**FACTORS THAT AFFECT TO PURCHASE INTENTION OF
UBER (CAR SERVICE)**

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FACTORS THAT AFFECT TO PURCHASE INTENTION OF UBER (CAR SERVICE)

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ABSTRACT

According to technology change very fast nowadays, Uber car service is the one of business that uses technology of mobile application to help customers to using car service easier.

The purpose of this paper is to examine the factors that affect to customers purchase intention of Uber car service. This research studies five factors which are Perceived Ease of Use, Perceived Usefulness, Satisfaction, Trust and Brand Image. The methodology of this research designs to use quantitative approach by create online survey for collecting data and analyze the data by using SPSS program.

The results indicate that Satisfaction and Trust are the key factors that affect to customers purchase intention of Uber car service. Moreover, it is proved that Perceived Ease of Use, Perceived Usefulness and Brand Image no affect to customers purchase intention of Uber car service.

Finally, this research will be a guideline to everyone who interested in this kind of business.

KEY WORDS: Uber / Car Service / Mobile Application / Purchase Intention

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CHAPTER I
INTRODUCTION

Nowadays, there are many public transportation that serve people who live in Bangkok. The type of the transportation chosen will depend on the distance, time and numbers of people in the party. Some of the choices for the example, Bus, BTS, MRT, BRT, etc. are mass transit and time saving, but they are limited by routes and service hours. Another public transport that is very popular is Taxi because it is more convenient than others. It can reach the doorstep of your destination; you can go anywhere that you want to anytime. It is quite quick and also saves your time if the traffic is not bad. Moreover it is also a great way when going to the place where you don't know the direction or when travelling with large luggage that is not suitable to carry onto other public transports. Besides taxi is also a good choice such as when you cannot drive, after drinking alcohol, being disable person, sick or feeling sleepy etc. For the Taxi cost, it is not too expensive compare to the cost of living or compare to travelling by personal vehicle. However, there are negative sides for travelling by Taxi. Most people complain about service mind of the drivers, the main problem is the drivers often refuse to pick up passengers and talk to the passengers impolitely. Another problem concerned is about safety, there are lots of news about crime when people travel by taxi. Drivers always frighten passengers especially ladies. All of these make them feel unsatisfied and unsafe when using taxi service.

As technology has been changed very fast especially for mobile phone markets, the development of mobile phone and application from vendors can make people life more convenient and better. People use mobile phone for a variety of purposes such a communication, entertainment, financial activities, or even online shopping. Most of them use mobile phone as part of their life so it becomes the fifth basic human needs for today. There are many factors that lead people to consider on using smartphone and application, for example trend of smartphone usage has increased dramatically in recent years (national statistical, 2014). Trend of smartphone price has decreasing and potential of 4G network especially in Bangkok area has expanding and etc.

In the following graphs below, Figure 1.1 shows the trend of computer, Internet and mobile phone usage from year 2010 to year 2014 in Thailand. Mobile phone users were about 61.8% (38.2 million) and increased to 77.2% (48.1million). These numbers tend to continue rising in the future. For the usage of mobile phone, Bangkok also had the highest proportion of users at 89.2% as shows in Figure 1.2.
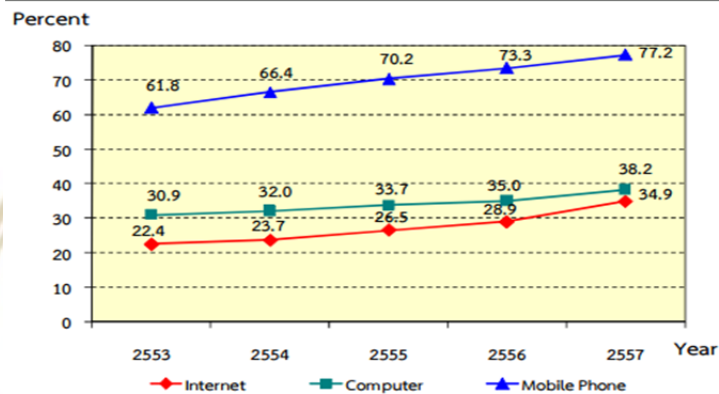
Figure 1.1 Mobile phone Users in Thailand from year 2010 – 2014
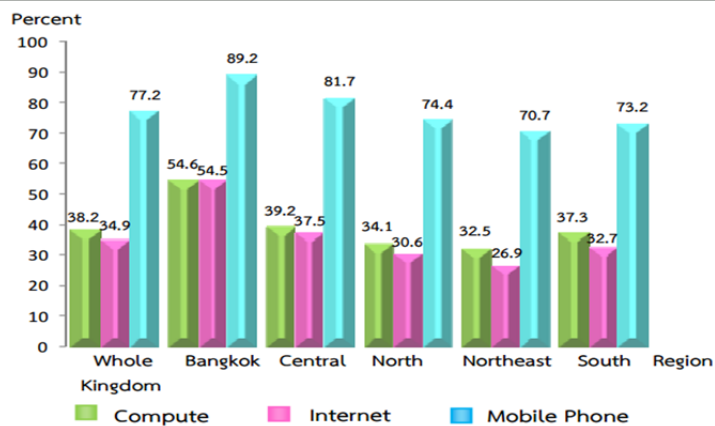
Figure 1.2 Percentage of Users by region from year 2010 – 2014
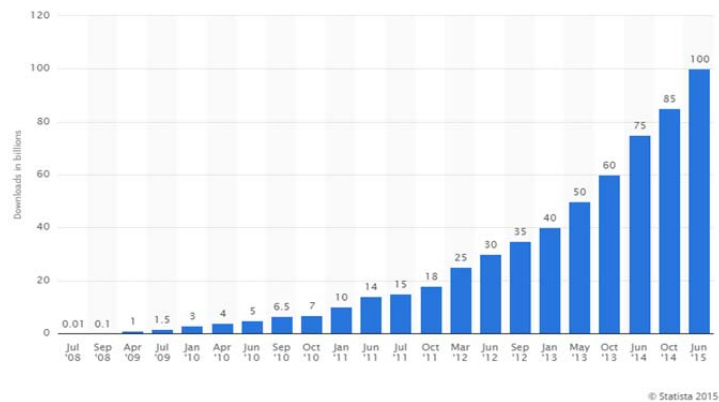
Figure 1.3 Cumulative number of apps downloaded from the Apple App Store from July 2008 to June 2015 (in billions)

All of these reasons have created the opportunity for Uber to become an alternative for people in Bangkok because Uber can offer a convenient, easy to use, and time saving service to their customers. Moreover, they ensure customers a safe arrival at the destination with impression. Uber application enables a passenger to connect to an Uber taxi driver directly instead of hailing a Taxi on the street. The Uber application uses the GPS to detect location of customers and connects them to the nearest driver. Customers can choose between UberX or UberBLACK car. (UberX is usually a private car while UberBLACK is a more exclusive car). Customers can enter the destination and get the price estimate, so they won't be surprised later. After the ride, customers will receive a detailed e-mail about their trips. This process sounds very convenient, fast and simple.
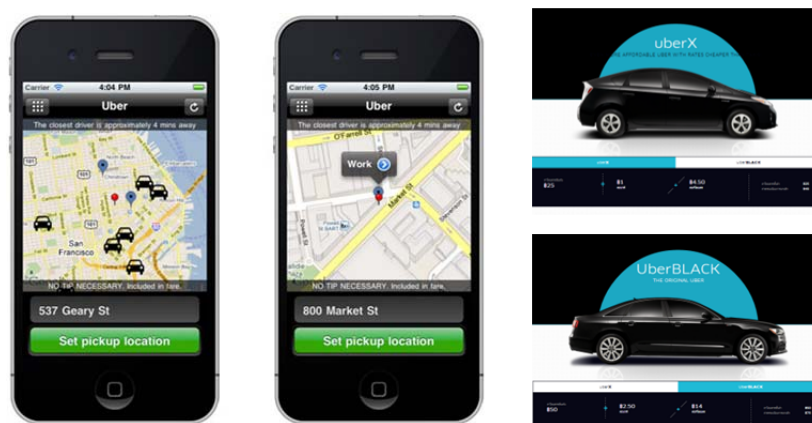
Figure 1.4 Example of Uber Application and Uber car

This research aims to study on the factors that have effect on customer purchase intention of Uber car service via Uber application and understand which factors are the most important to focus on. Therefore, this research can provide the knowledge and benefit that can be the guideline for everyone who is interested in this kind of business.

1.1 Problem Statement

As mentioned previously, Uber car service appears to be a good choice for customers who concern about safety, service quality, convenience, etc. when travelling. The objective of this research is to focus on the factors that affect customers purchase intention of Uber car service via Uber application.

1.2 Research Question

This research aims to identify the factors that affect customers purchase intention of Uber car service via Uber application and demographic of Uber customers in Bangkok area.

1.3 Research Objectives

1. To analyze the factors that affect customers purchase intention of Uber car service via Uber application.

2. To know the association among the factors that influence customers to use Uber Car service.

3. To understand the reason of customers who purchase Uber car service.

CHAPTER II
LITERATURE REVIEW

In Bangkok, there are many public transportation such as Bus, BTS, MRT, Boat etc. but they are limited by routes and service hours. Thus, taxi is a public transport that most people use for travelling because it is more convenient and can reach their exactly destination more than others public transport. However, most people always complaint about the service quality of taxi drivers and concern about safety when they travelling alone.

While mobile application is widely used now a day. Thus, many businesses have realized in this situation to created apps to connect with their customers. For these reason, Uber Apps is launched. Uber refers to car services which are hired via the mobile application. This is an alternative service that differentiates from normal Taxi. So this research focus on the factors that affects to purchase intention of Uber car service via Uber application.

2.1 Theoretical Foundation

2.1.1 Technology Acceptance Model

One of the popular models that relates to technology acceptance and use is the technology acceptance model (TAM), has been developed by Davis in 1986. The objective of this model is help to explain and predict user behavior of information system usage (Legris et al., 2003). The TAM model is adapted from Ajzen and Fishbein's theory of reason action and the theory of plan behavior (Ajzen, 1980; Tong, 2010). TAM model explains that an individual's behavioral intention is determined by attitude towards the behavior. When people have more positive attitude, they are likely to accept and adopt the technology more (Cheng et al., 2012). Perceived Usefulness and Perceived Ease-of-Use are the two vital components of TAM model which are the leading factors

to measure consumers' attitude toward new technologies. Thus, TAM should be the effective model to study about consumers' attitude and intention toward using application.
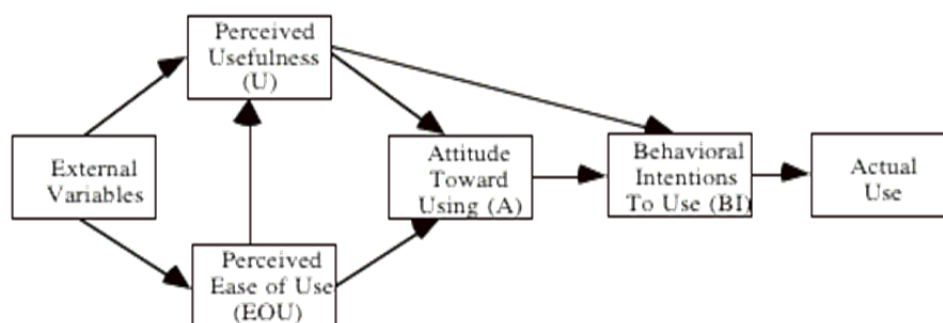
Figure 2.1 Technology Acceptance Model (TAM) Davis (1989)

1. Perceived Usefulness, usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989) While Perceived Usefulness refers to consumers' perceptions or feeling of customers about the potentiality of a new service that can provide many benefits and help them to improve their job performance when using the service (Monsuwe et al., 2004). According to Tan and Teo, (2000) refers that Perceived Usefulness can help to measure the willingness to adapt something new compare to traditional values of the customers.

2. Perceived Ease of Use, can be defined as "the degree to which the user expects the target system to be free of efforts" (Davis, 1989). In TAM model, Perceived Ease of Use has a positive impact on Perceived Usefulness, which has a direct impact on attitude toward purchase intention. Perceived ease to use refers to the feeling or attitude of customers about how easy or comfortable when they use the new system or new technology to purchase products or services online (Ndubisi et al., 2003). Many studies find that Perceived Ease of Use has a positive impact on customers' attitude toward purchasing intention. Conversely, if customers perceive that the system or application is hard to use, they will demonstrate a lower online purchasing intention (Green, Pearson, & Pearson, 2007).

2.1.2 Satisfaction

Customer satisfaction is when products and services meet the expectation of the customers. In other hand, customer satisfaction as the customer experience (Cronin and Taylor, 1994). Satisfaction is the word that important for running online business because satisfaction will occur when products and services meet the expectation of the customers (Kotler, 2001). Customer satisfaction can make customer loyalty and repetitive purchase which will increase profitability of the online business (David, 2002). Satisfaction can be the important factor in order to measure the attitude of customers when they buying online products or services.

Moreover, Anderson and Srinivasan (2003) find that "Satisfaction may be best understood as an ongoing evaluation of the surprise inherent in a product acquisition and/or consumption experience" The definition of satisfaction by the research of Anderson and Srinivasan (2003), they say that customers satisfaction is a perceive degree of happiness with regard to purchase experience of customers with online services provider. Normally, the relationship between customers online purchase intention and customers satisfaction can assume to be positive (Ha et al., 2010; Hackman et al., 2006; Wen, 2009)

2.1.3 Trust

For online purchasing, trust is a major motive of customers that affect to online transaction (Paulou, 2003). Many studies dispute that the importance of trust has been exaggerate, especially in the extent to which it predicts/directs action (Achrol, 1997; Grayson and Ambler, 1999). The definition of trust in e-commerce research is a personal's beliefs concerning various attributes of the other party (Mcknight and Chervany, 2002). Trust can be the main factor that builds the success for online business (Jarvenpaa and tractinsky, 1999). Online trust depends on perception of benefits or risk of the online transaction. (Teo and Liu, 2007). Many studies have summarized that if the consumer online trust level is higher, it will affect more online purchase intention of customer. (Verhagen et al.,2006; Mcknight et al., 2002; Lim et al., 2006; Ling et al., 2010). On the other hand, it seems that without trust, successful e-commerce is not possible. Driscoll (1978) believes that trust is a predictor of satisfaction. Lack of trust is one of the most frequently cite reasons for customers not purchase products or services

from online business. Trust is something that is developed over time in the process of building relationships.

2.1.4 Brand Image

Keller (1993) defines brand image as "perceptions about a brand reflected by the brand association held in consumer memory". Basically, brand image describes the consumer's feelings and towards the brand (Roy and Banerjee, 2007). In other words, brand image is the overall mental image that consumers have of a brand, and its uniqueness in comparison to the other brands (Faircloth, 2005).

Brand image is an emotional value that helps consumers to purchase products or services. Brand image represents the personal symbolism that consumers associate with the brand, which comprises of all the descriptive and evaluative brand-related information (Iversen and Hem, 2008). Brand image is the important factor that can create long term relationships between products or services and ultimate users. When customers strongly recommend a brand, and have unique relation with a brand, that generates positive attitude toward the brand (Keller, 1998). Brand image has a great effect on consumers' next behavior (Fishbein, 1967), and has a great contribution in the brand equity. Brand Image has positive impact on customers purchase intention. The higher brand image will create the higher purchase intention of consumers (Irfan et al., 2013).

2.1.5 Purchase intention

Purchase intention means consumers prefer to buy a product or service because they find that they needs that particular products or services, or even attitude towards the products and its perception of products and services. In other words, purchase intention means consumers will buy a product or service once again after they evaluate a products or services and find out that the products or services worth buying. The final decision on accepting products or services to buy or reject, it depends on consumers' intention (Keller, 2001). Purchase intention may be influenced by a personal's willingness to trust online purchase (Yoh et al., 2003; Yoon, 2002). Basically, purchase intention represents what consumers think they will buy. While satisfaction and trust are considered as important factors in online purchase that impact on purchase intention. (Fiore et al., 2005;

Wen, 2009). Normally, the relationship between purchase intention, satisfaction and trust can assume to be positive.

2.2 Previous Empirical Studies

Juniwati (2014) studies on the factors that influence intention to shop online of students in Pontianak, West Kalimantan. He conducts the research by using quantitative method. This research adapts Theory of Technology Acceptance Model (TAM) to predict consumer behavior in making purchase decision of online shopping. The outcome demonstrates that Perceived Usefulness and Perceived Ease of Use have critical impact on attitude toward online shopping. Therefore, Perceived Usefulness and Perceived Ease of Use have not significant influence toward intention to shopping online.

Liat and Wuan (2014) studies about the factors that influence consumers' online purchase intention. This study adapted Theory of Technology Acceptance Model (TAM), they conduct the research by using quantitative method and respondents are university students in Malaysia. The result show that Perceived Usefulness and trust are the significant factors in predicting online purchase intention but Perceived Ease of Use are not significant in online purchase intention.

Lien et al., (2014) studies on the effect of trust and brand image on purchase intentions in the case of online hotel booking in Taiwan. They find that brand image has a positive influences purchase intentions and has a positive mediating effect on purchase intentions. For the effect of trust, they find that trust is not effect to purchase intention directly but it does not mean trust is an unimportant determinant of online purchase intention.

Morosan (2013) studies about the factors that lead to adoption of mobile phones for purchase intention of air travel services. This study develops base on Theory of Technology Acceptance Model (TAM) and augment with constructs like trust and personalization. The result shows that Perceived Ease of Use and trust are significant independent variables of attitudes and intentions to use mobile phones for purchasing air travel service.

Ha (2013) studies about online purchase intention by focusing on direct effects model which are information, satisfaction, trust and attitude, these variables

affect to purchase intention. This research collects samples in South Korea and UK countries. For the result, there are positive relationship between satisfaction and purchase intention for Korean samples only. Another finding of this study is trust does not affect online purchase intention directly for South Korean and UK samples.

Chang et al., (2012) studies the impact of customer satisfaction toward online purchase intention in Taiwan. This research identify customer satisfaction in term of overall service quality, in addition they found result shows that the higher customer satisfaction of service quality will have more positive effect on online purchase intention.

2.3 Hypothesis Development

Base on TAM model and empirical studies, it leads to hypotheses as the following:
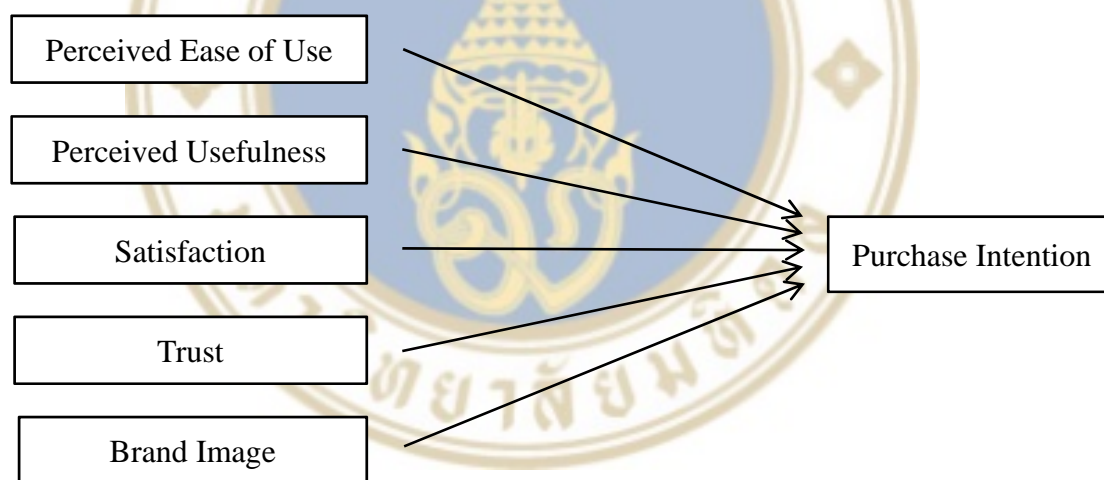
Figure 2.2 Conceptual Framework

H1: Perceived ease of use has a direct positive effect on customer purchase intention.

H2: Perceived usefulness has a direct positive effect on customer purchase intention.

H3: Satisfaction has a direct positive effect on customer purchase intention.

H4: Trust has a direct positive effect on customer purchase intention.

H5: Brand Image has a direct positive effect on customer purchase intention.

CHAPTER III
RESEARCH METHODOLOGY

The purpose of this chapter is to introduce the methods that use to collect and analyze data in this research. This research aims to find out the factors that customer would have intention to purchase Uber car service via Uber application. This study uses the quantitative research approach because the quantitative approach is intended to provide information that can identify relationships between variables and use to prove hypothesis of this study. For this research, it includes research design, sample population, research instrument, data collection, and data analysis.

3.1 Research Design

This study has been focused on customers who have experience with Uber car service. The factors of this research are developed by the empirical studied from literature reviews in Chapter 2 to determine independent and dependent variables. The method of gathering data has been distributed the respondents in Bangkok area randomly by using online survey (Google Form) and analyze the collect data by Statistical Package for the Social Sciences Program (SPSS).

3.2 Sample Population and Sample Size

This research will be focusing on random customers of Uber car service. The samples of this survey are Thais and foreigners who live in Bangkok. Due to the limitation of time and the target group of this research are quite specific so the total number of questionnaire is 235 responses, and 108 responses are in the target group who used to purchase Uber car in last month.

3.3 Research Instrument

The method of this research is online questionnaire survey via Google Form. It is a platform that can create online survey, send it to people for respond online and can monitor the results easily. In this study used online questionnaire survey which is questions that gain information from respondents to find out the factors that affect to customers purchase intention of Uber car service.

3.3.1 Constructs Measurements

For quantitative research, there are four types of scales which are nominal, ordinal, interval, and ratio. In this study uses nominal scale for part 1, part 2 and part 3 of questionnaires. The Likert scale (where 1 signified strongly disagree and 5 represented strongly agree) uses in part 4 of the questionnaires.

3.3.2 Questionnaire Design

The questionnaires of this research are divided into 4 parts which contain 30 questions.

Part 1: Demographic information consists of age, gender and income by using nominal scale for 3 questions.

Part 2: Screen question to verify that the respondent has an experience to use Uber car service by using nominal scale for 1 question.

Part 3: General information consists of influence factor and frequency of purchasing by using nominal scale for 2 questions.

Part 4: Specific questions consist of independent and dependent variable questions. This part uses the form of a five-point psychometric Likert scale for 24 questions.

3.4 Data Analysis

The collected data from the questionnaire used SPSS program to prove the hypothesis and to clarify relationship between factors in order to find the factors that affect to purchase intention of Uber customers. The data analysis start from descriptive analysis to describe characteristic of respondents include age, gender, income and

general information. The second analysis process is cross tabulation tool and chi-square statistic to test the statistical significant two variables. Next, analysis process is correlation to explain correlation within the group of variables. The last process is multiple regressions to test the hypotheses of the study (Chapter 2) in order to see the relationship between independent variables and dependent variable.

CHAPTER IV

FINDINGS AND DATA ANALYSIS

This chapter shows the finding and analysis data of this research, the data is obtained from 235 respondents and only 108 respondents were valid. The first section is the result of reliability test. Next is the result finding of demographic of respondent profiles. Third, result finding is about the general information. Next is correlation analysis and the last section is the result of hypothesis by regression analysis.

4.1 Reliability Test

Cronbach's alpha is the instrument to measure reliability of the constructs in order to make sure that it had a high level of reliability. The Cronbach's alpha of each construct need to be more than 0.7 (Lehman 2005, p141). Table 4.1 shows the results for reliability testing. The highest score is Satisfaction (alpha = 0.909), following by Purchase Intention (alpha = 0.894), Perceived Usefulness (alpha = 0.874), Perceived Ease of Use (alpha = 0.872) and the lowest score is Brand image and Trust (alpha = 0.850). Therefore, all constructs can be considered reliable.

Table 4.1 Cronbach's alpha scores

	Reliability Statistics	
	Cronbach's Alpha	**No. of Items**
Satisfaction	0.909	4
Trust	0.850	3
Brand Image	0.850	4
Perceived Ease of Use	0.872	4
Perceived Usefulness	0.874	4
Purchase Intention	0.894	5

4.2 Respondent Profiles

4.2.1 Demographic information of the respondents

As the survey collects 108 respondents who used to purchase Uber car service in last month, demographic information of the respondents can be illustrated the respondent demographic information as gender, age and income.

Table 4.2 shows the demographic profile of the respondents. First is gender, there are 80 female and 28 male of respondents which can be calculated as 74% and 26% respectively from the total of 108 respondents. For age range, the age between 20-25 years old, there are 13 respondents, the age between 26-30 years old, there are 50 respondents, and at the age between 31-35 years old, there are 39 respondents which can be calculated as 12%, 46.3% and 36.1% respectively. These three groups account for over 90% of the total respondents. In addition, the income of respondents show that 10 respondents have income around 10,000-20,000 baht per month, 26 respondents have income around 20,001-30,000 baht per month, 30 respondents have income around 30,001-40,000 baht per month, 21 respondents have income around 40,001-50,000 baht per month and 17 respondents have income more than 50,001 baht per month.

Table 4.2 Demographic profile of the respondents

Demographic information	Frequency (n = 108)	Percentage (%)
Gender		
Male	28	25.9
Female	80	74.1
Total	108	100.0
Age		
20 - 25 years old	13	12.0
26 - 30 years old	50	46.3
31 - 35 years old	39	36.1
36 - 40 years old	4	3.7
41 years old and above	2	1.9
Total	**108**	**100.0**

Table 4.2 Demographic profile of the respondents (cont.)

Demographic information	Frequency (n = 108)	Percentage (%)
Income (per month)		
Less than 10,000 baht	2	1.9
10,001 - 20,000 baht	10	9.3
20,001 - 30,000 baht	28	25.9
30,001 - 40,000 baht	30	27.8
40,001 - 50,000 baht	21	19.4
50,001 baht and above	17	15.7
Total	**108**	**100.0**

4.2.2 General information of the respondents

As the questionnaire survey about the general information of the respondents who used to purchase Uber car service in term of the most influence factor that make them purchase this service and about frequency of purchasing.

Table 4.3 shows the general information of the respondents. For the influential factors, service quality is the factor that can influence the respondents to use Uber car service the most, 41 respondents (38%). 22 respondents (20.4%) for safety, 18 respondents (16.7%) for convenience, 15 respondents (13.9%) for promotion and 12 respondents (11.1%) for recommendation. Moreover, Table 4.3 also shows the frequency time to use Uber service per month of respondents. The most of the respondents use Uber car services between 2-4 times for 68 respondents and following by using just 1 time for 33 respondents. These 2 groups account for 63% and 30.6% respectively which is over 90% of the total respondents.

Table 4.3 General information of the respondents

General information	Frequency (n = 108)	Percentage (%)
Influential factors		
Recommendation	12	11.1
Convenience	18	16.7
Promotion	15	13.9
Service quality	41	38.0
Safety	22	20.4
Total	**108**	**100.0**

Table 4.3 General information of the respondents (cont.)

General information	Frequency (n = 108)	Percentage (%)
Frequency		
one time	33	30.6
2-4 times	68	63.0
5-7 times	5	4.6
8-10 times	2	1.9
Total	**108**	**100.0**

4.3 Cross tabulation Analysis

Cross tabulation tool uses to define the two variables that are related or not and chi-square statistic uses to test the statistical significant of cross tabulation method. If, chi-square value is less than 0.05, it means that the two variables are related or statistically significant. Moreover, it also means the two variables have a low chance to be independent variable. But if chi-square value is higher than 0.05, two variables are not related or the two variables have a high chance to be independent.

4.3.1 Gender and Influential factor to use Uber.

Table 4.4 shows the cross tabulation between two variables which were gender and influential factor to use Uber and Table 4.5 shows the result of chi-square value test. The result of chi-square value = 0.049, which less than 0.05. It means that gender and influential factor to use Uber have statistically significant. Male is influenced more by recommendation and service quality while female is influenced by safety issue.

Table 4.4 Cross tabulation table of Gender and Influential factor to use Uber

		Gender		
		Total	Male	Female
What influence you to use Uber the most?	Recommendation	11.1%	17.9%	8.8%
	Convenience	38.0%	35.7%	38.8%
	Promotion	16.7%	14.3%	17.5%
	Service quality	20.4%	32.1%	16.3%
	Safety	13.9%	0.0%	18.8%

Table 4.5 Chi-square tests of Gender and Influential factor to use Uber. Chi-square tests

	Gender	
What influence you to use Uber the most?	**Chi-square**	9.549
	Df	4
	Sig.	0.049[a,*]

*. The Chi-square statistic is significant at the .05 level.

4.3.2 Age and Influential factor to use Uber.

Table 4.6 shows the cross tabulation table between age and influential factor to use Uber and Table 4.7 shows the result of chi-square value test. The result of chi-square value = 0.265, which higher than 0.05. It means that age and influential factor to use Uber have not statistically significant.

Table 4.6 Cross tabulation table of Age and Influential factor to use Uber

			Age	
		Total	**30 years or below**	**higher than 30 years**
What influence you to use Uber the most?	Recommendation	11.1%	9.5%	13.3%
	Convenience	38.0%	38.1%	37.8%
	Promotion	16.7%	22.2%	8.9%
	Service quality	20.4%	20.6%	20.0%
	Safety	13.9%	9.5%	20.0%

Table 4.7 Chi-square tests of Age and Influential factor to use Uber. Chi-square tests

	Age	
	Chi-square	5.223
What influence you to use Uber the most?	**Df**	4
	Sig.	0.265

*. The Chi-square statistic is significant at the .05 level.

4.3.3 Income and Influential factor to use Uber.

Table 4.8 shows the cross tabulation table between income and influential factor to use Uber and Table 4.9 shows the result of chi-square value test. The result of chi-square value = 0.043, which less than 0.05. It means that income and influential factor to use Uber have statistically significant. Customers who have income 30,000 baht or below are influenced more by promotion while customers who have income higher than 30,000 baht are influenced by service quality and safety issue.

Table 4.8 Cross tabulation table of Income and Influential factor to use Uber

			Income	
		Total	30k baht or below	Higher than 30k baht
What influence you to use Uber the most?	Recommendation	11.1%	7.5%	13.2%
	Convenience	38.0%	45.0%	33.8%
	Promotion	16.7%	27.5%	10.3%
	Service quality	20.4%	12.5%	25.0%
	Safety	13.9%	7.5%	17.6%

Table 4.9 Chi-square tests of Income and Influential factor to use Uber.Chi-square tests

		Income
What influence you to use Uber the most?	Chi-square	9.847
	Df	4
	Sig.	.043*

*. The Chi-square statistic is significant at the .05 level.

4.4 Correlation Analysis

Table 4.10 shows the correlation of variables which are Satisfaction, Trust, Perceive Ease of Use, Perceive Usefulness and Brand Image and Purchase Intention. The correlation coefficient shows the direction of positive or negative relationship

between each variable. The results show that there were a strong relationship between variables as most of them has a significant correlation at the 0.01 level. There are positively correlation between Satisfaction and Trust at r = 0.841, Satisfaction and Brand Image at r = 0.846, Satisfaction and Perceived Ease of Use at r = 0.868, Satisfaction and Perceived Usefulness are correlated at r = 0.856 and correlation between Satisfaction and Purchase Intention at r = 0.881.

For Trust and Brand Image are correlated at r = 0.829, Trust and Perceive Ease of Use are correlated at r = 0.853, Trust and Usefulness are correlated at r = 0.819, and Trust and Purchase intention are correlated at r = 0.872. Moreover, Brand Image and Perceived Ease of Use are correlated at r = 0.793, Brand Image and Perceived Usefulness are correlated at r = 0.817, and Brand Image and Purchase Intention are correlated at r = 0.771. In addition, Perceive Ease of Use and Perceive Usefulness are correlated at r = 0.879, Perceive Ease of Use and Purchase Intention are correlated at r = 0.825. Lastly, Perceive Usefulness and Purchase Intention are correlated at r = 0.814.

Table 4.10 Correlation Analysis

Correlations							
		Satisfaction	Trust	Brand image	Ease of use	Usefulness	Purchase intention
Satisfaction	Pearson Correlation	1	.841**	.846**	.868**	.856**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	108	108	108	108	108	108
Trust	Pearson Correlation	.841**	1	.829**	.853**	.819**	.872**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	108	108	108	108	108	108
Brand image	Pearson Correlation	.846**	.829**	1	.793**	.817**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108
Perceived Ease of Use	Pearson Correlation	.868**	.853**	.793**	1	.879**	.825**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	108	108	108	108	108	108
Perceived Usefulness	Pearson Correlation	.856**	.819**	.817**	.879**	1	.814**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	108	108	108	108	108	108

Table 4.10 Correlation Analysis (cont.)

Correlations		Satisfaction	Trust	Brand image	Ease of use	Usefulness	Purchase intention
Purchase intention	Pearson Correlation	.881**	.872**	.771**	.825**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108
**. Correlation is significant at the 0.01 level (2-tailed).							

4.5 Descriptive Statistics

The value of descriptive statistics method shows as table 4.11. There are five factors which affect to purchase intention, including satisfaction, trust, brand image, perceived ease of use and perceived usefulness. Each of these factors is represented by three to five attributes.

Table 4.11 is a descriptive result of each factor that ranking by mean value, this result show that the lowest rank factor is Brand image (M = 3.548, SD = 0.894), follow by Trust (M = 3.704, SD = 0.863), Perceived Ease of Use (M = 3.678, SD = 0.853), Perceived usefulness (M = 3.722, SD = 0.889) and the highest rank factor is Satisfaction (M = 3.761, SD = 0.869). From the result, the average agreement shows that customers generally agree with all of these factors to purchase Uber car service.

Table 4.11 Descriptive results of satisfaction, trust, perceived ease of use, perceived usefulness and brand image

Question	Mean	Std. Deviation	Mean Interpretation
Satisfaction	**3.7616**	**0.8699**	**Agree**
Overall, I am satisfied when I use Uber	3.7407	0.8131	**Agree**
I think that I made the correct decision to use Uber.	3.8519	0.8946	**Agree**
Compare with other car service, I would rate this one as (one of the best-one of the worst).	3.6667	0.9069	**Agree**
Uber gives me a feeling of satisfaction.	3.7870	0.8652	**Agree**
Trust	**3.7049**	**0.8630**	**Agree**
I think that information offered by Uber application is sincere and honest.	3.6185	0.7548	**Agree**
I think Uber is trustworthy.	3.8222	0.9356	**Agree**
I believe in the information that Uber provides.	3.6741	0.8986	**Agree**

Table 4.11 Descriptive results of satisfaction, trust, perceived ease of use, perceived usefulness and brand image (cont.)

Brand Image	3.5486	0.8942	Agree
It is important for me to purchase product or service with well-known brand name.	3.4907	0.8259	Agree
When I purchase product or service online, I would prefer to purchase well-known brand name.	3.5185	0.9118	Agree
Brand Uber is reliable	3.5093	1.0093	Agree
Brand Uber has a good reputation	3.6759	0.8297	Agree
Perceived Ease of Use	3.6782	0.8537	Agree
I find Uber Application easy to use.	3.6944	0.8479	Agree
Learning how to use Uber Application is easy for me.	3.5556	0.8789	Agree
Uber is flexible to interact with	3.5185	0.8144	Agree
It is easy to get Uber to go everywhere I want.	3.9444	0.8736	Agree
Perceived Usefulness	3.7222	0.8897	Agree
Uber Application process is fast.	3.6944	0.9013	Agree
Uber Application can make it easier to use car service.	3.5926	0.8969	Agree
Uber Application enables me to have the access to useful service.	3.8519	0.8946	Agree
Uber Application enables me to fulfill the purpose of using Uber car service.	3.7500	0.8660	Agree

4.6 Multiple Regression Analysis

This study uses multiple linear regression to test the hypothesis of independent variables that affect to the dependent variable. This research uses a significant level of 0.05 which means that it is a significant at less than 0.05 coefficients.

Table 4.12 shows the results of multiple linear regression, the dependent variable which is purchase intention is 84% by using the R square of 0.84 for five independent variables which are satisfaction, trust, brand Image, perceived ease of use and perceived usefulness. For the relationship between independent variables and dependent variable, the ANOVA test in Table 4.13 shows the outcome (F = 107.236, p = 0.000) indicates that this test is a significant result. The coefficient tests in Table 4.14 are used to determine which of the predictor variables is significant and the contribution to the dependent variable. The result shows that two of the independent variables which

are satisfaction (t = 5.383, p = 0.000) and trust (t = 5.373, p = 0.000) are significant and have significant level at 0.000 but brand image (t = -1.634, p = 0.105), perceived ease of use (t = -0.171, p = 0.865) and perceived usefulness (t = -0.108, p = 0.270) are not significant. So satisfaction and trust are positive direct affect to purchase intention.

The equation of this research will be:

$$Y = 0.184 + 0.511(X_1) + 0.468(X_2)$$

    Y   is   Purchase Intention

    X_1 is   Satisfaction

    X_2 is   Trust

Table 4.12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917[a]	.840	.832	.30779

Note a: Predictors: (Constant), Perceived Usefulness, Brand image, Trust, Satisfaction, Perceived Ease of Use

Table 4.13 ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.794	5	10.159	107.232	.000[b]
	Residual	9.663	102	.095		
	Total	60.457	107			

Note a: Dependent Variable: Purchase intention

    b: Predictors: (Constant), Perceived Usefulness, Brand image, Trust, Satisfaction, Perceived Ease of Use

Table 4.14 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.184	.159		1.155	.251
Satisfaction	.511	.095	.525	5.383	.000
Trust	.468	.087	.473	5.373	.000
Brand image	-.138	.084	-.137	-1.634	.105
Perceived Ease of Use	-.018	.104	-.017	-.171	.865
Perceived Usefulness	.103	.093	.104	1.108	.270

Note a: Dependent Variable: Purchase intention

4.7 Final Model

Figure 4.1 present the final model of this study. The figure show that satisfaction and trust are significantly affect to customer purchase intention of Uber car service. This can explain that people can be motivated to purchase Uber car service by making them satisfied and believe that Uber car service is trustworthy in term of information and service.
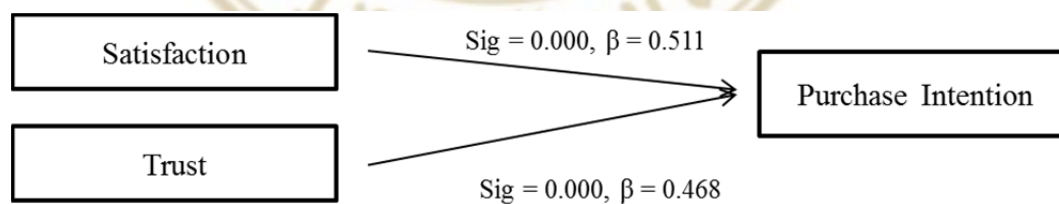

Figure 4.1 The Final Model

CHAPTER V
CONCLUSION AND RECOMMENDATION

This research aims to understand the factors that affect to customer purchase intention of Uber car service via Uber application. This chapter discusses and concludes the findings after using the several research methodologies. It includes of demographic profile summary, general information summary of customers who purchase Uber car service, hypotheses summary and also provides recommendation, limitation of this research and future research.

5.1 Conclusion

This research studies the factors that affect to customers purchase intention of Uber car service via Uber application. From the literature reviews in chapter 2, there are five factors that affect to purchase intention which are Satisfaction, Trust, Brand Image, Perceived Ease of Use and Perceived Usefulness. The data of this study is collected by using online questionnaire. The total sample size of this study is 108 respondents which consist of 28 male respondents and 80 female respondents. From the data analysis, the target group that prefers to purchase Uber car service is people age between 20-35 years old. Moreover, their monthly incomes are more than 20,001 baht per month on average. For Correlation testing, there are strong and positive relationships between each variable. The strongest correlation is the relationship between Satisfaction and Purchase Intention and the lowest is the relationship between Brand image and Purchase Intention.

According to the Hypothesis test, this research test by using multiple regression analysis. For Hypotheses 1-5 proposed that Perceived Ease of Use, Perceived Usefulness, Satisfaction, Trust and Brand Image would have a significant relationship with purchase intention of Uber car service. The outcome of these hypothesis shows that Perceive Ease of Use (H1), Perceive Usefulness (H2) and Brand Image (H5) are insignificant to affect

customers purchase intention because of higher than acceptable significant level score which made H1, H2 and H5 are rejected. However, Satisfaction (H3) and Trust (H4) are significant to affect customers purchase intention because the scores are less than acceptable significant level which makes H3 and H4 are accepted. Moreover, Satisfaction is the strongest factor that affects to purchase intention of Uber car service.

In conclusion, Satisfaction is the most important factor that can influence people to purchase Uber car service. From the result, the most respondents answer that they feel satisfied when they use Uber car service and they think that they make the correct decision to purchase it. Moreover, Satisfaction is considered as service quality and value. It means that if Uber can provide good services that meet their expectation and make them feel it worthwhile, it will influence them to purchase Uber car service. For Trust, when customers purchase Uber car service they think that Uber is trustworthy. They believe in application and the information that Uber provided. So Trust can be another key factor that can influence customers to purchase Uber car service. This finding can link to literature reviews of purchase intention which is Satisfaction and Trust are considered as important factors in online purchase that impact on Purchase Intention.

To understanding toward the customers purchase intention, this can help Uber car service provider to gain more competitive advantage, improve service quality and increase reliability for customer perception to be the best car service in the future.

5.2 Recommendation

The aim of this research is to provide information as a guidance for the business of car service providers to improve their efficiency. As a result of this research, people purchase Uber car service according to Satisfaction and Trust. This knowledge from the result can improve this business. The management of this business should be aware of these factors in order to attract new customers and also maintain current customers to purchase in this service.

The factor that affect customers purchase intention the most is about Satisfaction. Thus, the management team of this business should have the system to control and set the high standard of service quality in term of car and driver for make the higher satisfaction of customers. For car, it should clean, and comfort. For Driver, this is the

important component that customers very focus on. In term of training and selection process of driver, the driver should be polite friendly and has service mind. Another factor is Trust so this business should emphasize on reliability and safety to build trustworthy in the customer perception.

5.3 Limitation

From this research, there were three main limitation issues as below.

Firstly, scope of respondents issue. This research is conduct the survey in Bangkok but does not cover all area so the result may not be able to represent all customers of Uber car service in Bangkok. Moreover, the majority of the respondents are people age between 26-35 years old so the results are not diversified. The result will be more accurate if collect from a wider group of the respondents.

Secondly, sample size issue. Due to time constraint, the quantity of sample size is small.

Thirdly, this research only focus on customers who purchased Uber car service but does not deep down to understand the reason why people do not purchase Uber car service.

5.4 Future Research

This research studied about five factors which are Perceived ease of use, Perceived Usefulness, Satisfaction, Trust, and Brand image that affect to customers purchase intention of Uber car service. For the future research, Further study can be focus on potential factors that may affect purchase intention such as Attitude, Price, Servqual and so on. In addition, future research has to pay more attention to people who do not purchase this service and dig deeper to understand reasons and key factor by conducting more on the qualitative research in order to get the clear picture of this service.

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APPENDICES
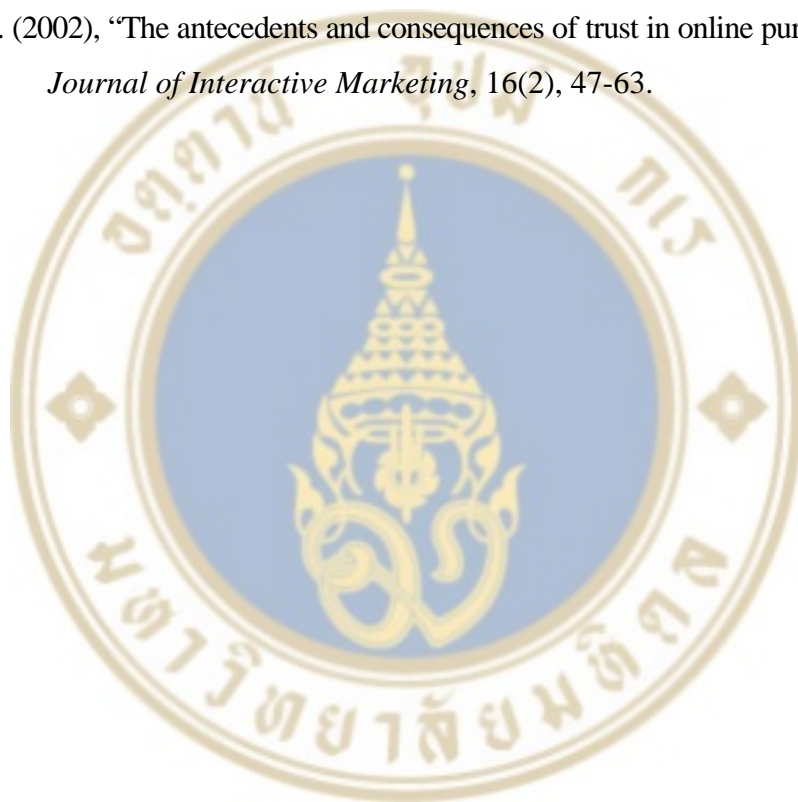
Appendix A: Questionnaire

Part I: Demographic questions

1.1 Gender

☐ Male ☐ Female

1.2 Age range

☐ 20-25 years old ☐ 36-40 years old

☐ 26-30 years old ☐ 41-45 years old

☐ 31-35 years old ☐ 46 years old and above

1.3 What is your income level? (Baht)

☐ 10,000 or lower ☐ 30,001 - 40,000

☐ 10,001 - 20,000 ☐ 40,001 - 50,000

☐ 20,001 - 30,000 ☐ 50,001 or higher

Part II: Screening question

2.1 Did you use Uber in last month?

☐ Yes ☐ No

Part III: General questions

3.1 How many times that you use Uber in a month?

☐ 1 time only ☐ 2-4 times

☐ 5-7 times ☐ 8-10 times

☐ More than 10 times

3.2 What influence you to use Uber the most?

☐ Recommendation ☐ Service quality

☐ Convenience ☐ Safety

☐ Promotion ☐ Others

☐ Service quality

Part IV: Specific questions

No.		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
4.1	Overall, I am satisfied when I use Uber					
4.2	I think that I made the correct decision to use Uber.					
4.3	Compare with other car service, I would rate this one as (one of the best-one of the worst).					
4.4	Uber gives me a feeling of satisfaction.					
4.5	I think that information offered by Uber application is sincere and honest.					
4.6	I think Uber is trustworthy.					
4.7	I believe in the information that Uber provides.					
4.8	It is important for me to purchase product or service with well-known brand name.					
4.9	When I purchase product or service online, I would prefer to purchase well-known brand name.					
4.10	Brand Uber is reliable					
4.11	Brand Uber has a good reputation					
4.12	I would like to use Uber in the future.					
4.13	I will purchase Uber for a long time.					
4.14	I intend to increase the frequency of using Uber					
4.15	I am willing to pay extra for Uber					
4.16	I recommend my family and friends to Use Uber					
4.17	I find Uber Application easy to use.					
4.18	Learning how to use Uber Application is easy for me.					
4.19	Uber is flexible to interact with					
4.20	It is easy to get Uber to go everywhere I want.					
4.21	Uber Application process is fast.					
4.22	Uber Application can make it easier to use car service.					
4.23	Uber Application enables me to have the access to useful service.					
4.24	Uber Application enables me to fulfill the purpose of using Uber car service.					