

Table (3.2) Road Transport and Increase of Passenger in Yangon City

Year	Public Taxi Service		Bus Service					
			Public		Private		Total	
	Passenger	Passenger-mile	Passenger	Passenger-mile	Passenger	Passenger-mile	Passenger	Passenger-mile
2017-18	112	1042	12694	436237	542228	2527549	555034	2964828
2018-19	175	1597	8776	349813	679529	3167551	688305	3517364
2019-20	192	1732	5527	202210	484886	2260251	490605	2464192
2020-21	171	1,578	4119	180960	309805	1444120	314095	1626658
2021-22 (Oct-Mar)	87	802	8776	349813	679529	3167551	688392	3518166
2022-23 (Apr-Mar)	167	1535	5527	202210	484886	2260251	490580	2463996

Source: CSO, Myanmar Statistical Yearbook, Ministry of Planning and Finance (2022-23)

Table (3.2) above shows that, with the exception of 2021–2022 (October–March), public taxi utilization is consistent throughout the year. The relationship between passengers on private cars and those on public bus services is inverse. Due to restrictions on automobile import laws, the majority of commuters in the early years used public buses.

3.2 Origin of Mobile Taxi Apps

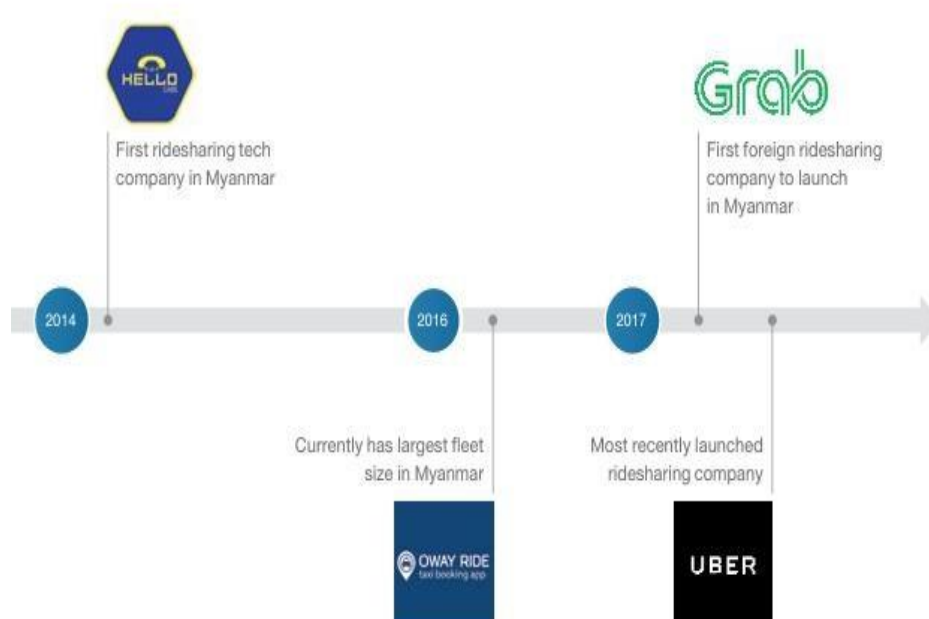
The government made the decision to liberalize the telecommunications sector in 2013 in an effort to boost competition, expand coverage, and improve services for the general public. Following a methodical and open selection procedure, Telenor and Ooredoo were granted two more telecom operator licenses, enabling them to contend with the incumbent operator MPT, who teamed up with KDDI and Sumitomo. Mobile SIM card costs dropped to MMK 1,500 in 2014 (from over MMK 2 million in previous years) due to open market competition and the removal of monopolistic obstacles, making them affordable for the general public.

As a result, mobile penetration in Myanmar increased from 10% to 90% in a matter of years, making it the world's fastest-growing telecom market.

Up until a few years ago, the only way to get a cab was to stand by the side of the road and call for one. The individual was unsure if a cab would arrive. Both the anticipated time of pick-up and the possibility that a cab would pass by at all were unknown. The only way to guarantee a trip would have been to reserve a cab over the phone. Furthermore, the technique was not the most efficient for the cab driver. Drivers have to search the city for possible passengers. The decision to go to a part of the city where there is a greater demand for taxis rather than one where there are less customers than the customers was solely based on the taxi driver's years of expertise. As a result, the conventional hailing system has and still has a number of drawbacks that make it difficult for both drivers and passengers to have a satisfying experience.

Furthermore, Myanmar jumped straight from having a nearly nonexistent mobile phone industry to becoming a smartphone-dominant nation. Additionally, the availability and cost of dependable mobile internet have increased as a result of the telecom industry's liberalization. The number of people using the internet has increased over time. As a result, the large number of internet-connected cellphones has made it possible for many new commercial endeavors to succeed in Myanmar.

Figure (3.1): Timeline of arrival of ridesharing tech companies in Myanmar



Source: Roland Berger Analysis

The emergence of ridesharing technology businesses was facilitated by the development of mobile technologies and the increasing demand for transportation, as seen in Figure (3.1). At the moment, ridesharing businesses just collaborate with taxi drivers and do not own any cars. The first ridesharing tech firm to be founded in Myanmar was Hello Cabs in 2014. At the now, it works in Mandalay, Nay Pyi Taw, and Yangon. Oway Ride made its debut by starting operations in Yangon in 2016. Since then, it has spread to Mandalay as well, and with more than 3,500 cabs, it now has the most drivers. The first international ridesharing business to enter Myanmar was Grab, which did so in March 2017. In accordance with current laws, Grab only works with licensed taxis at this time. This is a distinct approach from other nations where they mostly work with private vehicle owners in addition to taxi drivers. The introduction of ridesharing applications has demonstrated potential in enhancing Myanmar's general mobility environment by giving the populace more alternatives for transportation.

3.3 Ride-Hailing Markets

A JICA poll found that 20% of people in Yangon use taxi services, and there are over 60,000 cabs in the city. Passenger safety and ease of use of the payment mechanism. By bringing international taxis to the local market, passengers hope for a more convenient mode of transportation.

There is increasing competition in the riding business. Both drivers and passengers find it straightforward to operate and pleasant. There are discounts or promotions, fair and reasonable rates, a precise location, and a variety of services like commission fees and good service. The taxi industry presents an opportunity if the price is lowered to a fair level.

In 2015, Hello Cab offered much-needed meter taxis in Yangon and was genuinely the first taxi driver in the riding market. One of the transport workers, Yaung Ni Oo Co., carried it. GAP VC is a joint venture between Singapore Telecommunications Strategic Services Development Holdings (SDI) and Singapore. Due to the wide range of demands of local clients, they must labor in various locations day and night. services related to social or corporate challenges. Thus, in April 2016, Oway launched the Oway Ride. The Oway Ride is a very entertaining ride. For both drivers and registered users, the monthly rise has been swift. The first companies to enter Myanmar are Grab and Uber. By 2016, there were more

international market businesses.

According to local taxi operators, rival Grab had having trouble surviving in the local market even after Uber left, which was cycling in Myanmar early this year. Grab has been sued by Hello Cabs for using information improperly in violation of competition law.

Grab and Hello Cabs talked about a potential collaboration for mobile taxi services in Yangon prior to entering the market. Hello Cabs gave Grab crucial information as part of the deal. Two local businesses, Hello Cabs and Oway Ride, offered taxi services before Uber and Grab. Indeed, local taxi drivers have urged the government to enact regulations in order to preserve small enterprises. Although Oway Ride and Hello Cabs have been on the market for a while, Grab and Uber have swiftly gained market share thanks to incentives for drivers and alluring prices for passengers.

The Oway Ride Hicabs vs. Ok Taxi Although other businesses have developed their own apps, such as Get Ride, Fast Go, and Billion Taxi Group, none are as well-known as Grab. Other taxi applications, such as OK Taxi, Get Ride, Fast Go, and Billion, are beginning to gain popularity. Some motorists and tourists believe that businesses should do more advertising. A large number of options will be advantageous from the standpoint of the client because there aren't many applications that let you ride outside of Grab. Taxi drivers who kill passengers claim that while some have voiced dissatisfaction with Grab drivers' services, more people are worried about the security of regular taxis. The accuracy of the location indicated by the app is another frequent grievance that both drivers and passengers have about it. In this border market, mobile penetration increased from 7% in 2013 to 95% in 2018, according to Myanmar's second-largest network provider. In contrast to digital developments, 80% of local customers in the tourist industry still rely on offline, conventional channels.

Oway Ride and Hello Cabs, which began operations in 2016, are in competition with international businesses. Oway Ride introduced Mandalay O Mini 2017, a three-wheeled taxi service, to increase competitiveness. One of the best taxi services in Mandalay is Oway Ride. However, the corporation has a negligible market share in Yangon. Hittch.com and hohotransport.com are recent improvements in local taxis, like OK Taxi (Get Taxi, Get Ride, Fast Go). Although it mostly uses registered taxis, it aims to download users of the Uber cab app in the

US. As anticipated, the reality of Yangon's internet connection further exacerbates these issues in addition to the recently developed web application.

3.4 Background of Mobile App Based Taxi Service Companies

In recent years, ride-hailing services have become increasingly popular in Myanmar, offering convenient and affordable transportation options. Companies like Grab, Fast Go and local providers such as Hello Cabs, OK Taxi and Oway Ride dominate the market. These platforms allow users to book rides via mobile apps, improving urban mobility in cities like Yangon. A significant innovation in this sector is the introduction of EV Taxi, an electric vehicle (EV) ride-hailing service aimed at reducing carbon emissions. EV taxis generally have slightly higher fares compared to traditional fuel-powered taxis due to higher upfront vehicle costs and limited charging infrastructure. As Yangon faces traffic congestion and pollution, EV Taxi provides an eco-friendly alternative, aligning with global sustainability trends. Ride-hailing services have transformed Myanmar's transport sector by offering safer, cashless transactions and real-time tracking.

3.4.1 Grab

The business strategy of Grab, a Singaporean company, was inspired by the infamously challenging Malaysian taxi industry. They currently have operations across Southeast Asia after an aggressive growth campaign. Grab has been accessible in Yangon since March, giving Uber a head start. The business app is thorough, user-friendly, and dependable in showing drivers in the area and giving precise wait times. In addition to allowing, you to plan future journeys and store your favorite routes, the firm offers the option of card payment, which is presently not available in Yangon. Additionally, there is a responsive support feature. In order to receive high rates or income, the service encourages drivers to maintain the highest standards for vehicle quality and upkeep. Grab launched Grab for Business as well. This enables businesses to better control staff transportation expenses. The business offers digital payment services via smartphone app, food delivery, and transportation. The business was first established in Malaysia in June 2012, but in 2014 it relocated its headquarters to Singapore, leaving behind the infamously challenging Malaysian taxi industry. These days, Singapore and Southeast Asia serve as the economic paradigm. Vietnam, Thailand, Myanmar, Cambodia, Malaysia, and the Philippines.

As per a program of fast expansion, they are currently functioning across Southeast Asia. Grab is accessible in Yangon as of March 2016, taking the lead from Uber. The company's app may give quick and precise wait times as well as local drivers. In addition to allowing users to plan future travel and record favorite routes, the firm chooses a card payment method, which is not yet accessible in Yangon. Additionally, there is a feedback assistance feature. The organization is also developing monthly promotions and incentive programs, which are the greatest ways to compete in the fiercely competitive industry. Additionally, the business now offers monthly promotion promo codes in addition to a reward points program, which is a clever strategy to compete in this fiercely competitive sector.

3.4.2 Hello Cabs

In 2014, Hello Cab, a ride-hailing service, was also established in Myanmar. The first taxi service to use meters embedded in the vehicle to collect money is Hello Cab. Its primary area of operation is Yangon, although Mandalay and Naypyitaw are also served. Three automobile types are available for hire from Hello Cabs: Greetings, Premier (middle class services), Limo (limousine services), and Cabs (meter taxi). Similar to global services like Uber and Grab, Hello Cab allows users to book rides instantly, track drivers in real-time, and enjoy cashless payment options. The app is designed to meet the growing demand for safe, affordable, and efficient transportation in Myanmar's major cities, including Yangon, Mandalay, and Naypyitaw. Hello Cab's interface is simple and intuitive, allowing users to book a ride in just a few taps. Passengers can Enter pickup and drop-off locations , choose between different vehicle types (economy, premium, or shared rides) and view fare estimates before confirming the booking.

3.4.3 Oway Ride

Oway, another indigenous company from Myanmar, started out in the more conventional transportation sector by offering affordable bus and airplane services all around the nation.

Oway Ride is one of Myanmar's leading ride-hailing platforms, offering a convenient and reliable transportation solution for urban commuters. The app provides various services, including taxi bookings, private car hires, and even intercity travel options. A key feature of Oway Ride is its integration with Oway

Travel, allowing users to book not only rides but also flights, buses, and hotels, making it a versatile travel companion. The app ensures transparency with upfront pricing, real-time tracking, and multiple payment options, including cash and digital wallets. Oway Ride is particularly popular in Yangon and Mandalay, where it competes with other services like Grab and Hello Cab. The company focuses on driver verification and passenger safety, providing details such as driver ratings and vehicle information before booking. With frequent promotions and discounts, Oway Ride remains a strong contender in Myanmar's growing ride-hailing market.

3.4.5 OK Taxi

OK Taxi is another prominent taxi-booking application in Myanmar, known for its affordability and wide availability across major cities. The app allows users to book rides quickly, with options for both standard taxis and larger vehicles for group travel. One of OK

Taxi's standout features is its fixed-rate pricing, which eliminates fare negotiation hassles common with street-hailed taxis. The app also supports cashless payments, partnering with local mobile money services to facilitate seamless transactions. While OK Taxi may not have as many advanced features as competitors like Grab or Oway Ride, it remains a popular choice due to its straightforward interface and dependable service. The company has been expanding its fleet and improving app functionality to better serve Myanmar's commuters, particularly in high-demand areas like Yangon. As ride-hailing continues to grow in Myanmar, OK Taxi aims to strengthen its position by enhancing user experience and expanding coverage to more regions. Released in September 2018, this local taxi app was created with the convenience of its users in mind. From the available options, passengers may select the sort of vehicle they like. Additionally, we may make reservations in advance and use our phones to make reservations for other people. Prior to making a reservation, passengers can also provide a fair fee for the voyage. This program is remarkable and unique because of these qualities.

3.4.6 Fast Go

The first Vietnamese company in the business sector to enter international markets is a ride-sharing company that has extended to Myanmar. With a goal of two million customers and 100,000 drivers in the first year, FastGo intends to

provide its services in key Myanmar cities. Additionally, a lot of money must be spent on creating new services for the market. In an effort to boost tourism and e-commerce, Vietnam and Myanmar Sun Asia Group inked a memorandum of agreement in November 2018. In order to ensure its consumers in Myanmar, it will also collaborate with Mytel, a telecom provider, to offer data and telecommunications services. The Viettel Group, which has ties to the Vietnamese military, is funding MyTel, the fourth telecom provider in Myanmar. In Malaysia, Grab and FastGo will be rivals in the market. After departing from the US-based competitor in Southeast Asia last year, it became the nation's foreign-owned ride-hailing business. One of Myanmar's biggest airports is Grab. In addition to Rangoon FastGo, it will compete with regional ride-sharing services including GetRide, OK Taxi, and Oway Ride.

3.5 Partnerships Between Ride Hailing Platform and Traditional Taxis

Hello Cabs, the first ride-hailing app in Yangon, and Oway Ride, a rival app, were released in August 2015 and February 2016, respectively. After a four-month trial, Southeast Asian ride-hailing behemoth Grab formally opened in Yangon on July 26, 2017, during which time over 5,000 cab drivers signed up for the service. Since Yangon has long been a city overrun with taxis and automobiles, the majority of ride-hailing applications in Myanmar worked with existing taxis for registration rather than hiring new drivers on a full-time basis. This implied that current taxi drivers were free to decide whether or not to collaborate with ride-hailing applications. Therefore, rather of being employers and workers, ride-hailing apps and taxi drivers have a partnership relationship. The number of cabs deciding to collaborate with ride-hailing applications increased quickly since the registration process was simple. Thus, "drivers for ride-hailing apps are not born; they are made very quickly" in Yangon.

Since ride-hailing apps already employ taxi drivers, they are unable to directly compete with nearby taxis. Local taxi drivers are free to decide whether or not to collaborate with ride-hailing applications in order to use their platform to locate clients. Furthermore, such drivers are not allowed to drive only for ride-hailing applications, even if they want to register and cooperate with a ride-hailing platform. They may either locate passengers on the road who aren't using ride-hailing platforms or drive for users of ride-hailing applications. To put it another way, people may

freely alternate between driving while using applications and driving normally.

In conclusion, current taxi drivers have the option to be partners with ride-hailing platforms or not, as well as to drive for ride-hailing applications or to locate customers on the road. The latter is more contentious as, from the standpoint of ride-hailing platforms, they have little influence over their drivers' intentions to drive for these platforms.

3.6 Ride Hailing Platform's Customer Acquisition and Commission Fees

The primary goal of Ride Hailing Platform's business strategy is to increase the number of people who use their platforms to hire taxis by offering incentives like discounts, promotions, and redeemable rewards. They also hope to allay worries about the safety and security of taxi rides, particularly among female passengers and those who use taxis at night, by using GPS to track their journeys. Since fare negotiation and exorbitant fees have been among the main worries for taxi passengers, the fact that the fare price is displayed on the screen prior to a taxi reservation is another pain-relieving incentive for consumers. In the end, these and other incentives encourage more travelers to use ride-hailing services.

Due to these incentives, drivers are now more inclined to drive for ride-hailing applications as more and more customers use the platform to find trips. Grab charges drivers a commission fee equal to 20% of the cost for each ride. Fast Go charges a set daily service charge of no more than 3,000 MMK. Approximately 10 to 15 percent of each ride's cost is charged as a commission fee by other ride-hailing services like Oway and Hello Cabs. Since drivers are responsible for paying for their own gas and car rental, commission fees are an extra expense. Drivers frequently argue that a 10–20% commission charge is "unfair" and "exploitative," believing that they should receive the share of fares that ride-hailing applications consume.

As a result, several local taxi drivers have used social media in particular to indirectly voice their displeasure with ride-hailing applications. Passengers can also vent their dissatisfaction by complaining to drivers directly or by having drivers cancel excursions they have booked if the location is not convenient for them. Despite the fact that air conditioning is required by regulation, some drivers attempt to save money by not turning it on in order to conserve gas. This then leads to complaints to apps and client displeasure, creating a vicious cycle and another set of tense relationships in Yangon's taxi sector. Table (3.3) lists the features and services

that distinguish Yangon's ride-hailing application from traditional taxi services.

Table (3.3) Comparison of Mobile App Based Taxi Services and Traditional Taxis

Functions	Traditional Taxi Services	Grab	FastGo
Payment	Cash	Cash / Card	Cash / Card
Advance Calling	NO	YES	YES
Show the current location of Taxi and estimate time of waiting	NO	YES	YES
Able to share trip information	NO	YES	NO
Feedback	NO	YES	YES
Android	NO	YES	YES
iOS	NO	YES	YES
Taxi booking fees	NO	NO	NO
Ride with Air Condition	Maybe	YES	YES
Fare	Adjust	Fixed	Fixed

Source: www.en.myanmartechpress.com/oway-and-ongo/

3.6.1 Promotion and Discount

Promotion is a collection of marketing strategies, actions, and communication aimed at surpassing sales level by drawing in potential customers through information, belief, training, and points of sale. It also aims to keep a customer interested in the product and the manufacturing company. The function of promotion is found in the intricate details of the concept, which make clear that the overall goal is to change people's behavior in order to boost sales of the relevant producer's goods. Because promotion sales draw customers in with accurate and clear information, they are meant to boost sales volume or speed while eliciting a quicker and more robust response from them.

Redeemed coupons allow customers to take advantage of the price reduction

on subsequent transactions. Users feel valued for their loyalty when they earn points or awards that can be used for free or heavily reduced rides, which encourages them to keep using the service. Additionally, loyalty programs offer a platform for tailored marketing initiatives, which raises customer happiness and engagement even more. Ride-hailing services may successfully serve and keep frequent, budget-conscious clients with these customized pricing tactics, guaranteeing their long-term survival in a cutthroat market.

Ride-hailing platforms in Yangon, such as Grab, Hello Cabs and Oway Ride use various promotion and discount strategies to attract and retain customers. When we use ride hailing app as a first time, platforms give us various first-ride discounts such as 60% off up to MMK 3,000 to encourage sign-ups and referral bonuses for both referrer and new user. Ride hailing apps attract customers by giving subscription-based discounts that is monthly passes for frequent riders and cashback offers (e.g., 20% back in wallet for next ride). Ride hailing apps promote their demand with off-peak discounts and surge-free hours to compete with taxis during low-demand times. As seasonal promotions, ride hailing platform companies also give holiday discounts (e.g., Thingyan, Christmas) and extra discounts for using mobile wallets (Wave Pay, KBZ Pay, AYA Pay). By cooperating with banks, CB Bank cardholders get 15% off and Visa card get 10 % off when using ride hailing apps. Recent years have seen a significant increase in promotion sales due to its benefits, which include luring clients with an offer, retaining existing ones, generating curiosity, drawing in middlemen, being short-term effective, and providing flexibility.

3.6.2 Surge Pricing

An essential fee modification to guarantee a successful balance between driver supply and passenger demand is surge pricing. The demand for rides is usually greater than the supply of drivers at peak hours, bad weather, public holidays, or other uncommon occasions. In certain situations, a price multiplier is used, and rates are modified appropriately. As a result, the dynamic pricing mechanism encourages more drivers to put their cars on the road while also guaranteeing a ride to a rider who truly needs one (i.e. a rider who needs to get somewhere quickly will be willing to pay a premium fare and thus be guaranteed the trip). Additionally, surge pricing algorithms adjust riders' behavior, stabilizing and balancing out transportation demand during peak hours. While ridesharing vehicles use dynamic pricing that takes

surges in trip requests into account, taxi availability declines during these times of high demand. While some riders might change their behavior by scheduling their travels sooner or later, others would be ready to pay more or wait for taxis to be available. Therefore, by distributing demand, surge pricing lessens traffic congestion during peak hours. Three factors are used to automatically compute the ridesharing price.

Distance travelled: Ridesharing applications use mapping and navigation to find the best route and compute fares depending on distance.

Travel time: Ridesharing applications estimate travel time using traffic data (where available) and add a time component to the charge.

Levels of demand: In high-demand periods, ridesharing applications can add surge multipliers to the aforementioned fare components to balance on-demand car supply with higher-price trip demand.

A 5-kilometer ride should take 10 minutes. Ridesharing apps determine fares as follows.

Distance travelled (the price per km of MMK 1,200): $5\text{km} \times \text{MMK } 1,200 = \text{MMK } 6,000$

Travel time (the price per minute of MMK 200): $10 \text{ minutes} \times \text{MMK } 200 = \text{MMK } 2,000$

Subtotal: $\text{MMK } 6,000 + \text{MMK } 2,000 = \text{MMK } 8,000$

Surge pricing (assuming a multiplier of 1.5 times): $\text{MMK } 8,000 \times 1.5 = \text{MMK } 12,000$

Total: $\text{MMK } 12,000$

3.6.3 Benefits of Developing a Taxi Booking Application

Cab booking applications offer ease and quickness that traditional cab services cannot match. Users may request or establish a timetable with a few phone touches. No need to hail cabs or wait on the phone. The cab ordering app might speed up the booking process and reduce waiting times, improving our travel experience. Consumers may arrange journeys with current driver and car availability information. Drivers may save time and money with real-time route and destination information. An easy and dependable taxi booking app can always provide a cheap and efficient taxi trip.

Taxi Booking App users may find it handier and more practical. Smartphones

allow consumers to arrange trips anytime, saving energy and time. Users may also view the latest driver ratings to help them choose the right one. This software should make travel easy, dependable, and enjoyable.

3.7 Challenges in Ride Hailing Platforms Business

The transportation sector is growing and getting more competitive due to mobile technologies. Online taxi apps like Grab, Hello Cab, Oway Ride, OK Taxi, and others have revolutionised the business by simplifying cab booking (Berger, 2020). Instead of waiting for taxis, we can order a journey from our phone and have it delivered to our door with on-demand taxi apps. Competition in any field fosters creativity and growth. Adding new features to the taxi booking app is the easiest method to compete with competition and become the top taxi dispatch app.

Government constraints are our biggest challenge in starting a cab booking app. Due to a lack of regulation, millions of people have taken up ridesharing, which is frightening. Numerous violent and abusive activities are the main explanation. Governments worldwide have tightened their laws and regulations for Grab-like software developers. Many firms that violate these guidelines are banned or temporarily shut down. The company lost all client relations indefinitely.

People have used physical cash for payments for five to six years, yet they still trust it. Additionally, the same people soon switched to digital payments owing to an unavoidable transformation. Meanwhile, individuals are less confident in digital payments, which are mostly used for taxi reservations. Numerous cyber security threats demonstrate that.

Ride-hailing services are regulated by license, fee, and safety in many cities and nations. New entrants may find these rules time-consuming and expensive. cab unions and conventional cab businesses campaign for stronger regulations or bans on app-based services in various places. Taxi app firms may also struggle to expand due to changing local government rules. These legislative issues raise entrance hurdles, operational expenses, and market scalability for multi-geographical enterprises. Myanmar, especially Yangon, may currently outperform other Southeast Asian countries in transportation. Given its present transport system's constraints and novel mobility models like ridesharing, Myanmar can go from unsatisfactory mobility to a smart integrated multi-modal transport system.

CHAPTER IV

SURVEY ANALYSIS

4.1 Survey Profile

In recent years, ride-hailing services have transformed urban transportation in Yangon, offering a convenient alternative to traditional taxis and buses. Yangon's ride-hailing services have transformed urban transportation, replacing taxis and buses. Hello Cabs, was Myanmar's first ridesharing tech business in 2014. The company operates in Yangon, Mandalay, and Nay Pyi Taw. Oway Ride began Yangon operations in 2016. Grab entered Myanmar as the first international ridesharing business in March 2017. Ride-hailing companies offer on-demand transportation services through mobile applications, connecting passengers with nearby drivers. These services provide a convenient way to book rides, track their progress in real-time, and manage payments digitally. In Myanmar, Grab is the most popular ride-hailing platform, followed by Oway Ride and Hello Cabs.

This survey is to achieve effective data collection through structured questionnaires which contained close-ended questions to select respondents at Medium Taxpayers Office-2 and Medium Taxpayers Office-4 from Yangon Region. The questionnaire contained questions which addressed the objectives of the study. This research surveyed 200 Yangon Region Medium Taxpayers Office-2 and Office-4 travelers. The study was conducted in June and July 2025.

4.2 Survey Design

The poll used standardized questions, including Five Point Likert Scale, to obtain passengers' opinions on Yangon's private transportation. Personal demographics, passengers' view of ride hailing platform services, and people's perception of them were included in the survey.

Bowling (1997) interprets Five Point Likert Scale mean values as follows:

Table (4.1) Five-point Likert Scale for Respondents and Measuring Level

Mean Score	Scale Range	Interpretation
1	1.00 – 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Moderate
4	3.41 – 4.20	High
5	4.21 – 5.00	Very high

Source: Bowling (1997)

4.3 Survey Results

This study used a descriptive technique to characterize the respondents' demographics and examine Yangon passengers' perceptions of private transportation services at Medium Taxpayers Office-2 and Office-4. The findings of demographic information, trust and safety, reliability, user convenience, ease of use, price, service quality, and people's perception of ride hailing platform services are as follows.

4.3.1 The demographic characteristics of the respondents

From June to July 2025, survey data includes gender, age, marital status, education, income, and use. This research randomly selects 200 Yangon residents. Table (4.2) details respondent demographics.

Table (4.2) Demographic characteristics of Respondents

Attribute	Particular	No. of Respondents	Percentages (%)
Gender	Male	82	41%
	Female	118	59%
	Total	200	100%
Age	20-35years	121	60.5%
	36-45years	42	21%
	46-60 years	36	18%
	Above 60 years	1	0.5%
	Total	200	100%
Marital Status	Single	92	46%
	Married	108	54%
	Total	200	100%
Education Level	Bachelor Degree	164	82%
	Master Degree	35	17.5%
	PhD Degree	1	0.5%
	Total	200	100%
Income	200,000-300,000	103	40%
	300,000-400,000	65	16%
	Above 400,000	32	16%
	Total	200	100%
Usage Rate	Daily	18	9%
	Weekly	78	39%
	Monthly	52	26%
	Rarely	52	26%
	Total	200	100%

Source: Survey Data (2025)

4.3.2 Factors Influencing Passenger Perception

Sekaran & Bougie (2010) defined low mean values as less than 2.00, moderate mean values as 2.00–3.5, and high mean values as 3.50 or greater. Table (4.3) illustrates the mean data-analyzed trust and safety perception for mobile taxi apps.

Table (4.3) Trust and Safety

No	Statement	Mean	Std. Deviation
1	The app provides sufficient information about driver verification (ID checks, background screening).	3.65	1.01
2	The app allows me to share my ride details with emergency contacts.	3.18	1.13
3	I feel safe using ride-hailing apps at night.	3.66	0.97
4	I have never experienced harassment or fraud while using ride-hailing apps.	3.68	1.09
5	The app protects my personal and payment data securely.	3.45	0.88
6	The rating system helps me avoid unsafe drivers.	3.67	0.97
7	The in-app SOS/emergency button makes me feel secure.	3.46	0.94
8	I believe the app accurately tracks the ride.	3.63	1.04
	Overall Mean Score	3.56	

Source: Survey Data (2025)

According Table (4.3), respondents have a moderately positive perception of trust and safety in ride-hailing apps. Respondents find that the app provides adequate information regarding driver verification processes with a mean score of 3.65, indicating that most users are satisfied with transparency about ID checks and background screenings. According to the mean value of 3.18, that reflects respondents were less confident in the app's ability to facilitate sharing ride details with emergency contacts, indicating a potential area for improvement in safety features and also indicates users may not fully trust or utilize this security function,

signaling a need for better awareness or functionality. Respondents find that relatively safe using ride-hailing apps at night, with a mean score of 3.66, that indicates safety perceptions are generally positive, reflecting confidence in the app's safety measures during night time use. The respondents agree that they have never experienced harassment or fraud while using ride-hailing apps regarding with the highest mean score of 3.68. The most respondents felt a strong sense of trust and safety when using ride-hailing apps, with minimal experiences of harassment or fraud. This positive perception indicates that ride-hailing platforms are generally effective in providing a secure and reliable service for users. The respondents agree somewhat secure about the app's protection of their personal and payment information. While the mean score is 3.45, indicating a generally positive perception, it is slightly lower than others, reflecting room for improvement in enhancing user confidence.

Regarding the mean value of 3.67, respondents rated this aspect positively, indicating that they believe in the effectiveness of the rating system in helping users avoid unsafe drivers. The respondents agree that SOS/emergency button makes me feel secure with a mean value of 3.46, indicating moderately secure with the presence of the in-app SOS button while appreciate the feature, there may be concerns about its accessibility or effectiveness in emergencies. Accuracy of ride tracking with a mean score of 3.63, indicates a positive perception of the app's ability to accurately track rides. Users feel confident in this function, which is critical for safety and accountability, but worries regarding data security and system trust highlight opportunities for improvement in user confidence and system security. The mean score is 3.56, indicating that respondents had a relatively good view of ride-hailing app trust and safety. Driver verification, trip monitoring, and fraud prevention scored highly, while emergency contact sharing and data security fared poorly.

Table (4.4) User Convenience

No.	Statement	Mean	Std. Deviation
1	The app is easy to download and install.	3.82	0.98
2	It is easy to create an account on the app.	3.81	0.88
3	The app quickly finds available drivers near me.	3.80	0.89
4	I can book a ride quickly (within 1 minute).	3.54	1.01
5	The app shows accurate pickup and drop-off locations.	3.81	1.06
6	I receive real-time updates about my driver’s arrival.	3.85	0.96
7	I can easily modify or cancel a booking if needed.	3.62	1.05
8	The customer support is easily accessible through the app.	3.40	1.03
Overall Mean Score		3.71	

Source: Survey Data (2025)

According to Table (4.4), respondents have a positive perception of user convenience in ride-hailing apps. The app is perceived as easy to download and install, with a mean score of 3.82, indicating that most users find the initial setup straightforward and user-friendly. Respondents also find it easy to create an account on the app, reflected in the mean score of 3.81. This reflects that the account creation process is efficient, contributing to a positive user experience right from the start. The respondents agree that the app quickly finds available drivers nearby with a mean score of 3.80, that reflects the efficiency in locating drivers enhances the overall convenience of using the app, making it more appealing to users. While the booking process received a mean score of 3.54, showing that respondents have a moderately positive perception and also indicates that there may be some variability in user experiences and some users may find the booking process could be improved for speed.

Respondents rated the accuracy of pickup and drop-off locations with a mean score of 3.81. This high score reflects confidence in the app's GPS functionality,

which is crucial for a seamless ride-hailing experience respondents reported the highest levels of user convenience with a mean score of 3.85 provide that respondents strongly appreciate the real-time updates on driver arrivals, viewing this feature as a key convenience in ride-hailing apps and provide that timely and accurate notifications significantly enhance user perception and overall experience. With a mean score of 3.62, respondents feel that modifying or canceling a booking is relatively easy and there may still be some challenges faced by users that could be addressed for improved convenience. The majority of respondents expressed the lowest level of trust which had a mean score of 3.40, that reflects accessibility of customer support is perceived as one of the weaker aspects of ride-hailing apps, indicating. Users may find support channels less responsive or harder to reach. The overall mean score is 3.71 , showing that a strong positive perception of user convenience across ride-hailing apps, with most features such as ease of installation, driver availability, and real-time updates by receiving high ratings.

Table (4.5) Reliability

No.	Statement	Mean	Std. Deviation
1	Drivers are usually on time for pickups.	3.57	0.94
2	The estimated arrival time provided by the app is accurate.	3.52	0.97
3	The ride-hailing service is available in the areas where I need it.	3.48	1.07
4	Drivers follow the GPS route without unnecessary detours.	3.51	1.18
5	I can rely on the app to provide transportation even during peak hours.	3.36	0.97
6	I rarely experience ride cancellations by drivers.	3.44	0.93
7	I receive receipts/trip history without errors.	3.83	0.95
8	Customer support resolves issues promptly.	3.53	0.96
	Overall Mean Score	3.53	

Source: Survey Data (2025)

According to Table (4.5), respondents have a moderately positive perception of reliability in ride-hailing apps. Respondents find that drivers being usually on time for pickups received a mean score of 3.57, indicating that users generally feel satisfied

with timeliness. While the estimated arrival time provided by the app has a mean score of 3.52, reflects a moderately positive perception, providing that users find the app's predictions reasonably accurate, but some discrepancies may still exist. The respondents find that the ride-hailing service available areas with a mean score of 3.48, indicates a generally positive perception, but it also reflects that some users may encounter limitations in service coverage. Drivers following the GPS route without unnecessary detours received a mean score of 3.51, shows that drivers mostly follow GPS directions, but the higher standard deviation 1.18 suggests some users experience unnecessary detours, possibly due to drivers choosing alternative routes for personal reasons. Regarding a mean score of 3.36, the mean score is lower compared to other that reflects respondents perceive reliability during peak hours as the weakest aspect of ride-hailing apps, indicating challenges with demand surges or driver availability.

Respondents reported a mean score of 3.44 regarding the frequency of ride cancellations by drivers, indicates that while cancellations are not overly common, there is still a significant number of users who experience them, which could affect overall trust in the service. The receipt and trip history accuracy received a high mean score of 3.83, indicates that respondents strongly trust the accuracy and consistency of receipts and trip history and showing that transparent and error-free documentation significantly enhances users' perception of reliability. Customer support resolving issues promptly scored a mean of 3.53, that reflects moderately reliable, though some users may experience delays in issue resolution. The overall mean score of 3.53 reveals that a moderately positive perception of reliability among ride-hailing app users, with most functions like on-time pickups, accurate ETAs, and receipt accuracy.

Table (4.6) Ease of Use

No.	Statement	Mean	Std. Deviation
1	The app has a clear and intuitive interface.	3.63	0.92
2	The app is easy to navigate, even for first-time users.	3.61	0.95
3	The app does not require too many steps to book a ride.	3.76	0.95
4	The booking process is straightforward and efficient.	3.81	1.00
5	The app loads quickly and responds promptly to my actions.	3.77	0.93
6	The font size and icons are easy to see and understand.	3.76	0.99
7	I can use the app without technical assistance.	3.70	1.03
8	Notifications (promotions, ride updates) are clear and useful.	3.79	0.97
	Overall Mean Score	3.73	

Source: Survey Data (2025)

According to Table (4.6), respondents have a positive perception of the ease of use of ride-hailing apps. The respondent agree the app having a clear and intuitive interface received a mean score of 3.63, indicating that users generally find the design user-friendly and accessible. The respondents expressed the lowest level of ease of use, indicated with a mean score of 3.61, reflect that first-time users face noticeable challenges in navigating the app, marking it as the weakest aspect of ease of use. The mean value of 3.76, indicates that users appreciate a streamlined booking process, which enhances their overall convenience and satisfaction with the app. The respondents reported the highest levels of ease of use regarding with a mean score of 3.81, indicates that users find the booking process in ride-hailing apps intuitive and hassle-free, highlighting it as a major strength in terms of usability.

With a mean score of 3.77, respondents find that the app loads quickly and responds promptly to their actions. This responsiveness is crucial for maintaining user engagement and satisfaction, particularly during the booking process. The font size and icons received a mean score of 3.76, indicating that users find the visual elements easy to see and understand. This clarity is important for users to interact with the app

without confusion. Respondents reported a mean score of 3.70 regarding their ability to use the app without technical assistance, that provides the app is designed intuitively enough for most users to operate independently, enhancing their confidence in using the service. Notifications, such as ride updates and promotions, are rated as clear and useful (mean= 3.79), showing that the app effectively communicates important information without overwhelming users. The overall mean score of 3.73 indicates that users generally perceive ride-hailing apps as highly user-friendly, with strong performance in core functions like booking efficiency, app responsiveness, and interface clarity.

Table (4.7) Pricing

No.	Statement	Mean	Std. Deviation
1	Ride hailing application is fair and reasonable price among other taxi and we can know the price before booking.	3.81	1.07
2	The app offers frequent discounts and promotions.	3.61	1.01
3	The ride-hailing service is a cost-effective transportation option for me.	3.64	1.03
4	The app clearly communicates any surge pricing or additional fees.	3.63	1.00
5	The fares are reasonable for the distance I travel.	3.51	1.02
6	I receive cashback or rewards for frequent usage.	3.38	0.92
7	The app offers subscription plans that save money.	3.40	1.06
8	I believe the price reflects the quality of the service.	3.65	0.97
	Overall Mean Score	3.58	

Source: Survey Data (2025)

According to Table (4.7), respondents had the highest level of perception on price with a mean score of 3.81, users strongly agree that the ride-hailing app offers fair and reasonable pricing compared to traditional taxis, particularly valuing its transparent, upfront pricing feature before booking. The survey reveals some concerns

about value-added features, discounts and promotions (mean=3.61) are perceived as adequate but not exceptional, suggesting room for more attractive offers. This showing that such incentives enhance the overall value perception of the service, even though there may be room for more frequent promotions. Respondents rated the cost-effectiveness of the ride-hailing service at 3.64, indicating that users find it to be a practical transportation option and also showing that users believe they are getting good value for their money when using the service. The app's communication of surge pricing and additional fees received a mean score of 3.63, highlighting that users appreciate transparency in pricing. Clear notifications about price changes help users make informed decisions, contributing to their trust in the service.

With a mean score of 3.51, respondents consider the fares reasonable for the distances traveled. While this score is positive, it indicates that some users may feel that fares could be more competitive, especially for longer trips. This perception could impact usage frequency among price-sensitive customers. Most of the respondents had the lowest level of cashback or reward with a mean score 3.38, indicates that current loyalty programs may not be sufficiently motivating or well-communicated to users. Subscription plans designed to save money received a mean score of 3.40, reflecting that users may not view these offerings as particularly beneficial. This mean score showing that the subscription options could be better marketed or structured to appeal to a broader audience. Regarding the price reflecting the quality of service received a mean score of 3.65, indicates that users generally believe the pricing aligns with the quality of their experiences, supporting a positive overall perception of value. The overall mean score of 3.58 indicates that respondents generally perceive ride-hailing apps as reasonably priced and transparent, with strong approval for upfront pricing and cost-effectiveness. However, lower mean scores for cash back/rewards 3.38 and subscription plans 3.40 reflect these loyalty and savings features are underperforming.

Table (4.8) Service Quality

No.	Statement	Mean	Std. Deviation
1	The app rides are always very comfortable for passengers	3.43	0.99
2	App's drivers possess great driving competencies	3.54	1.01
3	The vehicles that app uses to convey passengers are of high quality.	3.20	1.05
4	I receive help from drivers when needed (e.g., luggage).	3.54	0.94
5	Drivers follow traffic laws and drive safely.	3.70	0.95
6	The overall service quality meets my expectations.	3.48	0.97
7	I prefer ride-hailing over street taxis due to better service.	3.78	0.98
8	The app offers VIP/premium ride options for better comfort.	3.60	1.02
	Overall Mean Score	3.53	

Source: Survey Data (2025)

According to Table (4.8), respondents gave rides a mean score of 3.43, indicating that while many consumers find them comfortable, they might improve. A mean score of 3.54 indicates that customers trust the app's drivers, which improves their experience. Most respondents received the lowest mean score of 3.20, showing that car quality is the poorest part of service quality and that consumers are less satisfied with ride-hailing vehicles than other service aspects. Respondents rated the assistance provided by drivers regarding luggage at a mean score of 3.54, that indicates that users appreciate the helpfulness of drivers when needed, reinforcing a positive aspect of the service.

Drivers' adherence to traffic laws and safe driving practices received a mean score of 3.70. This mean score reflects a strong sense of safety among users, as it suggests that they feel secure while being transported. The overall service quality meeting expectations with a mean score of 3.48, indicating a moderately positive perception. Users seem satisfied with the service but may expect further improvements in certain areas. A mean score of 3.78 reveals that respondents prefer

ride-hailing services over traditional street taxis due to perceived better service quality and showing that a strong preference for the convenience and reliability offered by ride-hailing apps. The availability of VIP or premium ride options received a mean score of 3.60, indicating that users appreciate having choices for a more comfortable experience. This feature adds value for those seeking enhanced service quality. The overall mean score of 3.53 indicates that respondents have a moderately positive view of service quality in ride-hailing apps. While aspects such as driver competence and safety received favorable ratings, areas like vehicle quality and ride comfort show potential for improvement to enhance the overall user experience.

Table (4.9) Perception of People about Mobile Taxi Apps

No.	Statement	Mean	Std. Deviation
1	Overall, I am satisfied with my experience using taxi apps.	3.63	0.92
2	I would recommend taxi apps to others.	3.82	0.94
3	I find mobile taxi apps to be convenient for booking rides.	3.71	0.96
4	My experience with online taxi apps has been positive.	3.63	0.94
5	I believe online taxi apps are a better option compared to traditional taxis.	3.70	0.99
6	I believe that mobile taxi apps offer good customer support.	3.52	1.08
7	People in my social circle use these apps frequently.	3.74	0.91
8	Negative reviews from others affect my app choice.	3.58	1.03
	Overall Mean Score	3.67	

Source: Survey Data (2025)

According to Table (4.9), respondents generally express positive perceptions of mobile taxi apps. The overall satisfaction with the experience using taxi apps received a mean score of 3.63, indicating that users feel content with their interactions and services provided by these apps. With a mean score of 3.82, respondents would recommend taxi apps to others. This strong mean score showing that users not only

enjoy the service but also believe in its value enough to advocate for it among friends and family. The convenience of booking rides through mobile taxi apps is reflected in a mean score of 3.71, indicating that users appreciate the ease of using these apps, enhancing their overall experience and satisfaction. Respondents rated their positive experiences with online taxi apps at a mean score of 3.63, reflects that many users have favorable views of the service, reinforcing their overall satisfaction.

Users believe that online taxi apps are a better option compared to traditional taxis with a mean score of 3.70, highlighting that a significant shift in user preference towards digital solutions for transportation. Most of the respondents had the lowest level in customer support of ride hailing services with a mean score of 3.52, indicates that customer support is perceived as the weakest aspect of ride-hailing apps, with users expressing only moderate perception in resolving issues and showing the support systems (e.g., response times, problem resolution) may lack efficiency or accessibility compared to other service features. Respondents also find that people in their social circles frequently use these apps reflected by a mean score of 3.74, that highlights social proof plays a key role in user acquisition. The influence of negative reviews on app choice received a mean score of 3.58, indicates that user opinions and experiences of others play a significant role in shaping individual decisions regarding app usage. The overall mean score of 3.67 indicates that users generally have a positive perception of mobile taxi apps, However, convenience and recommendation mean scores are high, aspects such as customer support could benefit from further attention to enhance user experience and trust.

CHAPTER V

CONCLUSION

This last section discusses the study's important results and how they affect ride hailing application platform perception. The research results are used to make realistic recommendations to improve the platform's user experience and efficiency. This chapter also suggests research to improve ride-hailing services.

5.1 Findings

This study examined Yangon's mobile app-based private transportation perceptions. We surveyed 200 people using standardized questions. Data were examined using descriptive statistics.

The survey findings highlight a generally positive perception of ride-hailing platform services among users in the Yangon region. The data in the trust and safety table reveals an overall mean of 3.56, users feel the platforms are effective in providing a safe environment while using ride-hailing apps, particularly due to features like driver verification, ride tracking, and fraud prevention. The rating system that helps users avoid unsafe drivers mean scored at 3.67, showing the importance of accountability in enhancing users trust. However, the ability to share ride details with emergency contacts received lower ratings, showing that this feature may not be as user-friendly or widely trusted.

User convenience with an overall mean score of 3.71, respondents appreciated the ease of app navigation, quick ride booking, and real-time updates on driver arrivals particularly regarding customer support, which many respondents found difficult to access or inefficient. These elements contribute significantly to a seamless user experience, under- scoring the importance of intuitive design and efficient service in ride-hailing applications. Many users find these apps easy to use, with smooth booking

processes, realtime updates, and transparent pricing, making them a preferred alternative to traditional taxis. The high perception levels in reliability, service quality with overall mean 3.53 and overall experience with mean 3.67 indicate that ride-hailing platforms have successfully addressed many passenger needs features like driver verification, ride tracking, and secure payment options contribute to a sense of trust and reliability. The study reveals a strong preference for ride-hailing apps over traditional taxis, with respondents highly recommending these services to others. Price perception also reflects a favorable overall mean score of 3.58, with respondents acknowledging the fairness and transparency of pricing compared to traditional taxis. The strong approval for upfront pricing before booking enhances user trust in the service.

However, challenges remain in ensuring consistent service during peak hours, where availability and reliability tend to drop, leading to frustration among users and improving loyalty incentives, such as cash back and subscription benefits, which received comparatively lower ratings. While ride-hailing services in Yangon are perceived as a convenient, safe, and cost-effective transportation alternative, further enhancements in customer support, vehicle standards, and peak-hour reliability could strengthen user trust. Finally, ride-hailing platforms are generally meeting user needs but have specific opportunities to elevate the passenger experience through targeted enhancements in safety, reliability, and value-added features.

5.2 Suggestions

Based on the study's findings, the following suggestions are proposed to enhance user perception of the mobile app based taxi apps. To enhance trust and safety, the app should improve the visibility and usability of the emergency contact-sharing feature, possibly through in-app tutorials or prompts. Strengthening real-time safety notifications and ensuring seamless integration with local emergency services could boost confidence in the SOS button. Transparency about data protection measures, such as clear privacy policies or security certifications, may alleviate concerns about personal and payment security. Enhanced night-time safety features, like driver verification badges or AI-driven anomaly detection during rides, could further improve user perceptions, especially for late-night travel. Ride-hailing apps generally excel in usability and efficiency, but

addressing minor weak points particularly in support responsiveness and booking flexibility could help achieve even greater customer perception. While users acknowledge fair base fares and surge transparency, boosting rewards programs and subscription benefits could further improve perceived affordability and loyalty. To maintain and grow their user base, ride-hailing companies should focus on improving customer support responsiveness, upgrading vehicle quality, and enhancing loyalty programs. Addressing peak-hour reliability and increasing trust in safety features could further strengthen passenger confidence. By refining these aspects, ride-hailing services can solidify their position as the leading choice for private transportation in Yangon.

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APPENDIX

A Study on Perception of Mobile App Based Private Transportation in Yangon Case Study: Medium Taxpayers Office-2, Medium Taxpayers Office-4

Dear participants,

My name is Ma Kyi Pyar Phyo Wai. I am a student of Master of Public Administration in Yangon University of Economics. I am researching on “A Study on Perception of Mobile App Based Private Transportation in Yangon”. The survey aims for only academic research. Please tick in the appropriate box and also fill in the blank spaces are provided for those questions. The questionnaire will take around five minutes to complete and please help to answer the questions carefully. Thank you very much for your participating.

Best Regards,

Ma Kyi Pyar Phyo Wai

MPA II -30 (22nd Batch- Online)

Yangon University of Economics

Section One: Demographic Characteristics of Participants

Q1. Gender

Male

Female

Q2. Age

20-35years

36-45years

46-60 years

Above 60 years

Q3. Marital Status

Single

Married

Q4. Education Level

Bachelor Degree

Master Degree

PhD Degree

Q5. Income

200,000-300,000

300,000-400,000

Above 400,000

Q5. How often do you use taxi app?

Daily

Weekly

Monthly

Rarely

Section Two: Perception on Ride Hailing Taxi Applications

Please choice your opinion on each of the following questions by using the Five Likert Scales. (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Trust and Safety

No.	Statement	1	2	3	4	5
1	The app provides sufficient information about driver verification (ID checks, background screening).					
2	The app allows me to share my ride details with emergency contacts.					
3	I feel safe using ride-hailing apps at night.					
4	I have never experienced harassment or fraud while using ride-hailing apps.					
5	The app protects my personal and payment data securely.					
6	The rating system helps me avoid unsafe drivers.					
7	The in-app SOS/emergency button makes me feel secure.					
8	I believe the app accurately tracks the ride.					

User Convenience

No.	Statement	1	2	3	4	5
1	The app is easy to download and install.					
2	It is easy to create an account on the app.					
3	The app quickly finds available drivers near me.					
4	I can book a ride quickly (within 1 minute).					
5	The app shows accurate pickup and drop-off locations.					
6	I receive real-time updates about my driver's arrival.					
7	I can easily modify or cancel a booking if needed.					
8	The customer support is easily accessible through the app.					

Reliability

No.	Statement	1	2	3	4	5
1	Drivers are usually on time for pickups.					
2	The estimated arrival time provided by the app is accurate.					
3	The ride-hailing service is available in the areas where I need it.					
4	Drivers follow the GPS route without unnecessary detours.					
5	I can rely on the app to provide transportation even during peak hours.					
6	I rarely experience ride cancellations by drivers.					
7	I receive receipts/trip history without errors.					
8	Customer support resolves issues promptly.					

Ease of Use

No	Statement	1	2	3	4	5
1	The app has a clear and intuitive interface.					
2	The app is easy to navigate, even for first-time users.					
3	The app does not require too many steps to book a ride.					
4	The booking process is straightforward and efficient.					
5	The app loads quickly and responds promptly to my actions.					
6	The font size and icons are easy to see and understand.					
7	I can use the app without technical assistance.					
8	Notifications (promotions, ride updates) are clear and useful.					

Price

No	Statement	1	2	3	4	5
1	Ride hailing application is fair and reasonable price among other taxi and we can know the price before booking.					
2	The app offers frequent discounts and promotions.					
3	The ride-hailing service is a cost-effective transportation option for me.					
4	The app clearly communicates any surge pricing or additional fees.					
5	The fares are reasonable for the distance I travel.					
6	I receive cashback or rewards for frequent usage.					
7	The app offers subscription plans that save money.					
8	I believe the price reflects the quality of the service.					

Service Quality

No.	Statement	1	2	3	4	5
1	The app rides are always very comfortable for passengers					
2	App's drivers possess great driving competencies					
3	The vehicles that app uses to convey passengers are of high quality					
4	I receive help from drivers when needed (e.g., luggage).					
5	Drivers follow traffic laws and drive safely.					
6	The overall service quality meets my expectations.					
7	I prefer ride-hailing over street taxis due to better service.					
8	The app offers VIP/premium ride options for better comfort.					

Section C Perception of People about Mobile Taxi Apps

No	Statement	1	2	3	4	5
1	Overall, I am satisfied with my experience using taxi apps.					
2	I would recommend taxi apps to others.					
3	I find mobile taxi apps to be convenient for booking rides.					
4	My experience with online taxi apps has been positive.					
5	I believe online taxi apps are a better option compared to traditional taxis.					
6	I believe that mobile taxi apps offer good customer support.					
7	People in my social circle use these apps frequently.					
8	Negative reviews from others affect my app choice.					