THE INFLUENCE OF CONVENIENCE, ATTITUDE, VALUE AND PRICE TO CUSTOMER SATISFACTION TOWARDS DIDI TAXI IN CHINA

MR. HAN YUFAN

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Approval Page

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Author	Mr. Han Yufan
Major	Master of Business Administration
Advisor	Assoc. Prof. Dr. Tubagus Achmad Darodjat
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Faculty of Business Administration International College, Rajamangala University of Technology Krungthep approved this thesis as partial fulfillment of the requirement for the master's degree of Business Administration

.....Dean of International College

(Dr. Jirangrug Samarkjarn)

Examination Committee .....Committee Chairperson

(Asst. Prof. Dr. Prajak Chertchom)

.....Committee

(Dr. Marlon Rael Astillero)

.....Committee and Advisor

(Assoc. Prof. Dr. Tubagus Achmad Darodjat)

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ABSTRACT

In order to evaluate the customer satisfaction of related indexes more scientifically and make the evaluation method more in line with the reality, the extension analytic hierarchy process is adopted to work out the weights of the satisfaction indicators.

The satisfaction results are also analyzed using the fuzzy comprehensive evaluation method, and the corresponding conclusions are drawn, and the solutions are put forward according to the conclusions.

This paper takes Didi Taxi Software as a research example, evaluates, and studies the satisfaction index of this software, using an extended analytic hierarchy process (AHP) in conjunction with a fuzzy comprehensive evaluation method, overcomes the disadvantages of AHP, evaluates Didi Taxi Software in a more objective way, and puts forward more practical improvement countermeasures.

Keywords: customer satisfaction, DIDI taxi improvement, convenient

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Mr. Han Yufan

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CHAPTER 1

INTRODUCTION

Nowadays, with the diversified development of smart phone software, all kinds of software to facilitate people's life have broken into people's sight, and gradually infiltrated into people's clothing, food, housing, and travel.

To solve the problem of taxi-hailing in many cities, many tech companies have created free taxi-hailing platforms, such as Didi Taxi. Based on the example analysis of Didi Taxi, this paper establishes the evaluation index of Didi Taxi, and uses the data analysis of questionnaire survey to identify existing problems in the Didi Taxi application or the service level of taxi. Propose improvement solutions to major problems to achieve higher public satisfaction.

1.1 Background and Rationale

According to international practice, the number of taxis is expressed in thousands of people. For example, the number of taxis in Singapore is 5.2, and the number of people in Hangzhou is 1.1. China's requirements for major cities is per capita possession of thousands of people is two. But most of our city has not reached this requirement yet. It not only requires improving the number of taxis, but also claim us to take advantage of the taxi resources, reduce the contradiction of no-load and difficult to hit the car.

At first, China was a country with fewer taxis. With the continuous growth of the population, taxi software was developed when taxis were increasingly scarce, which greatly eased the relationship between taxis and passengers. The first taxi app developed in China in 2012 was "Yaoyao" taxi, followed by more than 30 taxi apps such as "Didi" Taxi, "Dahuang Feng" Taxi, and "Kuaidi" Taxi. With the development of The Times, various taxi APPs appear in people's lives, and the competition between taxis continues to heat up. Until 2015, when many taxi apps were merged, Didi Taxi accounted for 80 percent of the entire market in China. Under such circumstances, Didi is no longer trying to increase its market share, but on the satisfaction of its clients. It is essential to explore the elements that influence customer satisfaction to clearly understand how to make them happy.

1.1.1 History of Didi Taxi

2012.07.10 Beijing Xiaoju Technology Co., Ltd was set up, after 3 months of preparation with the driver's side promotion, published on September 9th.

2012.12, Didi Taxi got A-round of Jinsha River venture capital of 3 million US dollars in financing.

2013.04, it completed round B financing. Tencent Group invested US$15 million.

2013.10, Ereli Group issued a taxi software industry report: Didi Taxi share the market of 59.4%, more than sum of other taxi software market.

2013.12, selected in China "App Store 2013 annual selection".

2014.01, Didi Taxi reached a strategic cooperation with WeChat, open pay the taxi "subsidy" marketing activities

2014.01, Didi Taxi completed round C financing of US$100 million, US$60 million from CITIC Industrial Fund, US$30 million from Tencent Group and US$10 million from other institutions.

2014.03, with over 100 million users and over 1 million drivers, the average daily transaction was achieved to 5,218,300, making it the largest mobile internet trading platform for daily orders.

2014.11, the 2013-2014 China Mobile Internet Research Report of CNNIC says that in the past half year, the user taxi rate soared to 74.1%, continuing to lead the industry.

2014.12, the completion of D-round $ 700 million in financing

2015.07, Didi Taxi raised $3 billion from Ping an of China, Ali Capital, Tencent, Temasek, CIC and other investors.

2016.01.11, Didi Taxi announced its 2015 order numbers, claiming to exceed Uber's billions of orders accumulated in its six years.

2016.05.13, Didi Taxi has announced significant progress in its latest funding round, backed by a number of leading financial and industry institutions. Among them, Apple invest 1 billion dollars in this round.

2016.06.13, announced the acquisition of China Life over 600 million US dollars in strategic investment, including 300 million US dollars equity investment and 20 billion yuan of long-term debt investment. At the same time, the two sides will also focus on the "Internet + Finance" launched all-round cooperation.

2017.01.05, Didi Taxi and Brazil's largest local mobile travel service provider "99" (formerly known as 99Taxis) signed a strategic cooperation agreement. According to the cooperation agreement, the Didi Taxi will become "99" strategic investors and will join the "99" board.

1.1.2 The uses of Didi Taxi

Didi Taxi now can be used at mostly cities in China, whenever and wherever you are, passengers only locate the real-time location and enter the destination they want to go, Didi Taxi will send a message to nearby drivers and show how many taxis around passengers in APP. After arriving, passengers can choose cash or bind credit card with Didi, and it will charge automatically.

1.1.3 Company background

Before starting an undertaking, Cheng Wei is an Alibaba employee, first in Alibaba B2B work for six years, after Alipay work for two years, he become the general manager. But when he saw the entrepreneur flame, he also wants to participate. He uses nine months to thinking about what he wants to do. He thought, first of all should be a big enough thing to carry his dream of the world; secondly, should follow the trend of mobile Internet. Then, Didi Taxi was born.

Until now, it already become the biggest taxi software in China.

1.1.4 Key competitors

After merge with Kuaidi Taxi on 2015.02.14 and Uber (China) on 2016.08.01. In fact, Didi Taxi have no key competitors in China now, it is the biggest taxi software, in monopoly position.

In addition to that, Didi Taxi also want into Southeast Asia, Grab taxi has announced that it has just completed a new round of $ 350 million in financing, which is also the largest in its history.

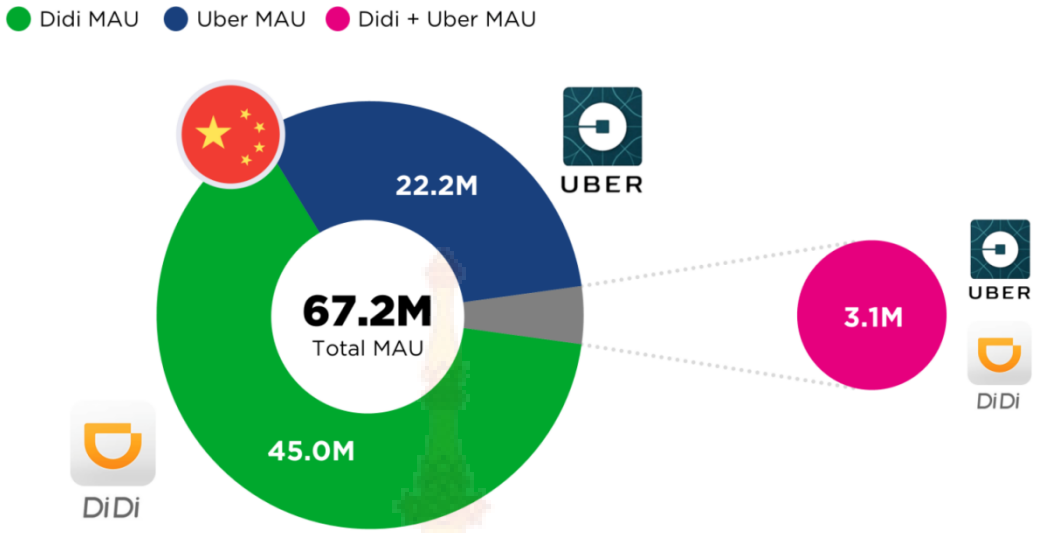

Figure 1.1 The Didi users and Uber users compare in July 2016.
Source: Author according to The National Bureau of Statistics of China.

According to above figure, it has compared Didi users and Uber monthly active users in July 2016. The total monthly active users of Didi and Uber are 67.2 million people. There are 45.0 million people are only use Didi, they are more than 50%. There are 22.2 million people only use Uber, they are more than 30%. Moreover, there are 3.1 million people use both Uber and Didi. They just have 4%. Therefore, it is clearly seeing Didi monthly active users are much higher than Uber in China.

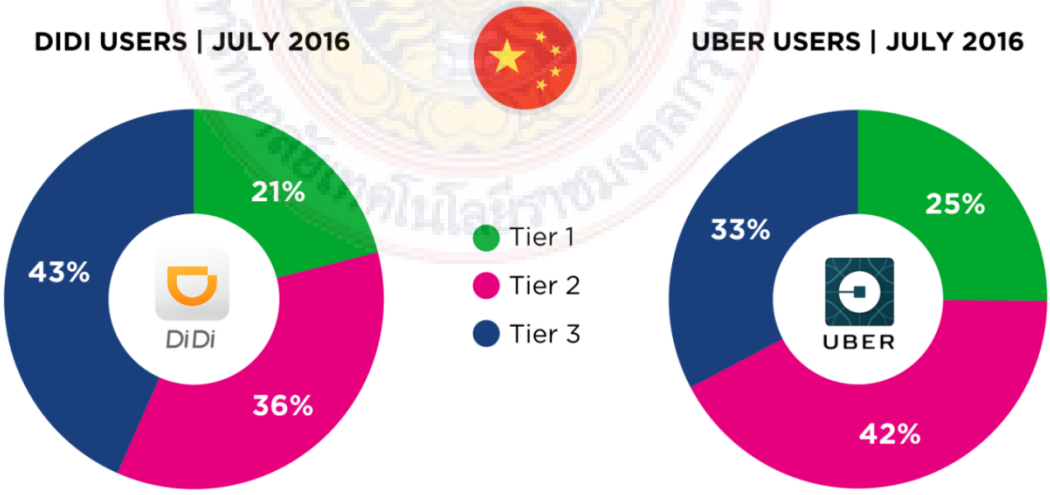

Figure 1.2 Distribution of Didi users and Uber users in July 2016.
Source: Author according to The National Bureau of Statistics of China.

According to above figure showed, Didi and Uber users in different three cities in China, July 2016. It is clear show in Tier 1, Didi users are more than Uber, and higher than 10%. But Didi users are little less than Uber in Tier2 and Tier3. The market coverage of Didi is broader than that of Uber, especially in Tier 3 cities, however it cannot be ignored the attraction of Uber in Tier 1 and Tier 2 cities. During July, there were only 33% of Uber's MAUs in Tier 3 cities, while Didi's MAUs were 43%. By merging, Didi will be able to develop these high-earning and overseas clients.

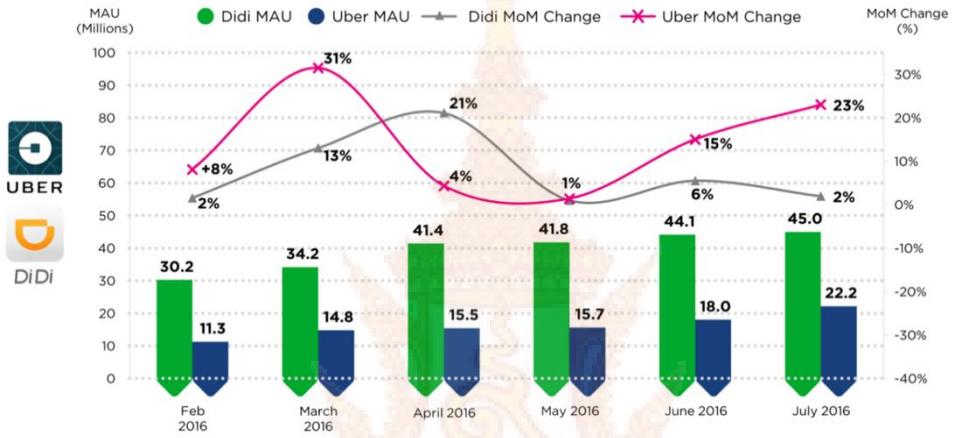

Figure 1.3 Didi and Uber monthly active users in 2016 (February to July)
Source: Author according to The National Bureau of Statistics of China.

According to above figure, it shows Didi, and Uber monthly active users change from February to July 2016. The monthly active users for both brands are clear increase 10% from February. In the beginning of year, the number of Didi users is almost three times more than that of Uber. But in July, the gap also dropped by almost two times. To compete with each other, after the Spring Festival, the two major transport networks both invest heavily in subsidising drivers and passengers. This is evident from the rapid growth in monthly active users after February. An analysis made by Consultancy BDA China Ltd indicated that both Uber China and Didi paid subsidies of 5 yuan or so for each ride, shared by driver and passenger. The acquisition of Uber by Didi will benefit both companies by reducing their promotion and operation costs. In the short term, Didi will see subsidy reduction and fare increase. In the long term, nevertheless, it may yield good results for Didi as well as its users. In accordance with the agreement, Didi shall invest US$1 billion in Uber, which is a sign of its ambition to expand into overseas

markets, with the increasing number of Chinese dwelling and travelling abroad as a potential market. The merger will enable Didi to collaborate with Uber to explore the market segment. Further to this, the merger will contribute to the consolidation of Didi's position as number one ride-hailing app in the Chinese market and the stabilization of its market structure in the future.

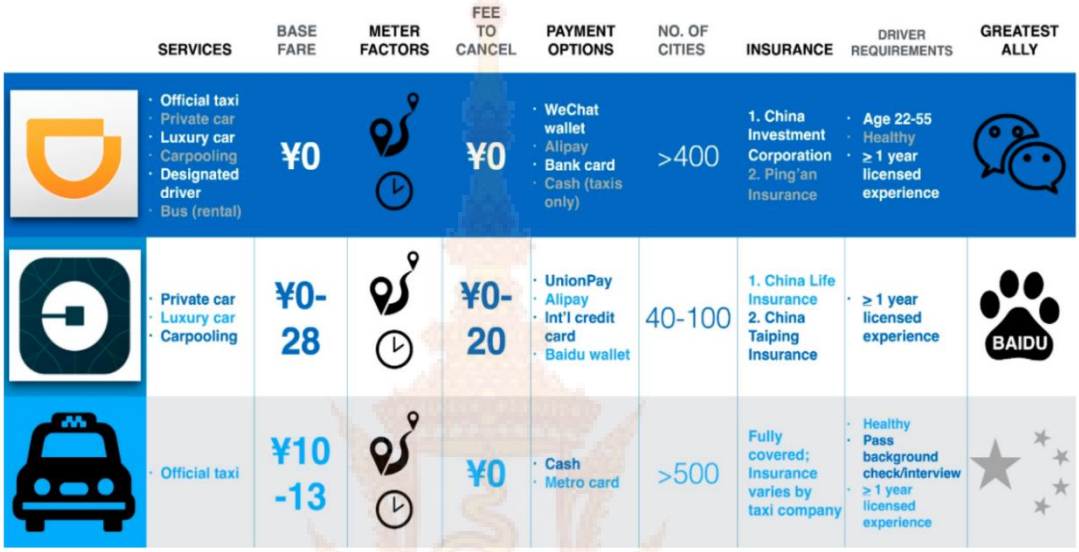

Figure 1.4 Compare with Didi, Uber, and official taxi in China.
Source: Author according to za tan (2016. A Guide to China's Top Car-Hailing Apps)

According to above figure, there are three main part competitors in China for this industry. Indeed, Didi and Uber has been become the top Car-Hailing Apps in China. First, Didi can provide official taxi, designated driver, and Bus (rental). These service Uber cannot provide. Second, Didi can make sure customer no need to pay base fare, and cancel fee, this service is better than Uber. Third, Didi has been used in more than 400 cities, and it just show Uber used in 40 to 100 cities, Uber market share is less than Didi and official taxi. Moreover, Didi and Uber has more convenience payment ways, Didi can use WeChat wallet and Alipay, Uber can use Alipay and Baidu wallet. The payment platform is different, Didi focus on WeChat, Uber focus on Baidu wallet.

1.1.5 Target customers

The main target customers are who want save time on waiting taxi behind road. They call the taxi on APP in advance, make an appointment, so that they can after off the work and go on taxi directly. Even passengers want to appoint few days later, it can also achieve on Didi App.

How to use Didi App?

1.) Add the official WeChat of Didi Chuxing (dididachegf) or access it through the Alipay app (A Chinese ID is required for the Didi Chuxing app to set up mobile payment options).

2.) Agree to share your location (**分享位置**) and then click on "I'd like to hail a cab" (**我要打车**).

3.) Select your mode of ride from the list: carpool (顺风车), private car (**快车**), cab (**出租车**), luxury car (专车), designated driver (**代驾**) or test-drive (试驾).

4.) Reserve a taxi for a specific time by clicking on "reserve cab" (预约出租车) and setting a date and time.

5.) Put your destination address (in Chinese) in the destination box (**我要去哪儿**).

6.) Click the orange "呼叫" (call) button and wait for a reply!

1.2 Statement of Problem

Concerning data related to Didi Taxi, the researcher found that Beijing Xiaoju Technology Co., Ltd. is expanding, and it will help to capture the feedback and opinions of the customers in order to enhance the quality of Didi Taxi's products and services and enable the company to focus on customer satisfaction. Hence, what this study aims to do is to identify and analyze the factors that affect customer satisfaction with Didi Taxi.

Based on the information giving in above, it is clear to compare the market situation of Uber and Didi in China. Didi can maintain more market share and market vitality in China, and its app-based and phone-based services offer more convenience to customers at a reasonable price. These are all related to Didi's customer satisfaction, and it is important to retain Didi's users and maintain Didi's marketing position. So, the mainly question of the study:

What are the main factors that can affect the customer satisfaction of Didi in Wenzhou, China?

After these, from secondary research, some researchers have been proved some variables which have relationship with customer satisfaction in mobile service industry. They are service convenience, attitude toward using, perceived value, and perceived price.

1.3 Research Objectives

An important factor for companies to achieve their goals is to maintain customer satisfaction. The aim is to find the variables that affect customer satisfaction.

1.4 Research Scope

This study, targeted at Didi customers in Wenzhou, China, focuses on the influencing factors of customer satisfaction with Didi Taxi and examines the correlation of the variables. The data were gathered through 300 self-administered questionnaires distributed in the city to those who were willing to answer.

1.5 Limitations of the Research

It should be noted that the study, inevitably, has some limitations. Firstly, the respondents were restricted merely to those who had experience in taking Did Taxi.

The research collected data from May 1st to May 31st and the results could vary at different periods of time. Secondly, this survey was conducted in Wenzhou alone, one of the hundreds of cities in China, so the research result may not be applicable to other cities in the country. Thirdly, due to limited time, the survey was carried out only among a limited number of Didi customers, hence not a quite large sample.

1.6 Research Implications

This research would be beneficial to the owners of Didi Taxi. Due to the fact that customer satisfaction is an important factor, it is informative to business owners in their efforts to reach more customers through appropriate marketing strategies and achieve the maximum profit. Moreover, the study shows what customers think about satisfaction and customers will know what will affect their satisfaction with the brand services and products.

1.7 Term Definition

- Convenience

Convenience can be defined as those services that save time or effort, including variables such as the availability of credit and extended shop opening hours. Service facilitation means the promotion of the sale of goods and services, and combinations of the two (Colwell, 2008).

- Price

Price is the amount of payment or compensation given by one party to another in exchange for goods or services. (Negi and Ketema,2013).

- A sense of security

A sense of security, as an emotional part of safety, is interested in the feelings of the user when they use security tools (Lee, 2009).

- Feedback

Feedback arises when a system's outputs are sent back as inputs, forming a circuit or loop as part of a chain of cause-and-effect. (Lee, 2009).

- Reputation

Reputation, one of the key factors in attracting and retaining customers, is regarded by Forburn as the overall estimation that constituents have towards a company or brand. Companies or brands that enjoy a good reputation are likely to be favored by more customers since their expectations are better met (Loureiro and Kastenholz,20110.) As a result, a good reputation means a larger customer group, fewer complaints as well as higher profitability (Bennett and Barkensjo,2005).

- Customer satisfaction

Satisfaction, or the pleasure one feels, is a sign that shows a brand or service lives up to customers' expectations (Negi and Ketema,2013). It can be considered as customers' emotional response to a positive evaluation of the intercommunication experience (Chang and Ku,2009). Literature shows that satisfaction with a brand can lead to regular repurchases, thus expanding the customer group.

- Perceived price

What should the customer expect to pay for services and products (Bolton et al., 2003).

- Perceived value

Perceived value refers to how customers evaluate the benefits they get relative to the sacrifices they make in general (Dodd's et al., 1991, Fornell et al., 1996, Slater, 1997, Woodruff, 1997, Zeithaml, 1988).

- Attitude toward Using

The customer attitude for brand that brands' service and products, they like or dislike (Ajzen and Fishbein, 1980).

- Service convenience

The service can give customer save more time and get more value (Colwell et al., 2008).

CHAPTER 2

RELATED DOCUMENT AND RESEARCH

As some factors can affect customer satisfaction, the secondary data support is necessary. To analysis the customer satisfaction of Didi taxi in Wenzhou, China, researcher focus to analyze the relationship between service convenience, attitude towards using, perceived value, perceived price, perceived usefulness, and customer satisfaction. The following showed two sections of this chapter: theory of each variable and past research.

2.1 Literature Review

2.1.1 Theory of each variable

Customer satisfaction is the dependent variable, and the independent variables are service convenience, attitude to use, perceived value, perceived price, and perceived usefulness. Based on secondary data, all of these independent variables are proved have relationship with customer satisfaction, they have been proved in previous research. The following show detail for each variable theory and relationship with customer satisfaction in previous research.

2.1.2 Customer satisfaction

According to Hauser (1994), he thought customer satisfaction measures an indicator of future profits. According to Reichheld (1994), customer will buy same product service or product again, more often when they satisfied the purchased products or service, and also, they will recommend to others (Oliver and Swan, 1989). Some researchers thought customer satisfaction can help company get more new customers and it is significant to build relationship between each other (Fornell, 1992; Anderson et al., 1994).

Some views thought customer satisfaction is main factor of company success. It is easy to see that a large number of marketing studies have been devoted to measuring customers' perceptions of the suitability of a company's performance (Day and Perkins, 1992; Yi, 1990). Based on Anderson's statement (1994), the satisfaction of customers can be described as the extent to which customers choose a product or service

for its intended purpose. It is a post-consumer evaluation that depends on perceived value, perceived quality, and perceived price. (Anderson, 1994). It is about what the customer expects and confirmation/disconfirmation – degree of between what the customer thinks the value is and what it actually is (Anderson, 1994). Customer satisfaction is therefore a consequence of a complex information processing process. According to Oliver and DeSarbo (1988), they thought disconfirmation lead to dissatisfaction, for this view, it refers to the fact that satisfaction can be interpreted as the result desired by the customer and relationship between customer confirm and customer satisfaction, it is measure how much degree customer confirm and satisfied product and service.

Satisfaction referred to the user's overall evaluation and emotional response to a product or service, but also a user's experience after using the service or product (Oliver, 1997; Song, 2014). The mobile App online user satisfaction has been studied in e-business (Hung et al. 2014). Some researchers showed customer satisfaction can directly affect client loyalty (Zhou and Lu 2011; Chang 2015), and continuously influence the intention of customers (Zhao and Lu 2012; Lin et al. 2014), and incline to pay (Zhao et al. 2016). The different research has proposed different antecedents of perceived user satisfaction. Evidence by Zhao et al. (2016) revealed a positive relationship between perceived usefulness and customer satisfaction in the concept of social media. The emotional, social, price and performance/quality values of perceived value were also evidenced in the concept of mobile Apps, which positively affects customer satisfaction and customer loyalty. According to Hsiao et al. (2016), both social utilitarian and hedonic factors can have a significant influence on user satisfaction with mobile social applications. The network can lead customer behavior and driving their gratification.

According to Kotler (2000), he thought customer satisfaction as the result of people's disappointment or delight in comparing the perceived performance of a product with their own expectations. Parasuraman et al. (1994) argued that studying satisfaction at a transactional level implied that overall satisfaction is one of the functions concerning transaction. Cumulative satisfaction is the result of combining all the judgements made by individual customers so as to assess whether customer needs are fulfilled in a pleasurable manner (Oliver, 1997). Overall satisfaction, based on evaluations of previous transactions, sees constant updating with the change of transactions (Jones and Suh, 2000).

2.1.3 Service convenience

According to Colwell (2008), he proved service convenience have positive affect to customer satisfaction. He thought if service offerings in the similar market, the greater service convenience may be able to be a competitive advantage. According to Farquhar and Rowley (2009), the convenience of the service must be understood in conjunction with the purchase of the use of the service by the customer in the buying process. According to Berry (2002), he has been working on the five dimensions of service facilitation, which are access facilitation, transaction facilitation, decision facilitation, benefit facilitation and post-benefit facilitation.

According to Farquhar and Rowley (2009), service convenience based upon consumption process has attracted wide attention in the academia, notably the linear accumulation of convenience stage judgments and service convenience is considered only as an empirical model. Based on five dimensions, Berry et al. (2002) were used by Colwell et al. (2008) through the service convenience scale.

According to Colwell (2008), service convenience was shown to have a correlation with customer satisfaction when people use the telephone and the internet. According to Seiders (2007), service accessibility can influence the satisfaction of customers and repeat customer behaviour in terms of service organization. According to Aagjaetal. (2011), he believed that a higher level of service convenience perception could have a larger influence on the satisfaction of customers and the behavioral intentions of shoppers. Berry (2012) thought the service provider should conscious the positive affect service convenience and customer loyalty. Some research proved service convenience can influence a different consequence like behavioral intentions (Andaleeb and Basu, 1994; Szymanski and Hise, 2000), switching service providers (Keaveney, 1995), and shop selection (Messinger and Narasimhan, 1997). Kaura (2013) also proved that service convenience plays a part in customer satisfaction and customer loyalty and that it is a significant influencing factor of customer satisfaction.

2.1.4 Perceived price

According to Bolton et al (2003), perceived prices are the prices that clients expect for services and products in terms of what they should be. The perceived price plays a key part in customer satisfaction since customers tend to judge service in accordance with price, an external signal of quality. Singh and Sirdeshmukh (2000)

maintained that in service industries, perceived price has an effect on customer satisfaction. Han and Ryu (2009) concluded that perceived price has a considerable effect on customer satisfaction in the catering industry. Jiang and Rosenbloom (2005) found that perceived price positively affects customer satisfaction and behavioral intention. Yieh et al. (2007) argued that if customers consider the prices set by the service provider are fair, they will develop positive feelings towards the service provider, which will be gradually transformed into behavioral intention. They also confirmed the relationship between customer satisfaction and customer loyalty. Kaura (2013) focused on public and private banks and concluded that perceived price and fairness positively affect customer satisfaction. Varki and Colgate (2001) argued that price factor plays a determinant part in customers' behavioral intentions as well as customer satisfaction. Ganguli and Kumar (2008) maintained that price positively affects customer satisfaction in the retail market.

In the case of services, perceived price plays an important role in decision-making. Customer perceptions of price have been studied in the context of price perception (Munnukka, 2005; Varki and Colgate, 2001). According to Bolton et al. (2003), price is a vital influencing factor of customer purchases. As such, it has a significant impact on consumers' judgement of services (Herrmann et al., 2007). Since the price structure in the service industries is relatively complex in comparison with other service settings, such as education and hospitals, perceived price and fairness play a vital role in customers' choice of a mobile application.

2.2 Previous studies

Hong, Cao, and Wang (2017) conducted a research about mobile social apps and wrote a paper regarding the effects of network externalities and herding on user satisfaction with mobile social apps. In this paper, the key words are as follows: mobile social apps, social networking, user satisfaction, network externalities, herd behavior. Researchers designed the study with a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to design the research. A total of 248 questionnaires were distributed among current students of two Chinese public universities, with 225 valid responses and the effective response rate being 91.1%. In terms of gender of respondents, female respondents accounted for 56.9%. Structural Equation Model was utilized for the analysis of the relations between variables. The reliability of the variables was also tested, with all item loadings above 0.6 and ideally 0.7. Their

research outcomes suggested that perceived usefulness has an impact on user satisfaction.

Booker and Serenko (2007) focused on the banking industry, investigating the mediating effect of organizational reputation on customer loyalty and service recommendation. The data in the research was based on a survey of the staff in a major bank headquartered in North America and the survey was conducted over the phone by ABC representatives. This research used Partial Least Squares for data analysis. The study surveyed 8,098 respondents, aged 44 on average. Female respondents made up 55%, and those who used online banking accounted for 25% (2,057). With ABC's overall customer data as the basis, the sample in the research can be deemed as fully representative. This research used ten-point Likert-type scale for test perceived value, satisfaction, loyalty, and recommendation, and five-point scale for test reputation. Loyalty was represented by a negative vocabulary scale. In the result, this study demonstrates that there exists a relationship between perceived value and customer satisfaction.

Kaura, Prasad, and Sharma (2015) investigated the mediating role of customer satisfaction in terms of service quality, service convenience, price and fairness, and customer loyalty. The questionnaires were distributed to 445 subjects in banks, 234 from public sector banks and the rest from new private sector banks. The sample was determined with the method of quota sampling and SPSS software was employed for data analysis. The reliability of each variable was checked. Exploratory factor analysis and regression analysis were conducted to the collected data. Their research results indicated that perceived price and service convenience have a positive impact on customer satisfaction.

Lee, Tsao and Chang (2015) conducted a research about how customer attitude and customer satisfaction affected their use of mobile application services. In this study, judgmental sampling was applied to collect data by means of a questionnaire. Subjects were consumers in Taiwan who had purchased life insurance and used the mobile application services of life insurance companies. A pilot study, 30 respondents in total, was carried out for the purpose of clarifying the overall structure of the questionnaire. The respondents were requested to make comments on the clarity of specific items the questionnaire. Then followed the main survey, in which altogether 600 questionnaires were distributed, and 538 valid samples were collected, with a valid rate of 89.7%. The questionnaire was composed of two parts. The first part recorded the demographic

information of the subjects. The second part recorded the subjects' perceptions of the variables in the model. To facilitate measurement, the data were collected using a 7-point Likert scale. Participants were expected to complete the questionnaire and indicate their current status on each variable item. In the result, the research proved attitude toward using has relationship with customer satisfaction.

Table 2.1 Summary of Previous Studies

No.	Title	Author(s)	Year	Key Finding
1	The effects of network externalities and herding on user satisfaction with mobile social apps.	Hong, Cao, and Wang	2017	Perceived usefulness has relationship with user satisfaction.
2	The mediating effect of organizational reputation on customer loyalty and service recommendation in the banking industry.	Booker and Serenko	2007	A connection exists between perceived value and customer satisfaction.
3	Service quality, service convenience, price and fairness, customer loyalty, and the mediating role of customer satisfaction.	Kaura, Prasad, and Sharma	2015	Both perceived price and service convenience are positively correlated with customer satisfaction.
4	The relationship between attitude toward using and customer satisfaction with mobile application services	Lee, Tsao and Chang	2015	Attitude toward using has relationship with cus tomer satisfaction.

Source: Author according to the literature review

CHAPTER 3

METHODOLOGY

This chapter will discuss the conceptual framework applied in the research. The first section of the chapter introduces the theoretical framework relied upon by the researcher to make modifications as to the conceptual framework illustrated in the second section. The third section covers the research hypotheses. The operationalization of the independent and dependent variables is also discussed in this chapter.

The methodological approach of the study will be explained in this chapter, covering the process of applying the research tools, and the techniques applied to collect and analyze the data.

3.1 Theoretical Framework

Lee, Hsu & Fu (2014) examined the effects of service convenience, satisfaction, and commitment on retail service brand loyalty. The researcher conducted the study through Starbucks coffee shops, McDonald's shops, and View show cinemas in Taiwan. As a result of this study, the measurement model showed that the reliability test for all five constructs is acceptable and they provide values higher than 0.7, the average variance extraction (AVE) test showed that each factor is highly significant, and then the structural model showed the effect of service convenience, satisfaction, and commitment on retail service brand loyalty. The structural model then showed that service convenience had a positive and significant relationship with brand satisfaction. Further to this, brand satisfaction was found to be closely related to continuance commitment and affective commitment, both of which positively affected brand loyalty.

In order to devise the conceptual framework for this study, the researcher incorporated service convenience in the model considering that service convenience was an important factor in brand satisfaction.

Lee, Tsao & Chang (2015) conducted an empirical study of customer satisfaction in the life insurance industry and confirmed the relationship between usage attitudes and customer satisfaction with mobile application services. Chen et al (2015) also examined the use of mobile applications in the life insurance industry and focused on the connection between attitudes towards the use of mobile application services and customer satisfaction. In all, they identified 6 variables: perceived ease of use,

perceived usefulness, perceived playfulness, cognition of compatibility, attitude toward using and customer satisfaction. The relationships between the variables were also examined with the aid of the structural modeling in their research.

The outcomes of the research showed that all the variables affected usage attitude in a positive and significant way. Of all the variables, compatibility stood out as the most powerful influencing factor. Furthermore, perceived usefulness and perceived ease of use both affect customer satisfaction in a positive manner. In addition, the results of the path analysis implied that of all the variables, the most notable factor that influenced customer satisfaction was attitude towards use and that the compatibility factor had an indirect effect on attitude towards use.

For the purpose of establishing the conceptual framework for this study, perceived ease of use is selected in the model by the researcher as the structural model, showing that perceived ease of use has a positive impact on customer satisfaction.

Nick et al. (2007) examined the mediating effect of perceived value on satisfaction and the effect of satisfaction on reputation, loyalty, as well as recommendations. Their study was aimed at determining the mediating effect of organizational reputation on service recommendations and customer loyalty. Four models of the American Customer Satisfaction Model (ACSM) were taken advantage of in this study. The Partial Least Squares (PLS) procedure was used to test these models by using the data collected from a survey environment. The result showed the relationship between reputation on satisfaction and recommendation is considered to be slightly mediated. The findings suggest that the relationship between profitability and corporate reputation may lie in the effect of reputation on customer loyalty. Furthermore, reputation was found to be a pivotal influencing factor of ACSM.

Hong, Cao, and Wang (2017) demonstrated that perceived benefits (perceived enjoyment, perceived usefulness) are mediating factors that affect user satisfaction of mobile social applications in China. This study is designed to identify the factors that influence perceived benefits and user satisfaction. This study used structural equation modelling (SEM) to undertake an analysis of the causal relationships between latent variables in management research (Hair, 2011). Partial least squares structural equation modelling (PLS-SEM) applied to data analysis. The results showed support for all hypotheses on the relation between perceived usefulness and user satisfaction. Therefore, mobile social practitioners are expected to adopt more effective strategies accordingly to enhance user satisfaction and promote their business.

3.2 Concept Framework

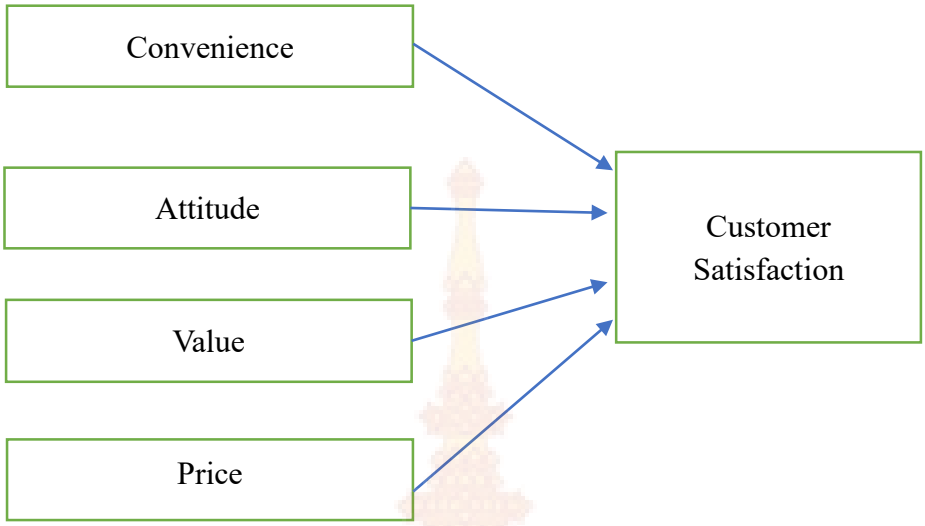

Figure 3.1 Concept Framework

Source: Author according to The Raju, J. S., Srinivasan, V., & Lal, R. (1990). Study theory

Based on secondary data, the result of previous studies, they have proved service convenience, attitude toward using, perceived value, perceived price, perceived usefulness has relationship with customer satisfaction. Therefore, this research creates above framework for Chinese service App industry.

3.3 Research Method

The researcher analyzes the relationship of convenience, price, a sense of security, feedback, and reputation towards customer satisfaction. This study is the type of distributed study that will be used for distributed research. As many researchers have stated, a distributed research can be utilized to estimate the number of people in a specified population who have a certain common behavior tendency and to determine their characteristics (Churchill, 1999).

The key data was collected by distributing questionnaires to passengers who have had experience with Didi taxi services. The results of these questionnaires were then used to analyze customer satisfaction. After collecting the data, the researcher employed SPSS software for data analysis. The results were presented in Chapter 5.

3.4 Respondents and Sampling Procedures

3.4.1 Target of population

The target population of the research is designed to be Didi customers, specifically those who have used Didi taxi app, in Wenzhou, Zhejiang Province, China. In other words, the target population is Didi taxi app users in Wenzhou, a city in southeastern Zhejiang.

3.4.2 Sample Size

The sample size for the survey was therefore 300 respondents in one month, after which the researcher obtained 290 useful questionnaires due to time constraints. The sample size for the survey was therefore 300 respondents in one month, after which the researcher obtained 290 useful questionnaires. zikmund (2003) explains that the sample size was a subset of the population. As for data collection, this study adopted the convenience sampling method, a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. In addition, this method is easy to use in future studies.

The sample size for this study was determined by estimating the proportions, where the proportion of the successful population was calculated by the following formula for the required sample size n:

$$\mathrm{n} = \frac{z^2 p(1-p)}{E^2}$$

The variable z is a standardized value representing the selected confidence interval. p is the proposed success score in the population and E is the selected maximum acceptable degree of variation between the actual and proposed scores (Evans, 2007). Evans (2007) maintained that the traditional estimate of any unknown population proportion is 0.5. This is because by using p = 0.5, the number of p (1 - p) in the formula is as large as possible and therefore the most accurate sample size is obtained regardless of the actual proportion.

In this study, a total of 290 questionnaires were utilized for data analysis as they measure the relationship between the independent variables and customer satisfaction. The study was conducted with convenience sampling.

3.5. Research Instruments/Questionnaire

In this research, the researcher used a questionnaire to collect information from the respondents. According to Zikmund (2000), self-administered questionnaire is a survey in which the respondent is responsible for reading and answering the questions. The formulation of questionnaire was developed on the basis of a theoretical framework.

General information falls into several categories, namely service convenience, attitude toward using, perceived value, perceived price, perceived usefulness and customer satisfaction and they have 290 questionnaires. The detailed information is shown as follows.

Part 1: Six Main Factors

This section measures each of the variables, including the independent variables, which are service convenience, attitude to use, perceived value, perceived price, and perceived usefulness. There is also a relationship between them measured by the dependent variable (customer satisfaction).

The Likert scale is commonly used in survey research to determine how much respondents agree or disagree with a particular statement and hence the term is interchangeable with rating scales (Carifio, 2007). In a Likert scale, respondents indicate their attitudes by ticking or circling the answer from five (sometimes seven) options ranging from “strongly disagree” to “strongly disagree” (Zikmund, 2003). The meaning of each scale is shown below:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
2 = Strongly Agree

Part 2: Demographic Profile

The last part of the questionnaire consists of two and more categories (multiple choice) of the Simple Category Scale or the Simple Attitude Scale. It is designed to collect the general information about the respondents. The questions, which are chiefly about "who, where, what and how", are of assistance to the researcher to gain deeper insight into the sample population and better analyze the relationship between the respective variables and the dependent variable.

3.6. Pretest

Pre-testing helps researchers to identify problems that may arise when conducting research. Pre-testing is an established practice used to detect errors in questions, question order, instructions, and skip instructions (Cooper and Schindler, 2001). The purpose of pre-testing is to prevent errors in the structure of the questionnaire and to indicate the comprehension of the respondents (Zikmund, 2003). The researcher prepared 50 pre-test questionnaires which were randomly distributed to the study participants.

Table 3.1 The outcome of Reliability Test

Variables	Reliability Score(α-test)	No. of items
Service convenience	0.750	50
Attitude toward Using	0.860	50
Perceived value	0.760	50
Perceived price	0.880	50
Perceived usefulness	0.820	50
Customer satisfaction	0.710	50

Source: Author's calculation using SPSS

3.7 Collection of Data/ Gathering Procedure

The data of this research consist of two parts: primary and secondary. The primary data, those collected via questionnaires from 1st, May 2021 to 31st May 2021, are employed for the measurement of each variable. The secondary data, the literature data from articles and websites, play an auxiliary role in the research.

3.8. Statistical Treatment of Data

For data processing, the researcher selected Statistical Package for the Social Sciences (SPSS), a data-processing software that facilitates data analysis and interpretation by transforming data into a form with an aim to obtain information useful and meaningful to the study. The data analysis techniques adopted in the research included Descriptive Analysis and Inferential Analysis.

According to Kinnear and James (1991), descriptive statistics summarize and organize characteristics of a data set, which can be either a representation of the entire or a sample of a population. It describes the relevant variables via frequencies and percentages. This study conducts a descriptive analysis of demographic factors, including gender, age, education, income among others. The Pearson product moment correlation coefficient or simple correlation coefficient (Zikmund, 2003) is applicable to variable analysis. It is used for bivariate analysis of data with interval scales or ratio scales, and the coefficient value is calculated as a score which is in the interval between -1.00 and +1.00 (Gay and Diehl, 1996). A negative correlation coefficient indicates a negative correlation, and a positive correlation coefficient indicates a positive correlation. The closer the value is to -1.00 or 1.00, the stronger the correlation between the two variables. The Pearson product moment correlation coefficient (r) is calculated using the following formula.

$$r = \frac{\sum_{i=1}^{n}\left((x_i - \bar{x})(y_i - \bar{y})\right)}{\sqrt{\sum_{i=1}^{n}(x_i - \bar{x})^2 \sum_{i=1}^{n}(y_i - \bar{y})^2}}$$

Where: x_i = individual's score on X variable

y_i = individual's score on Y variable

$\bar{x}$ = sample means of X

$\bar{y}$ = sample means of Y

Table 3.2 The Correlation Coefficients in terms of Strength of Relationship

Strength of Relationship	Range of Coefficient
Very Weak	±0.00 to ±0.20
Weak	±0.21 to ±0.40
Moderate	±0.41 to ±0.60
Strong	±0.61 to ±0.80
Very Strong	±0.81 to ±1.00

Source: Author according to Cooper & Schindler (2008). Business Research Methods, 10th Edition. Boston: McGraw-Hill.

CHAPTER 4

DATA ANALYSIS

This chapter, data analysis, consist of two parts. The first part will provide the demographic questions' result analysis, including frequency and percentage. The second part is inferential analysis, this is the most important part which texted each null hypothesis is significant or not and showing correlations.

4.1 Descriptive Analysis

In this descriptive analysis, the demographic factors include gender, age, education, income, (per month) and occupation.

Table 1.1 The Analysis of Gender Using Frequency

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	139	47.9	47.9	100.0
	Female	151	52.1	52.1	52.1
	Total	**290**	**100.0**	**100.0**	**-**

Source: Author according to Questionnaire research.

Notes: N=290

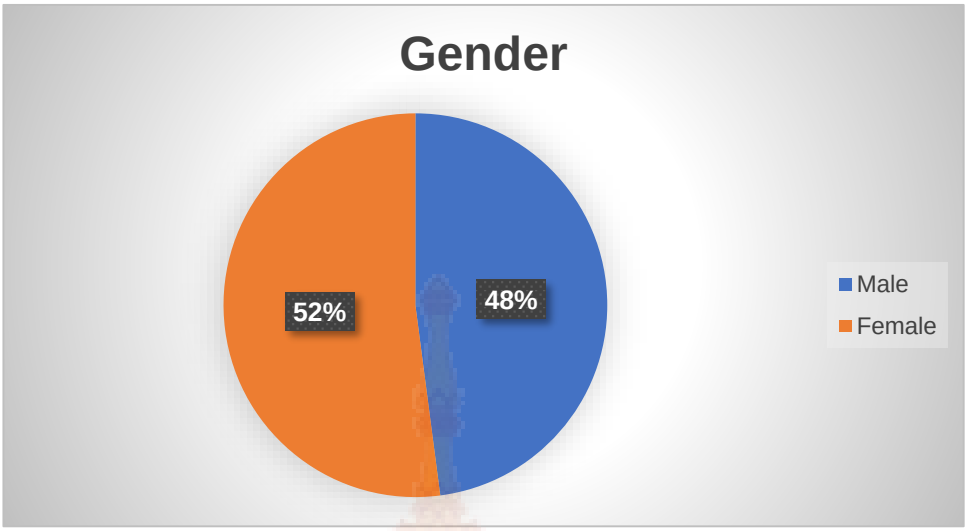

Figure 4.1 The Analysis of Gender Using Frequency
Source: Author according to Questionnaire research

Based on the above results, the majority of respondents are females, accounting for 52.1% of the total, while males account for 47.9%. There were 151 females and 139 males. Therefore, most of the respondents are female, and there are more females than males.

Table 4.2 The Analysis of Nationality Using Frequency

NATIONALITY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	280	96.5	96.5	96.5
	Non-Chinese	10	3.5	3.5	100.0
	Total	290	100.0	100.0	

Source: Author according to Questionnaire research.

Notes: N=290

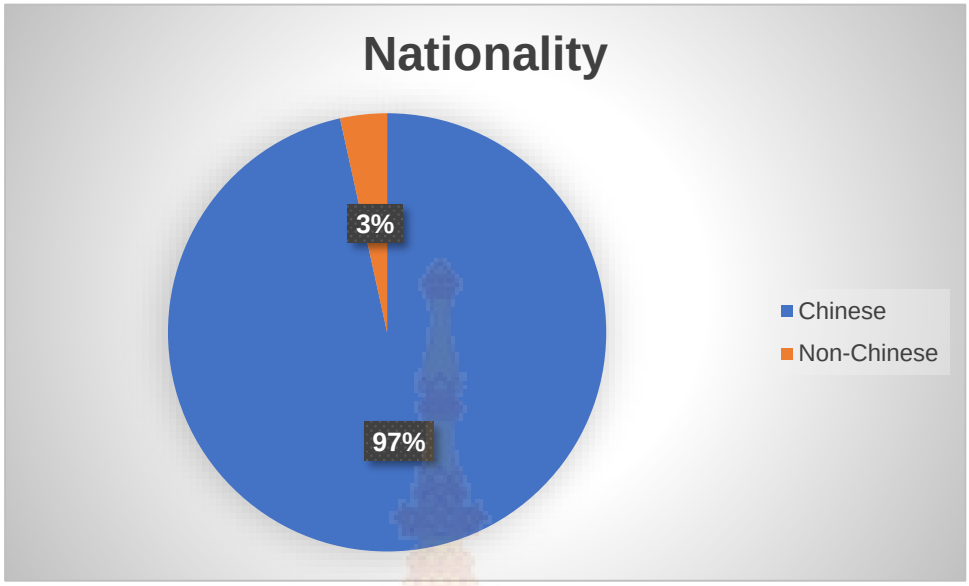

Figure 4.2 The Analysis of Nationality Using Frequency
Source: Author according to Questionnaire research

Based on the chart, most of the respondent's people are Chinese, with 97% in China. The rest are non-Chinese; they make up 3%. China had 280 respondents. There are 10 non-Chinese respondents. As a result, more than 95 percent of the respondents are Chinese.

Table 4.3 The Analysis of Age Using Frequency

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 to 25 years old	123	42.4	42.4	42.4
	26-30 years old	109	37.6	37.6	80.0
	31-40 years old	46	15.9	15.9	95.9
	41-50 years old	10	3.4	3.4	99.3
	More than 51 years old	2	0.7	0.7	100.0
	Total	290	100.0	100.0	

Source: Author according to Questionnaire research.

Notes: N=290

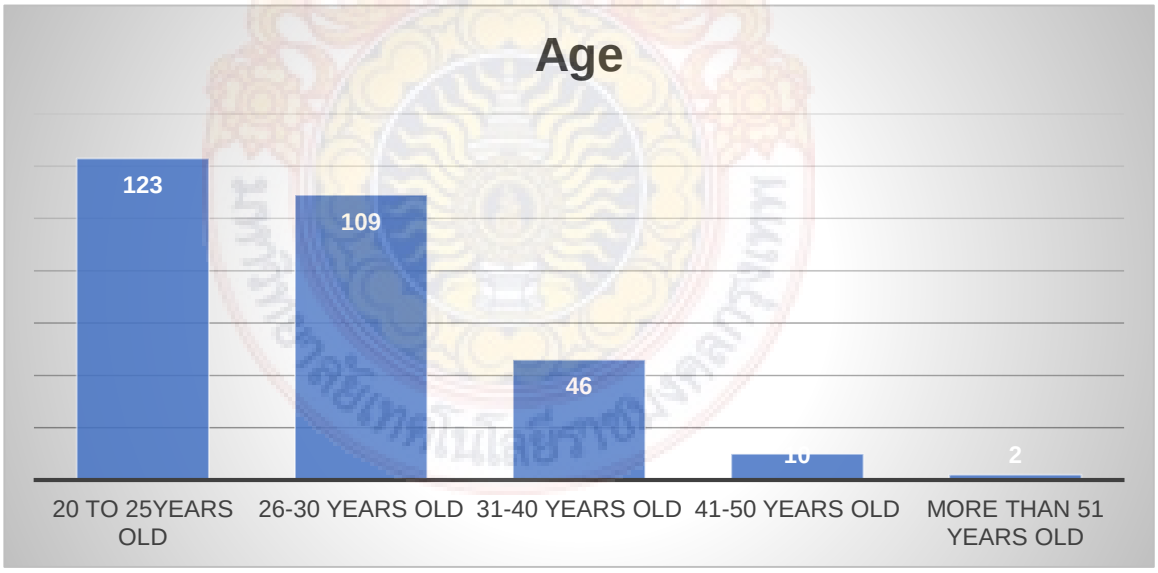

Figure 4.3 The Analysis of Age Using Frequency

Source: Author according to Questionnaire research

According to the figure, there are 123 respondents aged between 20 to 25. There were 109 respondents between the ages of 26 to 30. There are 46 respondents aged between 31 and 40. There were 10 respondents between the ages of 41 and 50. There are 2 people over 51 years old. Therefore, the interviewees are mainly aged between 20 to 25, accounting for 42.4%, and the age between 26 to 30, accounting for 37.6%. Only 0.7 percent of respondents were over 51 years old. Therefore, most of the interviewees are aged between 20 and 30.

Table 4.4 The Analysis of Education Using Frequency

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than Bachelor's degree	35	12.0	12.0	12.0
	Bachelor's Degree	200	68.9	68.9	80.9
	Higher than bachelor's degree	55	19.1	19.1	100.0
	Total	290	100.0	100.0	

Source: Author according to Questionnaire research

Notes: N=290

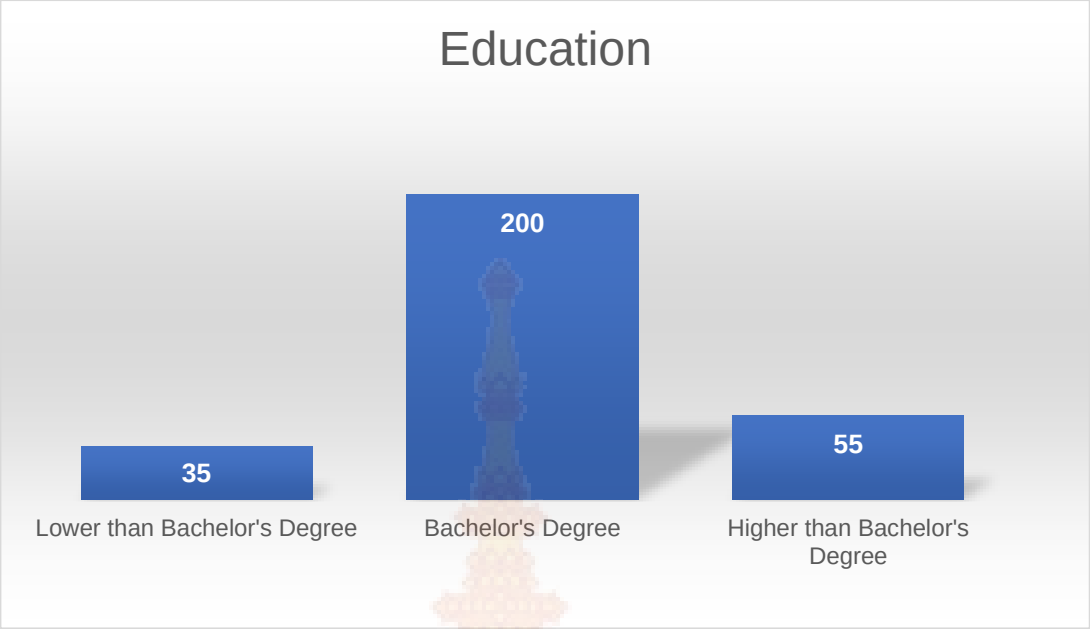

Figure 4.4 The Analysis of Education Using Frequency
Source: Author according to Questionnaire research

According to the results, 35 respondents, accounting for 12%, are below a bachelor's degree. There were 200 respondents with bachelor's degrees, accounting for 68.9%. There were 55 respondents with a bachelor's degree or 19.1 percent. Therefore, the majority of respondents, more than 65 percent, have a bachelor’s degree.

Table 4.5 The Analysis of Income Using Frequency

INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3000 RMB	2	0.6	0.6	0.6
	3000-5000 RMB	182	62.8	62.8	63.4
	5000-7000 RMB	106	36.6	36.6	100.0
	Total	290	100.0	100.0	-

Source: Author according to Questionnaire research

Notes: N=290

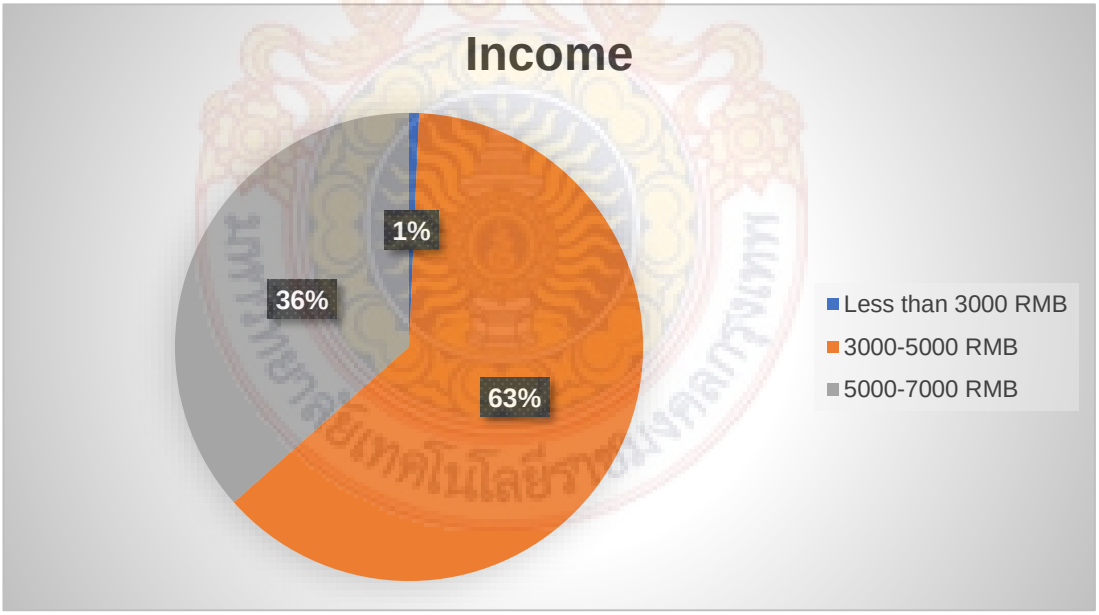

Figure 4.5 The Analysis of Income (per month) Using Frequency

Source: Author according to Questionnaire research

Based on the results, the people with a monthly income of 3,000 to 5,000RMB are the main group is. There are 182 respondents, accounting for 62.8%. Only 2

respondents were below 3000RMB. There are 106 respondents with an income between 5,000 and 7,000 RMB, accounting for 36.6%. Therefore, the income of most people is between 3000-5000RMB, and some of them whose income is above 5000RMB, nearly 50% of the respondents.

Table 4.6 The Analysis of Occupation Using Frequency

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	14	4.8	4.8	4.8
	Business Owner	26	8.9	8.9	13.7
	Employees	250	86.3	86.3	100.0
	Total	290	100.0	100.0	-

Source: Author according to Questionnaire research

Notes: N=290

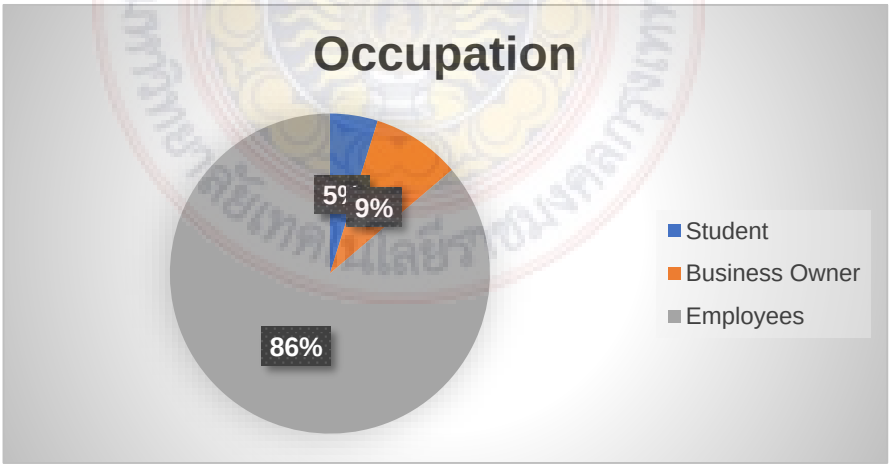

Figure 4.6 The Analysis of Occupation Using Frequency
Source: Author according to Questionnaire research

The chart in the above shows the most of occupation of the interviewees are employee, there are 250 of them, accounting for 86.3%. The second occupation is business owner, with 26, or 8.9%. The last group is students， there are 14 of them, and only 4.8%. Therefore, the majority of respondents are employees, more than 85%. As a result, many of the respondents are employees who ride Didi Taxi.

4.2 Reliability Analysis

This is part of the reliability analysis. Cronach's Alpha test was used in this study, and SPSS software was used to help researchers run the results of this study. Base on Mlahotra (1933, p.308), the result for all variables should be greater than 0.6, indicating acceptance of reliable variables.

Table 4.7 Alpha testing results of variables

Variables	Alpha Test	Number of Questions
Service convenience	0.748	5
Attitude toward Using	0.679	5
Perceived value	0.765	4
Perceived price	0.657	5
Perceived usefulness	0.699	3
Customer satisfaction	0.686	5

Source: Author’s calculation using SPSS

Notes: N=290

As shown in the above table, all the variables, either independent or dependent, are greater than 0.6, indicating that all the questions are able to be collected in the research.

4.3 Inferential Analysis

This is the last section of chapter four. In this section, the researchers present the results of testing each hypothesis using SPSS software and make a decision on whether the hypothesis is significant or not. This part of the analysis is based on Pearson correlation coefficient. Below are the details of the ten hypotheses and the results of the analysis.

H1o: Service convenience has no considerable positive effect on customer satisfaction.

H1a: Service convenience has a considerable positive effect on customer satisfaction.

Table 4.8 Pearson moment correlation coefficient was used to analyze the relationship between service convenience and customer satisfaction with statistical significance

Correlations			
		MEAN-SC	MEAN-CS
MEAN-SC	Pearson Correlation	1.00	0.325**.
	Sig. (2-tailed)	-	0.000
	N	290.00	349.00
MEAN-CS	Pearson Correlation	0.325	1.00
	Sig. (2-tailed)	0.000	-
	N	290.00	349.00
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation using SPSS
Note: *p < 0.1; **p < 0..05; ***p < 0.01.
Notes: N=290

As can be seen from Table 4.8 the p-value is equal to 0.000 (p-value <0.05), indicating that, with the null hypothesis rejected, a notable positive correlation exists between service convenience and customer satisfaction.

Pearson correlation value was 0.325, which suggests weak linkage between service convenience and customer satisfaction.

H2o: Attitude toward using has no considerable positive effect on customer satisfaction.
H2a: Attitude toward using has a considerable positive effect on customer satisfaction.

Table 4.9 Pearson product moment correlation coefficient was used to analyze the statistical significance between user attitude and customer satisfaction

Correlations			
		MEAN-AT	MEAN-CS
MEAN-AT	Pearson Correlation	1.00	0.686**.
	Sig. (2-tailed)	-	0.000
	N	349.00	349.00
MEAN-CS	Pearson Correlation	0.686	1.00
	Sig. (2-tailed)	0.000	-
	N	349.00	349.00
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation using SPSS
Note: *p < 0.1; **p < 0..05; ***p < 0.01.
Notes: N=290

As can be seen from Table 4.9, the p value is equal to 0.000 (p value <0.05), showing the rejection of the null hypothesis. It follows that the relationship between user attitude and customer satisfaction is statistically significant.
Pearson correlation value is 0.686, suggesting a strong positive correlation between user attitude and customer satisfaction.

H3o: Perceived value has no considerable positive effect on customer satisfaction.
H3a: Perceived value has a considerable positive effect on customer satisfaction.

Table 4.10 The analysis of the statistically significant relationship between perceived value and customer satisfaction by using Pearson product-moment correlation coefficient

Correlations			
		MEAN-PV	MEAN-CS
MEAN-PV	Pearson Correlation	1.00	0.246**.
	Sig. (2-tailed)	-	0.000
	N	349.00	349.00
MEAN-CS	Pearson Correlation	0.246	1.00
	Sig. (2-tailed)	0.000	-
	N	349.00	349.00
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation using SPSS
Note: *p < 0.1; **p < 0..05; ***p < 0.01.
Notes: N=290

Table 4.10 shows that the p value is equal to 0.000 (p value <0.05) and valuing global services the rejection of the null hypothesis. It follows that there exists a notable relationship between perceived value and customer satisfaction.

Pearson correlation is 0.246, implying there exists a weak linkage between perceived value and customer satisfaction.

H4o: The perceived price has no considerable positive effect on customer satisfaction.
H4a: The perceived price has a considerable positive effect on customer satisfaction.

Table 4.11 Pearson product moment correlation coefficient was used to analyze the relationship between perceived price and customer satisfaction

Correlations			
		MEAN-PP	MEAN-CS
MEAN-PP	Pearson Correlation	1.00	0.855**
	Sig. (2-tailed)	-	0.000
	N	349.00	349.00
MEAN-CS	Pearson Correlation	0.855	1.00
	Sig. (2-tailed)	0.000	
	N	349.00	349.00
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation using SPSS
Note: *p < 0.1; **p < 0..05; ***p < 0.01.
Notes: N=290

As shown in Table 4.11, the P value is equal to 0.000 (P <0.05), which indicates that the null hypothesis is rejected. It can be thus concluded that there exists a significant relationship between perceived price and customer satisfaction.
Pearson's correlation value is 0.855, suggesting a connection between perceived price and customer satisfaction.

H5o: Perceived usefulness has no considerable positive effect on customer satisfaction.
H5a: Perceived usefulness has a considerable positive effect on customer satisfaction.

Table 4.12 Pearson product moment correlation coefficient was used to analyze the relationship between perceived usefulness and customer satisfaction

Correlations			
		PU-MEAN	MEAN-CS
PU-MEAN	Pearson Correlation	1.00	0.775**
	Sig. (2-tailed)	-	0.000
	N	349.00	349.00
MEAN-CS	Pearson Correlation	0.775	1.00
	Sig. (2-tailed)	0.000	-
	N	349.00	349.00
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation using SPSS
Note: *p < 0.1; **p < 0..05; ***p < 0.01.
Notes: N=290

The result in Table 4.12 shows that the p value is equal to 0.000 (pvalue <0.05), which indicates the rejection of the null hypothesis. Hence, it can be found that there exists a strong linkage between perceived usefulness and customer satisfaction.

Pearson's correlation value is 0.775, suggesting a strong positive correlation between perceived usefulness and customer satisfaction.

Table 4.13 Summary of Hypotheses result

Hypothesis	Statistical Test	Significant value (alpha)	Correlation Coefficient	Result
$H1_a$: Service convenience has a considerable positive effect on customer satisfaction.	Pearson's Correlation	0.000	0.325	H_o is rejected.
$H2_a$: Attitude toward using has a considerable positive effect on customer satisfaction.	Pearson's Correlation	0.000	0.686	H_o is rejected.
$H3_a$: Perceived value has a considerable positive effect on customer satisfaction.	Pearson's Correlation	0.000	0.246	H_o is rejected.
$H4_a$: The perceived price has a considerable positive effect on customer satisfaction.	Pearson's Correlation	0.000	0.855	H_o is rejected.
$H5_a$: Perceived usefulness has a considerable positive effect on customer satisfaction.	Pearson's Correlation	0.000	0.775	H_o is rejected.

Source: Author's calculation using SPSS

CHAPTER 5

CONCLUSION, AND RECOMMENDATION

This chapter is the summary, conclusion, and suggestion of the research results of Chapter 4. This chapter is divided into four parts according to the researcher's design. Details for each section are shown below.

5.1 Summary of finding

This section has two subsections. Demographic factors and assumptions are summarized in this section. The details of these profiles are shown below.

5.1.1 Summary of demographic factors

A sum of 290 reliable questionnaires were collected from Didi taxi customers in Wenzhou, China. The majority of respondents were women, among them, 52.1 percent were female, and 47.9 percent were male. The number of females was 151 and the number of males 139. Therefore, most of the respondents are female, and there are more females than males. Most of the respondents were Chinese, with 97 percent in China. Of the other non-Chinese, they make up 3.5 percent. China had 280 respondents. There are 10 non-Chinese interviewees. As a result, more than 95 percent of the respondents are Chinese. There were 123 respondents aged 20 to 25.

There were 109 respondents between the ages of 26 and 30. There are 46 interviewees aged between 31 and 40. There were 10 respondents between the ages of 41 and 50. There are two people over 51. Therefore, the interviewees are mainly aged 20-25, accounting for 42.4%, and 26-30, accounting for 37.6%. Only 0.7 percent of respondents were over 51 years old. Therefore, most of the interviewees are aged between 20 and 30. People who don't have a bachelor's degree were 35, take part of 12 percent. There were 200 respondents with bachelor's degrees, accounting for 68.9%. There were 55 respondents with a bachelor's degree or 19.1 percent. Therefore, the majority of respondents, more than 65 percent, have a bachelor's degree.

The main income group is people with a monthly income of 3,000 to 5,000RMB. There are 182 respondents, accounting for 62.8%. Only two interviewees were below 3000RMB. There are 106 respondents with an income between 5,000 to 7,000 RMB, accounting for 36.6%. Therefore, the income of most people is between 3,000 to

5,000RMB, and there are many people whose income is above 5,000RMB, close to 50% of the respondents. The main occupation of the respondents is employee, with 250 respondents, accounting for 86.3%. The second occupation is business owner, with 26, or 8.9 percent. The last group was students. There were 14 of them, participating in 4.8%. Therefore, most of the interviewees are employees, more than 85%. As a result, many of the interviewees are employees who ride Didi Taxi.

5.1.2 Summary of hypothesis

This individual study has five hypotheses and is based on questionnaire responses from 290 respondents. Respondents are Didi taxi customers in Wenzhou, China. The interviewees were all over 20 years old. The research tool used in this study is a questionnaire with six variables supported by five Likert scales. Finally, put forward seven hypotheses to test the relationship between the variables. This theory has been backed up by previous research.

In this study, all of the null hypothesis is rejected, assuming that the result of the text version 22 support by SPSS software.

5.2 Conclusion and Implication

This study was to explore the relationship between the four independent variables and customer satisfaction. This assumption is about service convenience and customer satisfaction, use of attitudes and customer satisfaction, perceived value and customer satisfaction, perceived value and customer satisfaction, perceived usefulness, and the relationship between the customer satisfaction.

The result shows the p-value is equal to 0.000 (p-value <0.05), which suggests the rejection of the null hypothesis. That implies that service convenience has a considerable positive effect on customer satisfaction since the Pearson's Correlation value is 0.325. It suggests a weak linkage between service convenience and customer satisfaction.

The result shows the p-value is equal to 0.000 (p-value <0.05), meaning the null hypothesis is rejected. As a result, attitude towards using has an impact on customer satisfaction. With Pearson's Correlation value being 0.686, a strong connection exists between attitude toward using customer satisfaction.

Again, the p-value is equal to 0.000 (p-value <0.05), indicating that the null hypothesis is rejected. It can be therefore concluded that perceived value influences customer satisfaction as well. The Pearson's Correlation value is 0.246, suggesting a weak relationship between perceived value and customer satisfaction.

As in other hypotheses, the e p-value is equal to 0.000 (p-value <0.05), implying the rejection of the null hypothesis. A conclusion can be drawn that there exists a considerable relationship between perceived price and customer satisfaction. Here, the Pearson's Correlation value is 0.855, suggesting a strong linkage between the two. In other words, if perceived price rises, so will customer satisfaction and vice versa.

5.3 Recommendation

According to the results of the study, the researchers have some suggestions for Didi and other brands in the customer and service industries.

Based on this research result, it proved service convenience, Attitude toward using, perceived value, perceived price, perceived usefulness has a relationship with customer satisfaction.

First, Didi can make some good promotions and advertising to attract customers to use Didi App. This way may let customers have good perceived value and perceived price for Didi Company.

Second, Didi Company can improve App quality, the customer will be happy for this, it can improve service convenience.

Last, Didi Company can contract more payment platforms, which can improve service convenience.

5.4 Future Study

Here are some of the ideas in future research. Based on the above chapters, the researchers believe that there are three methods that can be used in future studies.

Firstly, the demographic section, researchers can ask more relevant questions to the respondents in future studies. For example, people's lifestyle, cultural factors, religious background, and so on.

Secondly, this independent study is only conducted in one city in China and cannot be used in other countries. This can be in the other two cities for a comparative study of brand service APP in future.

In addition, researchers should look for more variables that support customer satisfaction and create more factors that affect customer satisfaction in other brands.

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APPENDICES

Appendix A Questionnaire

Thank you very much for your kindness to complete this questionnaire. This questionnaire is going to measure the factors affecting customer satisfaction towards Didi Taxi in Wenzhou, China. For finish this questionnaire, you may take few minutes. This questionnaire is a part of Master student's individual research. Please carefully read each question and make sure all answers are real idea from your mind. All of this information only to use for academic purposes.

Part One: The screening question

1. Is your customer of Didi taxi in Wenzhou?

□Yes (please answer question two)

□No (please stop to answer questionnaire)

Part Two: Please write a '√' in the box to show you agree or disagree with the following statements

1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

Variable	1	2	3	4	5
1. Service convenience					
1.1 I feel so convenience to use Didi App.					
1.2 It's easy for me to decide which service to buy.					
1.3 I receive clear and easy to understand information from the Didi App.					
1.4 I can find driver in Didi App easy.					
1.5 Servicers make me aware of exact rates or service charges or special offers.					
2. Attitude toward using					
2.1 The strength of one's feeling of favorableness toward Didi App services.					
2.2 I feel Didi App design is good.					
2.3 I feel pleasure to use Didi App.					

Variable	1	2	3	4	5
2.4 Didi App is same as my expectations after I used.					
2.5 Didi App can provide what customer need.					
3. Perceived value					
3.1 Didi can create more things in future.					
3.2 Didi brand is better than others.					
3.3 Didi is very strong in China.					
3.4 Didi can give customer good value.					
4. Perceived price					
4.1 Didi App can provide good price.					
4.2 Didi App's price is good for customers.					
4.3 I think the Didi taxi service price will not increase in future.					
4.4 I think it's priced lower than the value I use.					
4.5 The price for Didi taxi is important.					
5. Perceived usefulness					
5.1 I feel I can get better life after I used Didi App.					
5.2 I think Didi App is a useful App.					
5.3 Didi App can give me more things.					
6. Customer satisfaction					
6.1 I am satisfied to use Didi App.					
6.2 Didi taxi can give me happy life.					
6.3 Customer satisfaction for Didi taxi is important.					
6.4 Didi always can make good products and service.					
6.5 I Love Didi App.					

Part Three: Demographic Data

1. Gender

□ Male

□ Female

2. Nationality

□ Chinese

□ Non - Chinese

2. Age

□ 20 to 25years old

□ 26 - 30 years old

□ 31 - 40 years old

□ 41 - 50 years old

□ More than 51 years old

3. Education

□ Lower than Bachelor's Degree

□ Bachelor's Degree

□ Higher than Bachelor's Degree

4. Income (Per Month)

□ Less than 3000 RMB

□ 3000 - 5000 RMB

□ 5000 - 7000 RMB

□ More than 7000 RMB

5. Occupation

□ Student

□ Business Owner

□ Employees

□ Commissioner / enterprises

□ Unemployment

7. Frequency of using Didi Taxi

□ Once a month

□ Four times a month

□ Eight times a month

□ More than 5 times a week

Appendix B Questionnaire in Chinese

非常感谢您的好意来完成这份问卷！本调查问卷将测量影响中国温州滴滴打车客户满意度的因素。完成这个问卷，你可能需要几分钟。此问卷是研究生个人研究的一部分。请仔细阅读每一个问题，并确保所有的答案都是真实的想法。所有这些信息只用于学术目的。

受访者的名字：_____

第一部分：筛查问题

2. 您曾经使用过滴滴打车软件嘛在温州?

□是的我用过　（如果是请从第二题开始问卷）

□没有用过　　（如果不是请停止问卷调查）

第二部分：请在方框内打"√"，表示你同意或不同意下列陈述

1 =非常不同意，2 =不同意，3 =既不同意也不同意，4 =同意，5 =非常同意。

变量	1	2	3	4	5
7. 服务的便利性					
7.1 我认为滴滴打车 APP 非常的方便使用起来					
1.2 滴滴打车对我来说决定使用什么付款方式非常简单					
1.3 我从滴滴 APP 上得到信息和提示是清晰易懂的。					
1.4 我可以很容易地在滴滴 APP 上找到司机.					
1.5 服务人员让我知道确切的价格、服务费或特别优惠.					
8. 使用的服务态度					
2.1 对滴滴应用程序服务的好感程度					
2.2 我觉得滴滴应用设计不错。					
2.3 我喜欢使用滴滴 APP					
2.4 滴滴应用与我使用后的预期一致					
2.5 滴滴 App 可以满足客户的需求					

3 感知价值					
3.1 滴滴可以在未来创造更多的东西					
3.2 滴滴品牌优于其他品牌。					
3.3 滴滴在中国非常强大。					
3.4 滴滴能给客户良好的价值。					
4 感知到的价格					
4.1 滴滴 App 价格优惠					
4.2 滴滴 App 的价格对客户有利。					
4.3 我认为滴滴打车今后不会涨价。					
4.4 我认为它的价格低于我使用的价值。					
4.5 滴滴打车的价格很重要。					
5.感知有用性					
5.1 我觉得使用滴滴 App 后我的生活会更好。					
5.2 我认为滴滴 App 是一个有用的 App。					
5.3 滴滴 App 可以给我更多的东西					
6. 客户满意度					
6.1 我很满意使用滴滴 App					
6.2 滴滴打车能给我幸福的生活。					
6.3 滴滴打车的客户满意度很重要。					
6.4 滴滴总能做出好的产品和服务。					
6.5 我喜欢滴滴 App。					

第三部分:人口统计数据

1.性别

□男性

□女性

2.国籍

□中国

□非中国

3.年龄
□20-25 岁
□26-30 岁
□31-40 岁
□40-50 岁
□年龄 51 岁以上

4.教育
□低于学士学位
□学士学位
□本科以上学历

5.每月收入
□3000 元以下
□3000 - 5000 元人民币
□5000 - 7000 元人民币
□7000 元以上

6.职业
□学生
□企业主
□员工
□专员/企业
□失业

7.使用滴滴打车的频率
□一个月一次
□一个月四次
□一个月 8 次
□一周 5 次以上

BIOGRAPHY

NAME	Han Yufan
ACADEMIC BACKGROUND	2019.03-2021.06 Rajamangala University of Technology Krungthep 2013-2017 Deakin university
EXPERIENCES	2017-2018 Australian Pacific Real Estate 2018-2019 Australian Zank fund