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# DETERMINANTS INFLUENCING CUSTOMER PERCEIVED VALUE TOWARD APPLICATION-BASED TAXI & APPLICATION-BASED CAR IN BANGKOK: A STUDY

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**ABSTRACT**

*Of this study, lifestyle of people has been changing through time. People do transactions through m-commerce platform more and more. Transportation is a good example. In this particular study, the customer perceived value was raised up to be studied. It was influenced by my many factors from previous theories and studies. However, the study aimed at study the determinants influencing customer perceived value between application-based taxi and application-based car in Bangkok. The findings resulted that all four variables which were Physical Environment Quality, Service Quality, Corporate Brand or Image, and Self-Service Technology Quality had a significant effect on customer perceived value of application-based taxi. Applied the same logic to application-based taxi, the Physical Environment Quality had no significant influence on the customer perceived value. Apart of that Technology readiness had a significant influence on Self-Service Technology Quality of the two groups. The research was applied to test all 400 Thai respondents of which 200 repondents came through application-based taxi and another 200 respondents were from application-based car, through online questionnaires of 2018. Descriptive and Inferential Statistics were used with the study. Moreover, purposive, cluster, and convenience sampling were employed in this study as well.*

***KEYWORDS:*** *Customer Perceived Value, Environment Quality, Self-Service Technology Quality.*

## Introduction

Digitalization has transformed the world seems to be a statement that we have heard a lot from time to time, Almost a decade, its impact the internet-of-thing society. Then there are emerging businesses encountering with the m-commerce platform. Many researchers (Ali, 2016; Feng, Hoegler and Stucky, 2006; Veijalainen, Terziyan and Tirri, 2006) found that businesses have been emerged by new opportunities in m-commerce and embedded in the well-defined business plan by many senior managers. Transportation industry is also affected by this consequence. Beginning with transportation mode, in metropolitan area like Bangkok, there are quite a lot of the mode like bus, rail system (BTS Sky train and MRT, airport rail link), water transport like water bus and so on depending on the characteristics of the transportation mode. However, rush hour and comfort would be the definite terms for people living in the area. One interesting business fit with the behavior of people is about taxi, the solution in a daily rush hour and convenient mode of transportation. Many taxi hailing applications raised up in recent years. The applicable ones in Thailand are like Grab, All Thai Taxi, Taxi OK and LINE Taxi. The most powerful one is Grab Taxi that take a good trend to catch up the market.

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For almost six-year presence in the market, it has diversified the service into five major categories of transportation as followings.

- Grab Car – The taxi service by using registered personal car
- Grab Taxi – The taxi service by using registered taxi car
- Grab Bike – The taxi service by using motorbike.
- Grab Express – The parcel delivery service by using
- Grab Food – The food delivery service for the registered restaurants

For this example of business model, Grab Car leads to the challenge on taxi market, as it is not fully authorized by Thai Government. Still the customers also choose this service as well. Other applications are the registered taxis of which are also optional for customers. The consequence of the study will reflect a clear position of the companies themselves in term of customer's value. On account of the fact that sustainability is the key of survival in business, marketing and management team can also develop strategic plan to expand market size to new customer further and also to retain old customers.

**Literature Review**

- **Technology readiness (TR) and Service quality on Self-service technologies (SQ-SSTs)**

Lin and Hsieh (2011), suggested that Technology readiness acts as a stimulus of SQ-SSTs. The study pinpointed that higher level of SQ-SSTs also given by the higher of TR. In addition, Vize, Coughlan, Kenedy and Ellis-Chadwick, (2013) found out when developing web-based solutions that TR also influenced level of SQ-SST. Higher assertion on TR will provide higher SQ-SSTs. Chen, S., Chen, H. and Chen, M. (2009) also pinpointed that SSTs can be influenced either both positive and negative impact by technology. If the users tend to be discomforted from the use of technology rather than readiness to adopt new technologies. This signals negative impact already. Therefore, positive aspect of TR should be encouraged by service providers.

- **Service quality on Self-service technologies (SQ-SSTs) & Customer Perceived Value (CPV)**

Having noticed by Overby, Woodruff and Gardial (2005) that service value is created through the goal achieved by customers, SQ-SSTs is further studied. Ho and Ko (2008) proposed that customer perceived value is significantly influenced by SQ-SSTs. When customer's experience is answered by different dimensions such as convenience, security, assurance, and functionality of SSTs usage, customer perceived value will be raised up. The clear examples of benefits are like time and cost saving, immediate problem solving, ease of use of the technology, avoiding interaction with service employee.

- **Physical environments quality and Customer Perceived Value (CPV)**

Brand image or corporate image can possibly have been described in many ways because of its complexity (Ryu, Han and Kim, 2008). However, some researchers have tried to find relativeness on customer perceived value. For an airline industry, Ostrowski, O'Brien and Gordon, (1993) noted that positive image is influenced by positive experience over time. Same as restaurant industry, consumer's cumulative perception of experience or the value accumulated over time, is influenced by restaurant's image as well. There are regarding through atmospherics or physical environment, apart from food quality or service quality. Booms and Bitner (1982) introduced that the physical environment directly affected to brand or place's image. Services cape is the key impact on restaurant's brand image. For hospitality firm, the quality of physical environment draws revisit intention as well.

- **Physical environments quality and service quality on Customer Perceived Value (CPV)**

Many studies emphasized on product quality and service quality enhanced knowledge that these factors cause customer perceived value (Chen and Hu, 2010; Zeithaml, 1988). Eggert and Ulaga (2002) provide logical assumption that service quality features (e.g., tangibles, reliability, empathy, assurance, and responsiveness) have positive relationship on customer perceived value. Bitner (1992) raised up the study that customer perceived value was provided through good services cape and service offering. Mattila (1999) also put a picture shown that a hotel's traveler's perceived value in term of business travel through servicescape. In a study of Chinese restaurants by Liu and Jang (2009), customer perceived value also stimulated by physical environments or atmospherics.

- **Corporate image and MCustomer Perceived Value (CPV)**

There is a summary on studies on restaurant industry implying that customers with excellent restaurant image in their mind will have a positive customer perceived value and favorable customer

satisfaction. Lai, Griffin and Babin, (2009), exposed that customer loyalty is determined by customer satisfaction and customer perceived value. Before that, corporate image and customer perceived value are significantly. Ryu et al. (2008) also put effort to the study relationships among restaurant image with customer perceived value and discovered that customer perceived value and customer satisfaction were influenced by restaurant image. In additions, Cretu and Brodie (2007) also confirmed the power of positive brand image and company reputation has positive impact on customer perceived value.

**Research Hypotheses**

**$H1_o$:** Physical Environment Quality has no significant influence on Customer Perceived Value of application-based taxi.

**$H1_a$:** Physical Environment Quality has a significant influence on Customer Perceived Value of application-based taxi.

**$H2_o$:** Service Quality has no significant influence on Customer Perceived Value of application-application-based taxi

**$H2_a$:** Service Quality has a significant influence on Customer Perceived Value of application-application-based taxi.

**$H3_o$:** Corporate or Brand Image has no significant influence on Customer Perceived Value of application-based taxi.

**$H3_a$:** Corporate or Brand Image has a significant influence on Customer Perceived Value of application-based taxi.

**$H4_o$:** Self-Service Technologies Quality has no significant influence on Customer Perceived Value of application-based taxi

**$H4_a$:** Self-Service Technologies Quality has a significant influence on Customer Perceived Value of application-based taxi

**$H5_o$:** Technology Readiness has no significant influence on Self-Service Technologies Quality of application-based taxi

**$H5_a$:** Technology Readiness has a significant influence on Self-Service Technologies Quality of application-based taxi

**$H6_o$:** Physical Environment Quality has no significant influence on Customer Perceived Value of application-based car.

**$H6_a$:** Physical Environment Quality has a significant influence on Customer Perceived Value of application-based car.

**$H7_o$:** Service Quality has no significant influence on customer perceived value of application-application-based car.

**$H7_a$:** Service Quality has a significant influence on Customer Perceived Value of application-application-based car.

**$H8_o$:** Corporate or Brand Image has no significant influence on Customer Perceived Value of application-based car.

**$H8_a$:** Corporate or Brand Image has a significant influence on Customer Perceived Value of application-based car.

**$H9_o$:** Self-Service Technologies Quality has no significant influence on Customer Perceived Value application-based car.

**$H9_a$:** Self-Service Technologies Quality has a significant influence on Customer Perceived Value of application-based car.

**$H10_o$:** Technology Readiness has no significant influence on Self-Service Technologies Quality of application-based car.

**$H10_a$:** Technology Readiness has a significant influence on Self-Service Technologies Quality of application-based car.

**Conceptual Framework**

The researcher comes up with the model to measure the level of customer value between application-based taxi and application-based car in Bangkok as followings.

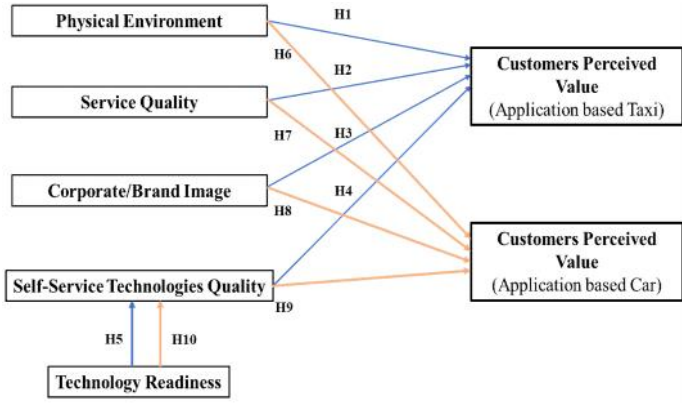


**Figure 1: The Research Framework**

## Research Methodology

The objectives of this study are divided into two main ideas. First thing first, it aims to study the influence level of each independent variable which are Physical environment quality, Service quality, Self-service technology quality, Technology readiness toward dependent variable of Customer perceived value of people living in Bangkok among application-based taxi and application-based car. The researcher applies idea of descriptive research used in the study, relevant literature review and prior scholarship toward desired subject is collected as much as possible to offer pattern in interpretable form of research (Guzzo, Jackson and Katzell, 1987). Ethridge (2004) also suggest that descriptive research is suitable to describe problem as well as characteristics or behavior of sample population. It provides opportunity to integrate the qualitative and quantitative methods of data collection.

For this research, quantitative study is preferable. The researcher chose to use a survey administered questionnaire as a method of to collect primary data from 8 Parts. Five-points Likert's Scale is adopted by ranging the scale of 1 (strongly disagree) to 5 (strongly agree) to questionnaire Part 2-7 to see the level of influence on each variable. Cronbach's Alpha, is applied to test the reliability of questionnaire. Pretest or pilot test is to serve 40 samples of which divided into 20 samples for each group of questionnaires (application-based taxi and application-based car). The level of influence of independent variables on dependent variables is designed to test with Multiple Linear Regression, regards to the target population in Bangkok area, of which approximately 4.5 million people. This number includes respondents over 18 years old as they might have propensity to use the application and sampling unit is then selected through this group. In this research, through the online survey questionnaire used, 400 respondents are the targeted number. Cluster sampling is also adopted in this study as 200 respondents will be from application-based taxi and another 200 respondents from application-based car.

## Questionnaire Reliability

Cronbach (1951) suggested the reliability test that describes the level of confidence with acceptable level 0.6. The value of the alpha is a number between 0 and 1. Experienced user of the application-based taxi and application-based car were measured. From the test, reliability of each variable is more than 0.6 as provided in the following table:

**Table 1: The Summary of Reliability Analysis**

- **Application-based Taxi Sample**

| Variable | Alpha test (α-test) |
|---|---|
| Quality of Physical Environment | 0.813 |
| Service Quality | 0.835 |
| Corporate/Brand image | 0.803 |
| Self Service Technology Quality | 0.778 |
| Technology Readiness | 0.752 |
| Customer Perceived Value | 0.846 |

- **Application-based Car Sample**

| Variable | Alpha test (α-test) |
|---|---|
| Quality of Physical Environment | 0.873 |
| Service Quality | 0.648 |
| Corporate/Brand image | 0.753 |
| Self Service Technology Quality | 0.854 |
| Technology Readiness | 0.635 |
| Customer Perceived Value | 0.657 |

**Summary of the study**

According to the data collected indicated that major percentage of respondents' gender for application-based taxi was 54% (108) as male, and another 46% (92) as female, respectively. Another way around of application-based car contributed to 48.5% (97) of male and 51.5% (103) of female. For Marital Status, application-based taxi's respondents fell into 61% (122) of the single and 39% (78) for those who are married. While the respondents of application-based car reflected 74% (148), 25% (50), and 1% (2) for single, married, and divorced or separated respectively. As a matter of age group for application-based taxi, most percentage wass pinned to the age between 26-35 years, 46%, (92), following by 29.5% (59) of age between 18-25 years, 24% (48) of age between 36-45 years, 0.5% (1) of age between 46-55. For application-based car's respondents, major age group was 55% (110) of 26-35 years, following by 27.5% (55) of 18-25 years, 15% (30) of 36-45 years, and 2.5% (5) of 46-55 years.

In the sense of income level, respondents from application-based taxi were mostly 28% (56) of 30,001-40,000 Baht income level. Others were accounted for 24% (48) of 20,001-30,000 Baht income level, 21% (42) of 40,001-50,000 Baht income level, 17.5% (35) of Less than 20,000 Baht income level, and 9.5% (19) of More than 50,000 Baht income level. For application-based car's respondents, the highest percentage was accounted for 28.5% (57) of 20,001-30,000 Baht income level, following by 27% (54) of 30,001-40,000 Baht income level, 18.5% (37) of 40,001-50,000 Baht income level, 14.5% (29) of Less than 20,000 Baht income level, and 11.5% (23) of More than 50,000 Baht income level.

For educational background, Bachelor's Degree contributed the highest percentage of 54.5% (109), following by 24.5% (49) of Master's Degree, and 21% (42) of Below Bachelor's Degree for application-based taxi's respondents. For application-based car's respondents, it followed 48% (96) of Bachelor's Degree, 35.5% (71) of Master's Degree, 16% (32) of Below Bachelor's Degree, and 0.5% (1) of Doctor's Degree respectively. For occupation, most respondents from application-based taxi were 39% (78) of private company employee, following by 24% (48) of government or state enterprise employee, 20% (40) for student or college, and 17% (34) for business owner. Most respondents from application-based car were 50.5% (101) of private company employee, 23% (46) for business owner, 13.5% (27) for student or college, and 13% (26) of government or state enterprise employee. Last but not least, nationality among two groups of respondents are all Thai citizens living in Bangkok.

**Hypotheses Testing**

Multiple Linear Regression and Single Linear Regression Analysis were used to identify hypothesis testing. The researcher applied the method of Multiple Linear Regression from hypothesis 1-4 and 6-9. The independent variables of physical environment quality, service quality, corporate or brand image, self-service technology quality, were analyzed through the influence of customer perceived value (dependent variable). Another independent variable of technology readiness (independent variable) was scrutinized through the impact of self-service technology (dependent variable) by Single Linear Regression. Hypothesis 5 and 10 were tested then as shown in the table.

**Table 2: Model Summary of Application-based Taxi (Multiple Linear Regressions)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .441[a] | .195 | .178 | .41840 |
| Predictors: (Constant), Self-Service Technology Quality, Physical Environment Quality, Corporate or Brand image, Service Quality | | | | |

From the table 2, the value of R 0.411 showed a positive correlation. R square reflected the strength of the relationship equal to 0.195. To explain overall picture, the adjusted R-Square value of 0.178 explaining that 17.8 % of customer perceived value toward application-based taxi was influenced by Self-Service Technology Quality, Physical Environment Quality, Corporate or Brand image, and Service Quality.

**Table 3: Summary of Hypotheses Testing of Application-based Taxi (Multiple Linear Regression)**

| Model | | Unstandardized Coefficients | | Sig. |
|---|---|---|---|---|
| | | B | Std. Error | |
| 1 | (Constant) | 1.756 | .349 | .000 |
| | Physical Environment Quality | .163 | .070 | .020 |
| | Service Quality | .148 | .067 | .028 |
| | Corporate or Brand image | .137 | .053 | .010 |
| | Self-Service Technology Quality | .132 | .059 | .026 |

Dependent Variable: Customer Perceived Value

With table 3, the level of significance of Physical Environment Quality, Service Quality, Corporate or Brand image, Self-Service Technology Quality are 0.020, 0.028, 0.010, and 0.026 respectively of which considered lower than 0.005. Therefore, all null hypotheses ($H1_o$, $H2_o$, $H3_o$, $H4_o$) for all independent variables should be rejected. All variables have significant influence on Customer Perceived Value of application-based taxi.

**Table 4: Model Summary of Application-based Car (Multiple Linear Regressions)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .581[a] | .337 | .324 | .41080 |

Predictors: (Constant), Self-Service Technology Quality, Physical Environment Quality, Corporate or Brand image, Service Quality

According to table 4, the value of R 0.581 showed a positive correlation. Then R square reflected the strength of the relationship equal to 0.337. To clarify, the adjusted R-Square value of 0.324 explaining that 32.4 % of customer perceived value toward application-based car was influenced by Self-Service Technology Quality, Physical Environment Quality, Corporate or Brand image, and Service Quality.

**Table 5: Summary of Hypotheses Testing of Application-based Car (Multiple Linear Regression)**

| Model | | Unstandardized Coefficients | | Sig. |
|---|---|---|---|---|
| | | B | Std. Error | |
| 1 | (Constant) | 1.570 | .264 | .000 |
| | Physical Environment Quality | .032 | .067 | .632 |
| | Service Quality | .234 | .075 | .002 |
| | Corporate or Brand image | .152 | .053 | .004 |
| | Self-Service Technology Quality | .233 | .060 | .000 |

Dependent Variable: Customer Perceived Value

With table 5, the level of significance of Physical Environment Quality, Service Quality, Corporate or Brand image, Self-Service Technology Quality are 0.632, 0.002, 0.004, and 0.000 respectively of which considered lower than 0.005. Therefore, all null hypotheses ($H7_o$, $H8_o$, $H9_o$) for all independent variables should be rejected, except Physical Environment Quality ($H6_o$). Physical Environment Quality has no significant influence on Customer Perceived Value of application-based car.

**Table 6: Model Summary of Application-based Taxi (Single Linear Regression)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .200[a] | .040 | .035 | .53232 |

Predictors: (Constant), Technology Readiness

With the Table 6, the value of R 0.200 showed a positive correlation. Then R square reflected the strength of the relationship equal to 0.40. To assume, the adjusted R-Square value of 0.035 explaining that 3.5 % of Self-Service Technology Quality toward application-based taxi was influenced by Technology Readiness.

**Table 7: Summary of Hypotheses Testing of Application-based Taxi (Single Linear Regression)**

| Model | | Unstandardized Coefficients | | Sig. |
|---|---|---|---|---|
| | | B | Std. Error | |
| 1 | (Constant) | 3.264 | .249 | .000 |
| | Technology Readiness | .205 | .071 | .005 |

Due to Table 7, Technology Readiness showed significance level of 0.005 which was less than .05 making null hypothesis ($H5_o$) rejected, implying that Technology Readiness has a significant influence on Self-Service Technologies Quality of application-based taxi.

**Table 8: Model Summary of Application-based Car (Single Linear Regression)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .388[a] | .150 | .146 | .55915 |
| Predictors: (Constant), Technology Readiness | | | | |

According to Table 8, Technology Readiness was formed significance level at 0.000 which was less than .05 making null hypothesis ($H10_o$) rejected, implying that Technology Readiness has a significant influence on Self-Service Technologies Quality of application-based car.

**Table 9: Summary of Hypotheses Testing of Application-based Car (Single Linear Regression)**

| Model | | Unstandardized Coefficients | | Sig. |
|---|---|---|---|---|
| | | B | Std. Error | |
| 1 | (Constant) | 2.307 | .282 | .000 |
| | Technology Readiness | .430 | .073 | .000 |

According to Table 9, Technology Readiness was formed significance level at 0.000 which was less than .05 making null hypothesis ($H10_o$) rejected, implying that Technology Readiness has a significant influence on Self-Service Technologies Quality of application-based car.

**Discussion**

- **Physical Environment Quality**

Physical Environment Quality has a significant influence on Customer Perceived Value of application-based taxi but not for the application-based car. Following the concept from Booms and Bitner (1982), there is a direct effect of physical environment quality towards brand image. Apart of that, services cape was considered in this sense as well. However, when showing no significant influence in the section of application-based car, this might due to the assumption that customers might perceive that quality of services cape might be less affected than other factors such as price and promotion from the brand operators.

- **Service Quality**

Service Quality were tested to have significant influence on Customer Perceived Value application-based taxi and application-based car. This is confirmed by the past review by many studies emphasized on product quality and service quality enhanced knowledge that these factors cause customer perceived value (Chen and Hu, 2010; Zeithaml, 1988).

- **Corporate or Brand Image**

Ryu et al. (2008) Cretu and Brodie (2007) put effort to the study influence among image with Customer Perceived Value and found that customer perceived value and customer satisfaction were influenced by image. Additionally, Cretu and Brodie (2007) stated that customer perceived value was also impacted by the power of positive brand image and company reputation positively. Therefore, Corporate or Brand Image has a significant influence on Customer Perceived Value of application-based taxi and application-based car.

- **Self-Service Technology Quality**

Self-Service Technology Quality also a factor having significant influence towards Customer Perceived Value of application-based taxi and application-based car. According with literature review from Ho and Ko (2008), they proposed that customer perceived value was significantly influenced by Self-Service Technology Quality. To increase it, customer might be able to be achieved by convenience, security, assurance, and functionality of Self-Service Technology usage.

- **Technology Readiness**

Lin and Hsieh (2007) and Vize et al. (2013) suggested that Technology Readiness acted as a stimulus of Self-Service Technology Quality. Moreover, Chen et al. (2009) also implied that when customer was comfortable with the use of technology this pretty much reflected positive sign on Technology Readiness which later could be influenced to positive impact of Self-Service Technology Quality. Thus, Technology Readiness shows a significant influence towards Self-Service Technology Quality for both application-based taxi and application-based car.

**Managerial Implications**

For application-based taxi, most influencing would be Corporate or Brand Image. Basic implication would be understandable in term of well known and good reputation of the service provider. The company might need a good public relation to entrust Customer Perceived Value in this sense. Positive word of mouth with good viral marketing might be an effective way as well. For application-based car, customer viewed that Self-Service Technology Quality affected Customer Perceived Value. This implies that for whom using this approach as transportation mode can be possible to manage their life in efficient ways and. Good strategy for the developer or service provider of the application should consider about safe transactions. They might ensure customers in term of securitized payment, private information protection and transportation history tracking. Apart of that, the more user friendly of the application show, the little effort of customer exerted in using the application.

In a chance for managerial implication, to grasp this growing business opportunities, target market should be clearly out looked by management as they might value things differently. It will affect the way to design promotions to this specific market, especially for this particular market. Service Quality was the second common influencing factors of Customer Perceived Value for both groups. As mentioned previously as application-based car was considered grey in Thailand as the car did not acquire fully authorized registration. It was just one of customer choices to choose. However, in management perspective, they should consider in two perspectives. Of the first view, as the operator was just the connector of customer and taxi or car drivers. The criteria of the selection of driver should be competitive so that the qualified driver will put effort to high Service Quality. This will enhance Customer Perceived Value of application-based taxi and car. In another view, Thai Government might need to reconsider that allowing application-based car to operate no matter they are Grab or other emerging operators which will facilitate competitive environment in transportation sector. Everyone will be eager to improve Service Quality to survive in the sector.

**Limitations and Directions for Future Research**

Regarding to this study, the independent variables were Physical Environment Quality, Service Quality, Corporate or Brand Image, Self-Service Technology Quality, Technology Readiness. There might be any other variables suitable to explain Customer Perceived Value that might be considered to further study. Furthermore, the study was conducted focusing respondents living in Bangkok only. All respondents were Thais. The result might be expanded to foreigners in the next occasion. In the same way, other geographical market might be a good field to study as this technology adoption is now embedded in many industries already.

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