Factors Influencing Drivers' Trust toward Taxi-Hailing Platforms and Riders in Ethiopia, and Their Impact on Continuance Intention

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration, Specialization in Management

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DECLARATION

I, Kalkidan Kassahun Kebede, hereby certify that this research paper is entirely original with all information used properly cited. This research paper's subject matter was not previously submitted for the award of a Master degree.

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Statement of Certification

This is to certify that the thesis prepared by Kalkidan kassahun kebede entitled: Factors Influencing Drivers' Trust toward Taxi-Hailing Platforms and Riders in Ethiopia, and Their Impact on Continuance Intention is submitted in partial fulfillment of the requirements for the degree of Master of Business Administration Specialization in Management complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ABSTRACT

In Ethiopia, taxi-hailing service is in its initial stages compared to other countries, and the service is not well known. Despite this, using taxi-hailing services is becoming increasingly popular among Addis Ababa residents and organizations. Following this practice, recent problems of theft and murder have arisen that targeted taxi-hailing service drivers, and this has led drivers to lose their trust toward the taxi-hailing platform and riders, which has led to concerns of continued intention. Hence, this thesis focuses on examining the influencing factors of drivers trust towards the taxi-hailing platform and riders in Ethiopia and their continued intention. This quantitative study developed and tested a model using structural equation modeling and SMARTPLS 4.0 software by reviewing prior literature, utilizing pre-data information from tax-hailing companies, and conducting an online survey with a sample size of 380 using the simple random sampling method. In contrast to the modified model, these findings suggested that factors influencing suppliers' (drivers') trust toward taxi hailing platforms and riders in Ethiopia and their impact on continuation intentions are multi-factorial, which is not only a function of platform-based social, technical, economic, and privacy factors but also trust in peer factors, which include trust in the consuming peer's ability, benevolence, and integrity. Based on the findings of the research, the economic factor, privacy assurance factor, and trust in peers factor play a strong role in creating trust and their continued use. Therefore, taxi-hailing service companies should work to improve these factors. In addition, social and technical factors are also significant in determining drivers' continuation intentions.

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List of Acronyms

AVE: Average Variance Extracted

CAGR: Compound annual growth rate

CFA: Confirmatory Factor Analysis

IS: Information System

PLS: Partial Least Square

SDT: Self-determination theory

SEM: Structural Equation Modeling

TPB: Theory of Planned Behavior

CHAPTER ONE

1. Introduction

1.1 Background of the study

Ethiopia's ride-hailing and taxi businesses are predicted to generate US$86.05 million in revenue in 2022 and US$151.90 million by 2027, with a projected annual growth rate of 12.04 percent (CAGR 2022–2027). Additionally, it is anticipated that there will be 2.1 million users by 2027 (Statista, 2022). As a result of these statistics, the sharing economy and its effects on the ride-hailing and taxi industries are receiving more attention from academics and practitioners. The sharing economy is a type of economic characterized by the peer-to-peer exchange of goods and services enabled by the internet and mobile technologies. It is an umbrella term for a wide range of activities, including shared transportation, shared living, and short-term rental services. The sharing economy has been growing in popularity in recent years, driven by its convenience, cost savings, and environmental benefits.

It's significant to note that the widely accepted idea of the sharing economy serves as an umbrella term and frequently encompasses a wide range of concepts, including "collaborative consumption" (Botsman & Rogers, 2010; Meelen & Frenken, 2015); "access-based consumption" (Bardhi & Eckhardt, 2012), or "commercial sharing systems" (Lamberton & Rose, 2012). The sharing economy's advocates contend that due to its explosive expansion, it has improved economic and sociological conditions as well as corporate operations and customer-seller interactions.

For instance, Uber, a ride-hailing service available in more than 250 locations and 50 countries worldwide, reported a doubling of its gross bookings to $20 billion in 2016 (Newcomer, 2017). Travel, vehicle sharing, banking, employment, and music and video streaming are the five major sectors of the sharing economy that have had the most rapid development in worldwide revenues, increasing from $15 billion in 2015 to around $335 billion in 2025 (PwC, 2015). Additionally, using taxi-hailing services is becoming increasingly popular among Addis Ababa

residents and organizations thanks to the rise of locally produced Uber-style apps. Three years ago, there were just two active taxi-hailing applications in the city; today, that number has tripled. They could therefore transform the industrial landscape.

Despite being aware of the sharing economy's potential, businesses and entrepreneurs continue to face several issues as they expand into this market. For instance, new entrants are worried about how to engage clients when adopting a sharing platform and how to maximize the profit they stand to gain from the use of a certain sharing platform (Wang, Asaad, & Filieri, 2020). Even though studies on the sharing economy is growing e.g. (Ert, 2016; Hamari et al., 2016; Zervas, 2017; Fang, 2016; Tussyadiah & Pesonen, 2016; Camilleri, 2017) the theoretical underpinnings of the reasons for or against participating in this sharing economy are still not well understood. Therefore, it is crucial to do research that offers deeper insights.

Trust is a foundational component in any relationship, especially when there are financial dealings involved. According to (Belk R. W., 2010), both the sharing economy and sharing are directly tied to trust. The sharing economy is thought to revolve around trust, which has even been referred to as its currency (Botsman & Rogers, 2010). Prior research has focused on how trust affects customers' intentions to inquire about drivers and request a ride. However, no study has looked at the variables that influence drivers' trust toward taxi hailing platforms and their users (riders) and their influence on continuance intention (Pascal, 2019; Wang, Asaad, & Filieri, 2020)

1.2 Statement of the problem

According to several reports made by the local media, the awful news of murder and theft on taxi hailing service drivers in the Addis Ababa has increased in regularity recently; six drivers have been killed thus far. Nine vehicles with code-3 license plates were stolen in just 15 days in July (Addis standard, 2022) . Every single one of these people, who had code-3 license plates, was murdered by crooks posing as legitimate passengers. The drivers are being stabbed with knives and strangled with ropes by crooks posing as passengers, and they are also being looted of their possessions.

In Addis Ababa, these crimes have proliferated, exposing hardworking drivers who merely want to make ends meet to thefts and murders while using smartphones to connect with customers. A driver claimed that the worrisome crimes being perpetrated led him to cut back on his work hours. "I'm operating a borrowed Toyota Vitz." I have to pay the owner of the car 700 birr every day in addition to the gas I pump. We all reside in a rented home, and I am the leader of my household. "I usually stop driving at dusk because I have to survive for my kids," he says. The second driver noted that despite owning his own vehicle, the horrifying killings and robberies have made it difficult for him to conduct business as he always did. Such incidents are increasing at an alarming rate on a worldwide level. According to The Markup, 124 tax-hailing drivers were the targets of robberies or attempted thefts of cars across the US in 2020 and the first part of 2021. According to the advocacy organization Gig Workers Rising, since 2017, there have been over 50 workplace fatalities involving app-based drivers (Woodhouse S., 2023). At this moment, all drivers have one thing in common: they all fear working to support their families and make ends meet. This has severely harmed their trust in taxi hailing platforms and riders.

This study has focused on factors influencing drivers' trust toward taxi hailing platforms and their users (riders), thereby affecting their continued participation in the taxi-hailing service. Prior research has neglected trust from the perspective of drivers (Pascal, 2019; Wang, Asaad, & Filieri, 2020), so this thesis aims to fill this knowledge gap by analyzing a number of variables, including social factors (user experience and social utility of sharing), technical factors (Service quality and information quality), economic factors (extrinsic reward), a privacy assurance factor (perceived effectiveness of privacy policy, and perceived effectiveness of privacy policy enforcement), and trust in peer factor (integrity, benevolence and ability).

1.3 Research questions

1. To what degree does user experience affect drivers’ trust toward the platform and their intention to continue providing taxi hailing services?
2. To what degree does social utility of sharing affect drivers’ trust toward the platform and their intention to continue providing taxi hailing services?
3. Does the quality of the service affect drivers' trust toward the platform and their intentions to continue using taxi hailing services?

4. Does the quality of information affect drivers' trust toward the platform and their intentions to continue using taxi hailing services?
5. To what extent does an extrinsic reward influence drivers' trust toward the platform and their intention to use taxi hailing services in the future?
6. To what degree does the perceived effectiveness of privacy policies affect drivers' trust toward the platform and their intention to continue using taxi hailing services?
7. To what degree does the perceived effectiveness of industry self-regulation affect drivers' trust toward the platform and their intention to continue using taxi hailing services?
8. Is it true that drivers' intentions to continue using taxi hailing services and their trust toward the taxi-hailing service is influenced by riders integrity?
9. Is it true that drivers' intentions to continue using taxi hailing services and their trust toward the taxi-hailing service is influenced by benevolence?
10. Is it true that drivers' intentions to continue using taxi hailing services and their trust toward the taxi-hailing service is influenced by ability?

1.4 Research objectives

1.4.1 General objective

The main aim of this thesis is to recognize factors affecting drivers' trust toward taxi hailing platforms and riders in Ethiopia and their impact on their continuation intentions.

1.4.2 Specific objective

1. To what extent do the degree of user experience influence drivers' trust toward the platform and their intention to continue using taxi hailing services?
2. To what extent do the degree of social utility of sharing influence drivers' trust toward the platform and their intention to continue using taxi hailing services?
3. To identify whether service quality affect drivers' trust toward the platform and their intentions to continue using taxi hailing services.
4. To identify whether information quality affect drivers' trust toward the platform and their intentions to continue using taxi hailing services.

5. To investigate the level of extrinsic reward effect on drivers' trust toward the platform and their intentions to continue using taxi hailing services.
6. To examine the influence of perceived privacy policy effectiveness on drivers' trust toward the platform and their continued intention to use taxi hailing services.
7. To examine the influence of perceived industry self-regulation effectiveness on drivers' trust toward the platform and their continued intention to use taxi hailing services.
8. To investigate the impact of rider's level of integrity on drivers' trust toward the taxi-hailing service and their intentions to continue using taxi hailing services.
9. To investigate the impact of rider's level of benevolence on drivers' trust toward the taxi-hailing service and their intentions to continue using taxi hailing services.
10. To investigate the impact of rider's level of ability on drivers' trust toward the taxi-hailing service and their intentions to continue using taxi hailing services.

1.5 Significance of the study

This study fills the knowledge gap in the sharing economy and transportation industry study and literature in different ways. As opposed to focusing on sharing economy buyers, this thesis provide insight into why service suppliers (i.e., taxi hailing service drivers) engage in sharing economy platforms in the transportation sharing marketplaces. And it adds to theory by combining the socio-technical theory (Bostrom & Heinen., 1977), privacy assurance, the information systems success model (Delone & McLean, 2003), economic value, and trust in peers to analyze their effect on service suppliers' continued intention to engage in the sharing economy. And also it helps to understand the influencing factors on suppliers' disposition to continue participating in the sharing economy and the reasons behind it, which have rarely been studied in the transportation context (Pascal, 2019; Wang, Asaad, & Filieri, 2020)

1.6 Scope of the study

As Ethiopia is still in the early stages of the sharing economy, taxi-hailing services are now only available in Addis Ababa, the country's capital city. Thus, the study covers Addis Ababa's taxi-hailing services. Besides this study focus on factors influencing trust from supplier's (driver's) perspective only, which have rarely been studied in the transportation context (Pascal, 2019;

Wang, Asaad, & Filieri, 2020). Causal research design (explanatory research) employing structural equation modeling (SEM) is used to conduct data analysis along with questionnaires.

1.7 Limitation of the study

The thesis only examined one industry (transportation), therefore it is important to apply caution when extrapolating its findings to a different sharing economy industries. To draw findings that are more universal, other studies ought to look at this model in different settings. Additionally, because the study is cross-sectional, it cannot establish causality over time.

1.8 Definition of terms

1.8.1 Continuance Intention

Continuance Intention (CI) is circumstance in which a person specifies a continuous usage for an activity or purpose that they have taken (Yang & Jong, 2021).

1.8.2 Sharing economy

The phrase "sharing economy" is used by the online community to refer to a variety of models, such as collaborative consumption, which is an umbrella term for different kinds of shared consumption. It allows consumers to obtain and provide valuable and scarce resources on a temporary or permanent basis (Botsman & Rogers, 2011). Exchange happens either through direct interaction with other consumers or through a mediator; commercial sharing systems allow customers to rent desired products or services against monetary remuneration. These business models can be characterized by a rivalry between different customers due to a limited supply of the shared product (Lamberton & Rose, 2012) customer interest increases when costs can be minimized and benefits maximized, in accordance with rational utility models (Hennig-Thurau, 2007; Sinha & Mandel, 2008) or access-based consumption is a form of consumption where the legal ownership remains with the service provider and the consumer only gets access to products or services on the basis of access-based payments. Thereby, consumers become enabled to access services and networks or consume products that their financial situation would not permit them to own (Bardhi & Eckhardt, 2012).

1.8.3 Taxi-hailing services

Taxi-hailing services is a business that connects local drivers and riders via online-enabled platforms using their own vehicles. For door-to-door transportation, they are typically a comfortable option. It is also described as the activity of asking for a car and driver to come immediately and take you somewhere (Cambridge Dictionary, 2023)

1.8.4 Trust

The definition of the term "trust" can vary. However, trust is often used to describe a circumstance in which one party (the trustor) deliberately depends on the promises and conduct of another party (the trustee). Additionally, the scenario is typically future-focused and involves the trustor relinquishing control over the trustee's actions (Mayer et al., 1995). Because of this, the trustor is unsure of how the trustee's decisions will turn out and must instead gauge their presumption. Therefore, trust entails a certain amount of risk for the trustor because the trustee may not act as expected (Rotter, 1980).

1.9 Organization of the Thesis

There are five chapters to this research.

Chapter 1: The background of the study, the problem statement, the goals to be met, the research questions, the significance, the scope, and the limitations of the investigation are described in the first chapter of the thesis.

Chapter 2: The conceptual reviews of the research are covered in Chapter 2, along with the literature review pertinent to the investigation.

Chapter 3: The third chapter outlines the methodology for data collection, data analysis, and sampling.

Chapter 4: The descriptive description of the empirical data is included in Chapter 4, along with a thorough analysis, findings, and discussion.

Chapter 5: Chapter five conclude with a conclusion and a suggestion.

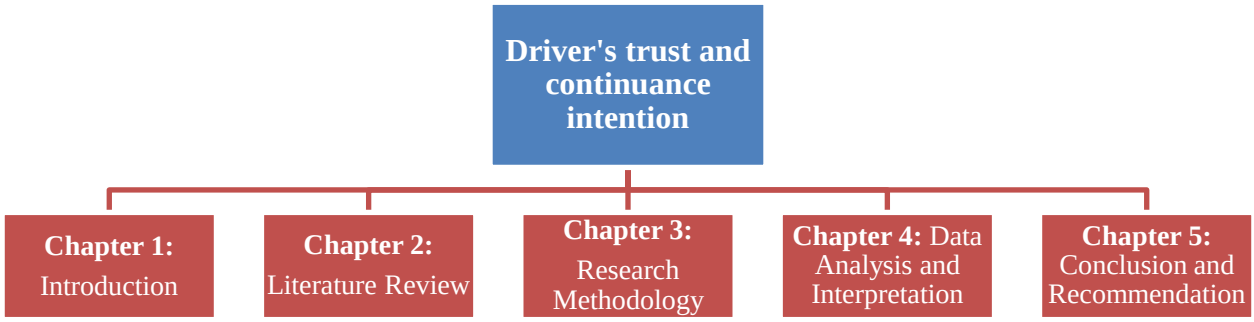

Figure 1. 1 Organization of the Thesis

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Theoretical framework

2.1.1 Privacy calculus theory

When examining online privacy practices and behavioral intents, the idea of giving personal information is the outcome of a risk analysis is frequently expressed. This privacy calculus suggests that Internet users assess the benefits of disclosure against the costs of privacy (Culnan & Armstrong, 1999; Dinev & Hart, 2006). The fundamental tenet of the privacy calculus is that revelation will increase in a circumstances where a person sees high benefits because benefits outweigh risks, the intention to disclose is positively correlated with trust in the platform operator (Dinev & Hart, 2006; Krasnova, Veltri, & Günther, 2012). Besides, if this person perceives greater privacy concerns with disclosure than in previous circumstances, he may not give information (Meier & Kramer, 2022). This theory supports the relationship between perceived effectiveness of privacy policy and trust.

2.1.2 Self-determination theory

Self-determination theory (SDT), focus on the causes that can spur novel behavior and the mechanisms to maintain it (Ryan & Deci, 2000). According to SDT, people need relatedness, competence, and autonomy, which are all fundamental human wants (Ryan & Deci, 2000). To develop a sense of self-determination, people evaluate the extent to which these demands are met (Hsieh & Chang, 2016). Numerous research projects have demonstrated that self-determination-based motivation is a powerful predictor of particular behaviors. (Hagger, 2009; Ryan et al., 2006; Webb et al., 2013).

According to SDT, people will have inclinations that are amenable to novel experiences and behaviors (Engstrom & Elg, 2015). These behaviors have been conceptualized based on motivations in the context of the sharing economy. (Hamari et al., 2016) claim sharing behavior

can be predicted by goals for financial gain and reputation building (extrinsic motivation). Extrinsically motivated behaviors are commonly understood as those that strive to obtain a reward (for example, a monetary incentive) or stay away from a penalty (for example, embarrassment in front of peers) (White, 2015; Deci & Ryan, 1985). For instance, (Bock et al., 2005) discovered that extrinsic rewards like financial prizes can improve sharing and participation behavior, while (Gatautis & Medziausiene, 2014) showed that obtaining respect and a positive reputation can promote social trade participation. This theory supports the relationship between extrinsic reward and trust.

2.1.3 Socio technical theory

According to this theory, data system is made up of two classifications: the technical and the social (Bostrom & Heinen., 1977). The social part, which emphasizes human perspective, includes users' abilities, know-how, values, and connections. The technical subsystem is concerned with the procedures, devices, and methods that let users convert inputs into outputs. To provide optimal results, the two subsystems must function well together.

Based on socio-technical theory, taxi hailing platforms will be viewed as socio-technical systems in the context of transportation, where the technical subsystem is made up of the technical features that permit its users (in this study, taxi hailing drivers) to exchange ride services with other users (taxi riders). Users' abilities, prior knowledge of the context, value perception, and community connections and engagement are all included in the social subsystem. In the sharing economy, social issues are crucial. This is particularly true in the transportation context, when social interaction creates a sense of community and solidarity among individuals. Well-aligned technological and social subsystems encourage taxi-hailing drivers' engagement in the sharing economy (Wang, Asaad, & Filieri, 2020).

2.1.4 Theory of Planned Behavior (TPB)

An individual's decision to bring about a specific behavior is typically linked to their sense of moral obligation, and when engaging in a behavior, an individual's belief in moral integrity is linked with what they belief is right (Manstead, 2000).

According to earlier research, in some circumstances, societal pressures and personal moral obligations or feelings regarding refraining from taking certain actions should be considered (Gorsuch & Ortberg, 1983; Parker & Stradling, 1995). According to Beck and (Ajzen, 1991), moral obligation (MO) has been proven to significantly enhance the prediction of an intention to act ethically. This theory supports the relationship between benevolence and trust and also the relationship between integrity and trust.

2.1.5 Trust transfer theory

According to the trust transfer theory (Stewart, 2003), users' trust is transferred from one known organization or institution to another that is connected to the original entity. Three parties the principal, the trustee, and the third party are often involved in trust transfer process. A third party serves as a middleman between the principal, who determine to trust or not trust people, and the trustee, who is judged by principal on the basis of her trustworthiness.

The fundamental rationale behind them is that the principle's trust in the third party, along with the trustee's intimate relationship with the third party, allows the principal to transfer that trust to the trustee. As a result, in the sharing economy, the trustees (such as platforms) will employ a variety of tactics to encourage the development of trust from the principals. (i.e., drivers). According to research on trust, trust transfer can increase trust in sharing context (Lu & Wang, 2022). This theory supports the relationship between perceived effectiveness of industry self-regulation and trust.

2.2 Empirical literature review

2.2.1 Trust in the sharing economy

According to (Gefen & Straub, 2004), trust is characterized as one person's belief that the other person will adhere to his commitments based on the four key criteria of integrity, benevolence, ability, and predictability. Of the four, "integrity" refers to an ongoing, unwavering commitment to moral and ethical beliefs and principles. Additionally, it alludes to the dedication to speaking the truth at all times (Gefen, 2002). Regarding its practical manifestation, integrity is seen to manifest itself through people's acts and words that are accurate and truthful; Benevolence is the kindness of one or more people who do good deeds without any ulterior motives. Participants in the sharing economy will avoid transactions out of a lack of confidence caused by the perception of ulterior motivations or malicious interests (Pavlou & Fygenson, 2006). Ability is the capacity to perform a certain task on a physical, mental, or legal level (Gefen & Straub, 2004). Therefore, ability in this sense refers to how much sharing economy participants count on their rivals to be able to keep their promises and commitments; predictability refers to the level to which a commitment made today may be relied upon to be taken into account at a specific or ambiguous period in the future (Pavlou & Fygenson, 2006).

According to (Belk R. W., 2010), both the sharing economy and sharing are directly tied to trust. The sharing economy is thought to revolve around trust, which has even been referred to as its currency (Botsman & Rogers, 2010). Large worldwide business consultants also concur that sharing is based on trust and that while cost savings and convenience are useful indicators, trust is ultimately what drives this economy forward. It is a diverse, intricate idea which is frequently challenging to describe (Keen, Ballauce, Craigg, Chan, & Schrump, 1999). While it can be interpreted from an IS viewpoint as a willingness to rely on an online vendor in "conventional" (B2C) e-commerce, the situation is more complicated for C2C markets.

Sharing economy participants interact with a variety of parties, typically the platform operator and an additional private person. Consequently, private individuals play the roles of both the supplier and the buyer. However, the platform serves as a middleman and broker between the two market sides and can be trusted or not (Gefen & Straub, 2004). In this scenario, concerns

over privacy or the quality of the website may have an impact on trust. Furthermore, since there are often no formal standards and no sovereign oversight in place for these relatively new marketplaces, even the users (riders) and the associated experience itself may be vulnerable to trust issues (Avital et al., 2015).

Only a few researchers have investigated the causes of online trust in the literature on e-commerce platforms. In these studies, consumers' behavior or continued use of Uber was examined, as well as the factors that influence customers' intentions to utilize the tax-hailing platform (Mittendorf C. , 2017a,; Shao & Yin, 2019; Lee et al., 2018). But, they did not look into suppliers' (taxi drivers') trust with regard to taxi-hailing commercial platforms and their riders. So as to close this knowledge gap, this thesis aims to explain the factors influencing drivers' trust in taxi hailing platforms and their users (riders), as well as their continuance Intention.

2.2.2 Trust in consuming peer (rider)

According to (Möhlmann M. , 2016), the peer-to-peer relationship in the taxi-hailing service is represented by the interpersonal interaction between the driver and the passenger. The trust between the driver and the consuming peer (rider) is crucial because most C2C platforms depend on mutual agreement to initiate a transaction. Interpersonal trust is more significant than it is in other online businesses since the sharing economy is dependent on human connections. (Möhlmann M. , 2016) noted that social contact is more significant in sharing economy transactions than it is in non-personal sites like eBay and Amazon. For instance, social contacts on Amazon are mostly about shipping services at the conclusion of the transaction, but other sharing economy sites offer more intimate one-on-one communication (Möhlmann & Geissinger, 2018). A major barrier to sharing is a supplier's worry that a customer's covert actions would harm a particular resource (Weber, 2014). This is especially true for peer-to-peer taxi hailing services because the driver shares his vehicle with another passenger and is therefore not adequately protected physically throughout the predetermined time.

Trust in consuming peers is the result of a set of trustworthy beliefs, according to (Mayer et al., 1995) and associated empirical study (Jarvenpaa et al. S. K., 1998; Mayer & Davis, 1999). These views primarily center on the ability, integrity, and benevolence of the trusted party. As a result,

sharing a ride with an unknown stranger necessitates that the driver have trust in the rider's integrity ("the rider keeps his word") and benevolence ("the rider bears the driver's interests in mind"). This calls for the driver to be persuaded that his safety is not in danger. Once more, the supplier needs to be persuaded of the consumer's ability, consumer's talents and knowledge (Lu et al., 2010). Therefore, it is difficult to reach an agreement without the drivers' trust in the rider's integrity, benevolence and ability. Beyond these factors, empirical data backs up this assertion. Based on several user representations in an experiment, (Teubner, 2014) discovered that people trusted their socially present peers more than their anonymous ones, and that trust transferred into sharing activity.

2.2.3 Trust in the platform

In C2C markets, the platform operator largely serves as a middleman between the peers, in contrast to B2C markets. According to (Fraiberger & Sundararajan, 2015) peer-to-peer platforms facilitate short-term sharing among individuals in the sharing economy. Private persons conduct commercial transactions through these platforms. Therefore Mutual trust is a necessary condition for these interactions because these platforms work as two-sided markets that typically match supply and demand, facilitate communication, transactions, etc. (Hawlitschek, Teubner, & Weinhardt, 2016). In addition to providing technological infrastructure, process data, and user-friendly interfaces, platforms also provide services like reputation and assurance. (Hawlitschek, Teubner, & Weinhardt, 2016; Teubner et al., 2017). Thus, platforms themselves play a crucial role in fostering and preserving user trust. An account is often created by a driver in order to find acceptable offers (providing private data such as name, credit card information, email, etc.). According to the privacy calculus theory, the benefits of this conduct outweigh the privacy risks, and the intention to disclose is positively correlated with trust in the platform operator (Dinev & Hart, 2006; Krasnova, Veltri, & Günther, 2012).

According to (Luhmann, 1979), platform trust and personal trust are interdependent. Platform trust relates to trust in a system's fundamental standards, regulations, and guiding principles. In settings such as e-commerce or online auction platforms, some academics referred to this trust as institution-based trust. (Fang et al., 2014; Pavlou & Gefen, 2004). Users believe that platforms

can facilitate their transactions when there is institution-based trust (Pavlou & Gefen, 2004). Socio-technical theory, economic value, privacy assurance, and information systems success model in the sharing economy are some of the variables that will be taken into account when determining how trustworthy a platform is.

2.2.4 Economic value of the sharing economy

Sharing products and services is frequently seen as a more cost-effective and environmentally friendly alternative (Belk R. W., 2010; Lamberton & Rose, 2012). Economic considerations are cited by (Bardhi & Eckhardt, 2012) as a primary element in many instances when collaborative consumption is used. According to (Moeller & Wittkowski, 2010), price concern among customers is the primary predictor of sharing choices. Sharing alternatives are typically less expensive than non-sharing ones. As a result, sharing might be considered a utility-maximizing behavior. Online platforms, according to (Kim, Yoon, & Zo, 2015), are utilized to lower economic expenses, including time and money spent on coordination. Because taxi hailing services are provided in exchange for payment, economic incentive is critical in the sharing economy of transportation settings.

2.2.5 Privacy assurance in the sharing economy

Concerns about online privacy are based on the exchange of personal data or information on online platforms. Because users must base their assessment of the provider's dependability on a limited number of indicators, this disclosure raises privacy concerns (Ashworth & Free, 2006; Friedman, Khan, & Howe, 2000; Hoffman, Novak, & Peralta, 1999; Jarvenpaa et al. S. L., 1999; Wang et al., 2004; Gefen, 2000). In particular, social networking sites that enable connections between users based on personal profiles (Ellison et al., 2007; Krasnova et al., 2010) are examples of social media that specialize in lowering the barriers to online self-disclosure and the semi-public sharing of data (Acquisti & Gross, 2006; Special & Li-Barber, 2012).

Some academics have remarked that social media may make privacy concerns worse because users reveal personal information to both the service provider and other users when using these platforms (Raynes-Goldie, 2010; Young & Quan-Haase, 2013). Using sharing platforms raises privacy issues that likely extend beyond social media and e-commerce settings. Before physical

sharing can take place, it is necessary to address online privacy issues. It is anticipated that individuals' level of worry about physically sharing will increase if they think there are significant privacy issues associated with using the online platform. If, for example, in the course of sharing a ride using a taxi hailing service, drivers begin to mistrust the quality of the processes or assurances provided by the service or develop mistrust toward some of the users encountered online, they are expected to become more skeptical and careful when actually accepting a rider or user.

2.2.6 Information systems success model

The Information Systems Success Model (ISSM) (DeLone & McLean, 1992) will be used in this thesis. (DeLone & McLean, 1992) created a model to assess effectiveness of information systems in businesses after studying the literature on the factors that contribute to IS success. According to the ISSM, system and information quality are crucial predictors of an information system's (IS) performance, and an individual's impact on an IS is defined by how well it is used and how satisfied a user is with it. The (DeLone & McLean, 1992) model has been revised to measure the success of e-commerce systems by adding service quality as influencing factor of success in addition to system quality and information quality (Delone & McLean, 2003). This model has been used to assess the effectiveness of numerous online platforms, including e-commerce websites (Molla & Licker, 2001; Wang Y. S., 2008; Chen & Cheng, 2009), web-based decision support systems (Bharati & Chaudhury, 2004), online communities (Lin & Lee, 2006), and social commerce (Filieri, McLeay, & Tsui, 2017).

2.3 Conceptual framework

In this thesis, the conceptual framework was developed by modifying an existing model based on insights gained from the literature review and pre-data information gained from taxi-hailing companies. Different factors can be the cause of drivers' lack of trust toward a taxi hailing platform and riders, thereby affecting their continued intention to participate in the taxi-hailing service. The previous model mainly focuses on suppliers' trust in the platform alone, whereas the sharing economy encompasses three parties: users (riders), platforms (providers), and products (service providers) (Dietl, 2020). As a result, the existing model was modified. Therefore, we

should consider both the users (riders) and the platform when examining trust from the perspective of the service provider (driver). Additionally, because riders' actions are the primary cause of the issue, it is important to include the trust in peer factor as an independent variable. Trust in (consuming) peer factor include ability, integrity and benevolence variables (Mayer et al., 1995; Jarvenpaa et al. S. K., 1998; Mayer & Davis, 1999; Hawlitschek, Teubner, & Weinhardt, 2016).

According to the pre-data information that I found from the taxi-hailing companies, the drivers only have initial contact with the company when they first register and they make payment to the company through mobile banking. Other than that they don't have knowledge about the companies system so asking the drivers about the companies system will lead to biased results, therefore system quality is removed from the technical factor of the model. The other variable that is removed from the social factor is social value orientation which is an individual's inclination to allocate resources between themselves and others and also it's about the amount of benefit other drivers might get compared to what the drivers think they should be getting. In this research context the work condition doesn't require communication and contact with other drivers. Therefore there is no resource they would be sharing among themselves and also they don't even know how the others are doing even to determine they should be working better than others and help each other out. Thus to prevent biased results social value orientation variable is removed from the social factor of the model. All the influencing factors that will be considered in this thesis are outlined below.

The conceptual framework for this study will take drivers' continuous intentions in the taxi hailing service as a dependent variable; social factors, technical factors, economic factors, privacy assurance factors, and trust in peers as factors that are independent variables; and trust as a mediator variable that, if not handled and executed properly, leads to the reduction of drivers' continuous intentions, thereby affecting the taxi hailing service.

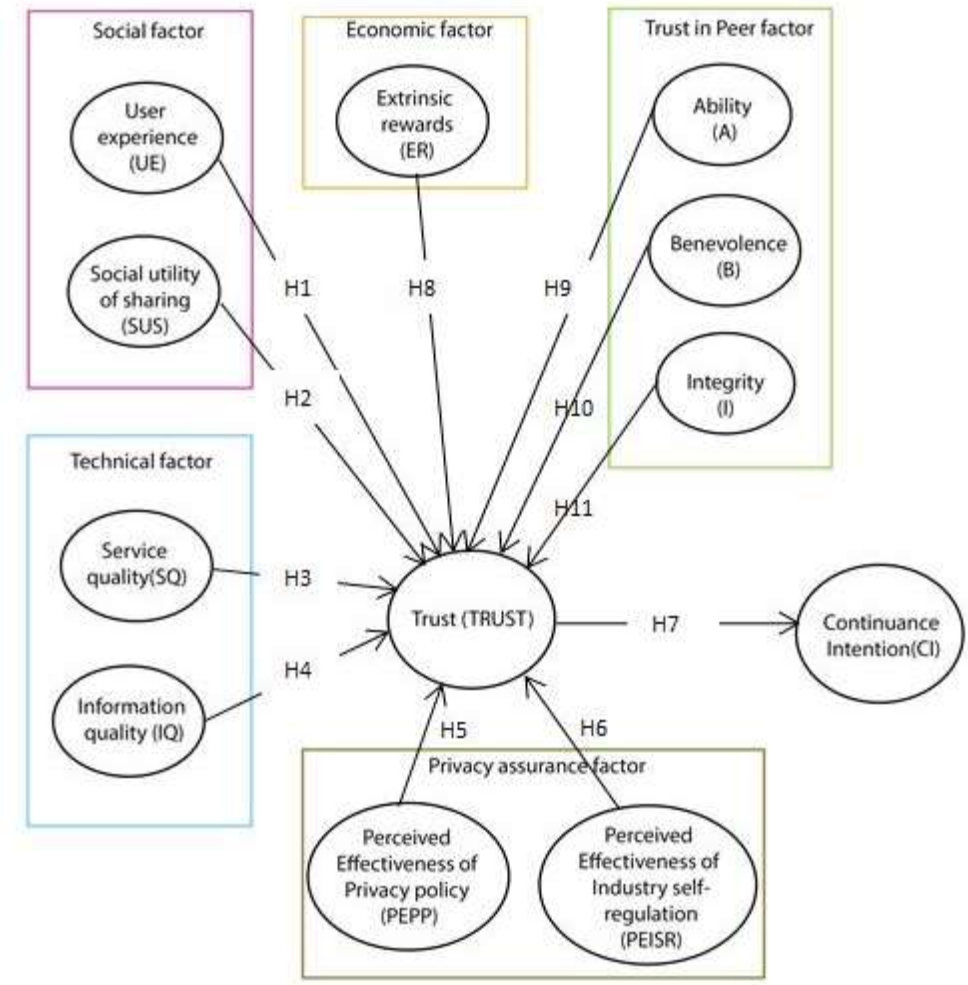

Figure 2. 1 Modified Research model of Wang, Y., Asaad, Y., & Filieri, R. 2020

2.3.1 Hypothesis development

A research hypothesis is a testable assertion concerning the relationship between two or more ideas or variables) from the theory, according to (Saunders et al., 2009). In other terms, a hypothesis is a claim that can be scientifically tested. Therefore, when making a claim, it should be written in a way that can be verified or refuted by empirical evidence (Saunders et al., 2009). The following hypothesis was developed by the researcher using the theoretical justification:

Table 2. 1 Summary of Hypothesis

No.	Hypothesis	Expected Relationship
H1	Drivers' experience of a sharing economy platform favorably impacts their trust towards that website.	Higher/More
H2	Social utility of sharing favorably impact drivers trust towards the sharing website.	Higher/More
H3	Service quality favorably impact drivers trust towards the sharing website.	Higher/More
H4	Information quality favorably impact drivers trust towards the sharing website.	Higher/More
H5	Drivers' perceived effectiveness of privacy policy of the sharing website favorably impacts their trust towards the sharing organization.	Higher/More
H6	Drivers' perceived effectiveness of industry self-regulation in the sharing website favorably impacts their trust towards the sharing website.	Higher/More
H7	Drivers' trust towards the taxi-hailing service platform and riders favorably impact their continuance intention to use that service.	Higher/More
H8	Extrinsic reward from using a taxi-hailing website favorably impact drivers' trust towards the website.	Higher/More
H9	Rider's ability favorably impact drivers' trust towards taxi-hailing service	Higher/More
H10	Rider's Benevolence favorably impact drivers' trust towards taxi-hailing service	Higher/More
H11	Rider's integrity favorably impact drivers' trust towards taxi-hailing service	Higher/More

The research model investigates the factors that influence and impact drivers trust in taxi hailing platforms and riders in Ethiopia. Below, the constructs used in the conceptual framework will be discussed and the associated hypotheses will be developed.

2.3.1.1 Social-based trust factor

2.3.1.1.1 User experience

According to earlier studies, a positive user experience is associated with favorable views and behaviors toward the system. In an Airbnb study, (Möhlmann M. , 2015) discovered that familiarity was a determining factor in selecting a sharing option again. Similarly, (Mittendorf C. , 2016) discovered that trust is significantly influenced by one's awareness about the website (i.e., taxi-hailing platform). In fact, new users may find it intimidating to participate in the sharing economy online. Sometimes it takes time for trust to grow. While prior literatures in the tourism and hospitality industries has concentrated on customers' perspectives on trust and the requirement for platform awareness to interact in sharing website, in the transportation industry, where taxi-hailing services are employed, the demand for familiarity is further heightened.

In taxi-hailing services, the driver shares his car with passengers and is therefore not sufficiently physically protected for the entire allotted time. Therefore, it is crucial that drivers are familiar with and have confidence in the sharing platform. The key factor in a taxi driver's decision to allow a passenger to ride in their vehicle is trust. As they use the platform more frequently, drivers are expected to gain confidence in it. In other words, as more drivers utilize the platform, they will become more acclimated to using it and utilizing the tools it offers to help them make informed riding decisions, which will increase their faith in the platform. As a result, the research hypothesizes that drivers' trust in taxi hailing platforms will increase as their experience with them increases.

Hypothesis 1: Drivers' experience of a sharing economy platform favorably impacts their trust towards that website.

2.3.1.1.2 Social utility of sharing

Social utility is defined as "the benefit that is gained by sharing participants in a way of acceptance by reference groups" (Lamberton & Rose, 2012). A user who receives a lot of social support from his or her peers and an online community feels connected to them and develops trust in them (Crocker & Canevello, 2008). On an online platform, (Liang et al., 2011)discovered that user trust in the website was positively correlated with social support. Sharing or cooperative

consumption can have social benefits, according to (Hawlitschek et al., 2016)and (Kim, Yoon, & Zo, 2015). Platforms for the sharing economy can foster social interaction, offer online activeness, and foster online association. Users and visitors to the website or institution may develop trustworthy relationships as a result of this feeling of virtual community. Similar to this, (Bock et al., 2005) discovered that subjective norms had an impact on people's attitudes toward sharing knowledge. Many people have contributed to and joined the current trend known as the sharing economy. Social influence and subjective norms both affect social trends. As a result, as a lot of people engage sharing economy, others will copy these actions to adhere behaviors. Consequently, the research proposes:

Hypothesis 2: Social utility of sharing favorably impact drivers trust towards the sharing website.

2.3.1.2 Technical-based trust factor

2.3.1.2.1 Service quality

Service quality describes the entire assistance provided by the platform owner using the site (Liang et al., 2011). This is significant in the sharing economy because both the user (i.e. riders) and the provider (i.e. drivers) of the taxi-hailing service use the platform. According to studies on services marketing, customers' perceptions of the website's service quality are a stepping stone to their loyalty and confidence in a company (Jeon & Jeong, 2017).

Service quality's importance has increased as there are privacy threats in sharing economy (Chen et al., 2009). Establishing trust between strangers is challenging than, say, believing in a well-known brand. Therefore, companies should provide high service quality to increase customer confidence.

Hypothesis 3: Service quality favorably impact drivers' trust towards the sharing website.

2.3.1.2.2 Information quality

Information quality measures how current, accurate, and comprehensive the website's content is (Delone & McLean, 2003). Users would feel more confident about the organization behind the website if accurate and comprehensive information were present. Prior studies have

demonstrated that the reliability of the information on a website is the biggest impacting fact (Ponte et al., 2015; Filieri et al., 2015). As a result, it makes sense to believe that the quality of information on a website will influence consumer trust as a component of its quality. The information quality in this study relates to how the drivers view the sharing website. This website may store data about possible riders, allowing drivers to choose which riders to accept (Karlsson et al., 2017). So, the study proposes:

Hypothesis 4: Information quality favorably impact drivers' trust towards the sharing website.

2.3.1.3 Privacy assurance-based trust factor

Privacy assertion is an action taken by specific organization to reassure customers about measures taken by the company to secure sensitive information (Xu et al., 2011). Privacy assertion affects people's choice to share sensitive information. Institutional trust also provides a strong foundation for both interpersonal trust and transactions because it facilitates shared expectations even between actors who have never met or interacted before. The sharing economy environment, where there is a requirement for transactions between two unknowing parties and where building interpersonal trust is challenging, makes it even more crucial (Mollering, 2006).

The perceived effectiveness of privacy policies and the perceived effectiveness of industry self-regulation are two kinds of involvement companies can make in their data handling process. These involvements are chosen as the influencing factors of institutional-based trust (Culnan & Bies, 2003).

2.3.1.3.1 Perceived effectiveness of privacy policy

States the level of user's belief about privacy issues attached on a website is correct and dependable information regarding a company's personal privacy policy (Xu et al., 2011). It is a framework designed to safeguard and maintain the privacy and security of customer information (Culnan & Bies, 2003; Xu et al., 2011).Consumer trust in sharing websites can be increased by creating a number of privacy rules that address notice, access, choice, and security and incorporating them into the website's layout (Liu et al., 2005). When they sense security, consumers are hesitant to divulge their information. As a result of these worries, online users

have taken unfavorable actions, like being less ready to provide personal information, having less plans to utilize online services, and harboring mistrust of the website (Bélanger & Crossler, 2011; Bansal et al., 2016). To alleviate consumer privacy concerns and boost institutional trust among users, sharing websites should make the privacy disclosures readily visible during the purchase process (Huang & Benyoucef, 2013). The research suggests:

Hypothesis 5: Drivers' perceived effectiveness of privacy policy of the sharing website favorably impacts their trust towards the sharing organization.

2.3.1.3.2 Perceived effectiveness of industry self-regulation

Another type of institutional privacy assurance is the perceived effectiveness of industry self-regulation, which is described as "the extent to which consumers believe that self-policing industry groups and certifying agencies are able to assist them in protecting their online privacy" (Xu et al., 2011). Third-party organizations, like banks are source of the industry groups and certifying organizations. According to the trust-transfer hypothesis, a third-party institution can serve as the source of trust transfer, helping a trustee establish its credibility in the trustor's eyes if there is a tight link between the trustee and the third-party institution (Chen & Shen, 2015; Wang, Shen, & Sun, 2013) .

According to research by (Miltgen & Smith, 2015) legislative protection for personal data privacy supplied by a dependable third party can increase customers' trust. Thus, the findings of the research indicate:

Hypothesis 6: Drivers' perceived effectiveness of industry self-regulation in the sharing website favorably impacts their trust towards the sharing website.

2.3.1.4 Continuance intention

According to expectancy confirmation theory, expectations are pre-usage beliefs that consumers form prior to making a purchase decision. If a product or service meets a customer's expectation it will lead to higher levels of behavioral outcomes such as repurchase intentions or the intention to continue using the product or service (Bhattacherjee, Understanding information systems

continuance: an expectation-confirmation model., 2001b; Limayem et al., 2007. ; Lin et al. C. W., 2005. ; 2012.). In taxi-hailing services if the platform and rider meets the driver's trust expectation it will lead to high level of continued usage of the service.

According to academic research, trust is essential for retaining long-term connections and boosting consumer loyalty (Kim et al. ,. M., 2011; Morgan & Hunt, 1994). Studies on a variety of online platforms and behaviors, including engagement in sharing website (Corbitt et al., 2003), user loyalty in internet purchasing for different purposes (Kim et al. ,. M., 2011), virtual communities (Tsai & Pai, 2013), consumer-generated platforms (e.g., TripAdvisor), and the continued intention of social media users, have all highlighted the significance of trust for customer loyalty (Liang et al., 2011). According to a study on Airbnb by (Kim, Yoon, & Zo, 2015), trust is positively correlated with involvement intention. The commitment of both parties to maintain the same advantages from the connection and to behave consistently and competently is ensured by trust. The study predicts that a service provider that has a high degree of trust for the taxi-hailing service platform and its customers (riders) will be more inclined to keep taking part over time. As a result, the research proposes:

Hypothesis 7: Drivers' trust towards the taxi-hailing service platform and riders favorably impact their continuance intention to use that service.

2.3.1.5 Economic-based trust factor

2.3.1.5.1 Extrinsic reward

Extrinsic incentives are defined as rewards not directly attributable to the activity undertaken (Bock, 2008). According to the self-determination theory (Deci & Ryan, 1985), motivation for engaging in a task is influenced by its expected worth and advantageous effects. SDT goes on to say that people are motivated to complete a task since doing so will result in pleasurable and rewarding outcomes. Based on the SDT, studies contends that a key motivator for certain behaviors, like information sharing (Bock et al., 2005) and engagement in value creation (Frey, Lüthje, & Haag, 2011), is extrinsic reward. Therefore, it is anticipated that once people have benefited from using sharing economy platforms—for example, earning additional money by providing rides through taxi-hailing platforms—they will be more inclined to trust them

spontaneously and feel less pressured to participate. As a result, the research proposes the following:

Hypothesis 8: Extrinsic reward from using a taxi-hailing website favorably impact drivers' trust towards the website.

2.3.1.6 Trust in the (rider) peer

2.3.1.6.1 Ability

Ability is the capacity to perform a certain task on a physical, mental, or legal level (Gefen & Straub, 2004). Therefore, ability in this sense refers to how much sharing economy participants (drivers) rely on customers (riders) to carry out their commitments and promises. The supplier would not proceed with the deal if they had any reason to believe that the customer lacked skills and knowledge whether completely or in part, as they would be aware of the high risk of failure. Because all three levels of trust must be presumed to be true in order to establish the foundation for a successful transaction, suppliers may decide not to accept the settlement even if the platform or consuming peer were assumed to be honest and kind.

Hypothesis 9: Rider's ability favorably impact drivers' trust towards taxi-hailing service

2.3.1.6.2 Benevolence

The foundations of trust include benevolence in addition to ability and integrity (Gefen, 2002). Benevolence refers to ones or more people's goodwill and noble purpose devoid of ulterior ideas. Additionally, it is a goal of acting in good interests the individual on whom it depends and the pursuit of the ideal resolution (Gefen & Straub, 2004). Participants in the sharing economy will avoid transactions out of a lack of confidence caused by the perception of ulterior motivations or malicious interests (Pavlou & Fygenson, 2006). Therefore, it is ultimately vital for all individuals to do their part with good intention and to build a good status by doing so.

Hypothesis 10: Rider's Benevolence favorably impact drivers' trust towards taxi-hailing service

2.3.1.6.3 Integrity

Integrity is defined as a persistently constant and unyielding attitude toward moral and ethical principles and ideals. Additionally, the phrase also denotes a commitment to being honest at all times (Gefen, 2002). In terms of practical application, integrity is said to manifest itself in people's acts and statements that are accurate and truthful. Originating from the Latin word "integer," which means whole or complete, it can be used to describe virtues like honesty or consistency in one's activities and behavior (Paine, 1994). As a result, one who is deemed integer acts in accordance with the principles, values, and beliefs they claim others share. In the sharing economy, where taxi-hailing service drivers must rely on the assurances and information provided by customers and platforms, integrity is especially crucial (Yoon & Occeña, 2015). To build the foundation for fruitful interactions, it is crucial for the taxi-hailing service provider, the supplier (driver), and the user (rider) of the sharing economy to be consistent and truthful.

Hypothesis 11: Rider’s integrity positively influences drivers' trust towards taxi-hailing service

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a comprehensive theoretical investigation of the methodologies used in any field of study. This chapter aims to outline the study's methodology, covering everything from research design to target populations and sampling. Additionally, it emphasizes the strategies, techniques, and tools used in data collection. Along with this, the chapter discusses the validity and reliability tests that are a part of the data analysis tools and the ethical issues that will be raised during the data collection process.

3.2 Research Design

The term "research design" refers to the general method used to logically and cogently combine the various study components. This is done to make sure the research problem is adequately handled. It is also known as the plan or road map for gathering, measuring, and analyzing data (Kothari, 2004). According to (Cooper & Schindler, 2008; Churchill & Iacobucci, 2002) a research design is a plan or summary that is used to produce solutions to research problems by gathering and carefully examining the necessary data.

The study used quantitative methodology with a casual research design to investigate the correlations between the many aspects that affect drivers' trust in the context of taxi hailing services and its effects on continuance intention. In order to analyze the factors that influence drivers' trust in the setting of taxi hailing services, a causal research design employing structural equation modeling (SEM) is utilized. This decision is made for two reasons. One, SEM can evaluate proposed cause-effect connection models with latent variables (Gefen, Rigdon, & Straub, 2011). Two, the research's main goal is predicting key target constructs that affect driver’s trust toward taxi-hailing platform and riders, therefore, partial least square (PLS) is

preferable to covariance-based SEM. And also PLS-SEM support many indicators and constructs so it's much preferred.

3.3. Data Collection Methods

The thesis used primary data collection methods. The data collection technique used in this quantitative study is the survey method. (Saunders et al., 2009) Claim that surveys are well-liked because they make it possible to collect a lot of data from a big population for a very low cost. According to (Teubner, 2014) (Stangor, 2011), surveys are often used data gathering techniques because they can collect a variety of information on many variables in a reasonably short amount of time. Questionnaires were utilized as the research technique. The questionnaire consists of six sections, each with their own variable except continuous intentions: social factor, technical factor, privacy assurance factor, economic factor, trust in peers factor, and continuous intentions.

Numerous methods can be used to collect data, including telephone interviews, in-person door-to-door interviews; postal surveys and online surveys (Zikmund et al., 2009).

For this study, the researcher chose to conduct an online survey because:

- In Taxi-hailing service since drivers must use the internet to receive a request for a ride, they are accustomed to utilizing it, which makes filling out the survey easy (Alsabawy, 2012, p. 145)
- Participants have entire freedom in terms of where and when he can complete the questionnaire (Alsabawy, 2012, p. 145).
- Instead of manually entering data, researchers can automate data transfer to the statistical software package via an online survey (Stangor, 2011). This eliminates the cumbersome chore of having to manually enter the data and prevents errors in the data entry.

3.3.1 Primary Data

Primary data is the information that the researcher has personally collected on the variables of interest for the study's intended use (Sekaran U. , 2003)). Primary data can be qualitative or

quantitative, and the latter can be descriptive or casual data. However, for this study, the research is primarily conducted using casual data, which is quantitative data. A questionnaire has been used to get the information (Zikmund et al., 2010). In order to gather new information that is regarded as original in nature, the primary data has been used.

3.3.1.1. Questionnaires

A questionnaire is a research instrument made up of a number of questions that are used to collect data from participants (Mellenbergh, 2008). This type of information gathering is common, especially if there are a lot of participants, and it has been utilized in this study. Respondents are asked closed-ended questions to gather information. Primary data has been gathered for the study via questionnaires. The primary purpose of this technique is to provide checks and balances because they work best together.

Utilizing questionnaires helps to guarantee the reliability and validity of the data gathered. A Facebook and Telegram group for tax-hailing services has been used to gather data. A Facebook and Telegram message system has been used to circulate the questionnaire, which includes a letter comprising a briefing of the thesis goal and a data protection declaration, to taxi-hailing service drivers who are members of taxi-hailing service Facebook and Telegram groups.

3.4 Population and Sampling Design

3.4.1 Population

A population is a collection of people, things, or objects from which measurement samples are drawn (Kombo, 2005). As Ethiopia is still in the initial stages of the sharing economy, taxi-hailing services are now only available in Addis Ababa, the country's capital city. Tadesse claims that in Addis Abeba, between 30,000 and 40,000 drivers operate on over two platforms (Girma, 2022).

3.4.2 Sampling Design

Sampling means choosing participants to be a representation of the entire population (Mugenda & Mugenda, 2003). Since taking the entire population would be impractical due to time constraints, cost considerations, and mistakes that could demotivate the researcher, sampling is crucial. The best possible representative sample was obtained for this study by simple random sampling.

3.4.2.1 Sampling Frame

According to (Cox & Hassard, 2005), a sampling frame is an impartial list of the population from which the researcher might choose. The sample frame includes taxi-hailing service drivers who work in Addis Ababa.

3.4.2.2 Sampling Technique

The purposes of the research determine the sampling technique that will be utilized to take samples from a population. To ensure that each individual in the population has an equal chance of being chosen, the study used simple random sampling.

3.4.2.3 Sample Size

The definition of sample size is provided by (Cooper C. R., 2008) as a smaller subset of the overall population. According to (Mugenda & Mugenda, 2003) analysis, the sample size you choose depends on your level of trust in the accuracy, reliability, and validity of your data. The type of analysis you're going to assume, any estimation made in your sample, and finally the size of the overall population from which your sample was derived is all necessary. To effectively determine representative statistical sample (Krejcie & Morgan, 1970) sample size table will be used.

Table 1: Table for Determining Sample Size for a Finite Population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Figure 3. 1 Sample size

The table is constructed using the following formula for determining sample size

$S = X^2NP(1-P) + d^2(N-1) + X^2P(1-P)$

S = Required sample size

X^2 = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = The population size

P = The population proportion (assumed to be 0.50 since this would provide the maximum sample size)

d = The degree of accuracy expressed as a proportion (0.05)

Source : krejcie & Morgan, 1970

But since the table for calculating the sample size contains all the information needed to determine the sample size, there is no need to use the formula. So the sample size for an estimated 30,000 to 40,000 drivers in Addis Abeba who operate on over two platforms is 379 to 380 according to the above table.

3.5 Measures

A multi-item measure has been employed in this investigation, by using scales that have already been proved in the literature. All of the study's constructs has been rated on a five-point Likert-type scale (1 = strongly disagree, 5 = strongly agree). Participants' employment as drivers for taxi-hailing services has been determined by the inquiry on the initial page of the survey. If they are not a taxi-hailing service driver, a "thank you" page is displayed.

3.6 Validity and Reliability

Validity is always related to how exact, sincere, and pertinent the study data and the procedures used to collect them are (Denscombe, 2003) . To collect relevant data from the people who are most qualified to provide it and to guarantee that it is clearly tied to study objectives, rigorous planning is necessary. Well-designed data collection tools and survey administration procedures are necessary to obtain data that is complete and accurate.

Reliability is a measure of the consistency of the research findings. (Sekaran & Bougie, 2010) contend that evaluating data's consistency and stability helps determine the measurement system's reliability.

3.7 Ethical consideration

According to (Zikmund, 2000), research ethics are codes of conduct that a group adopts that outline what members of the group should do in a certain situation. This research has adhered to all ethical standards. It both acknowledged the information that was quoted in the body and the reference section. In other words, no reviewed or accessed document is used without proper attribution. Concerning the questioner respondents, their permission has been sought to confirm their willingness to participate. A brief cover letter written in advance has highlighted the full description of the study, its purpose, confidentiality, and privacy protection. In addition, the survey has been kept private and anonymous.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

The outcomes of the research's data analysis will be presented in this chapter. Data screening, response rates, and the descriptive statistics of the respondents' attributes are discussed at the beginning of the chapter. An examination of the Structural Equation Model (SEM) at two levels is then presented.

In order to evaluate the descriptive statistics Google Form respondent responses was employed. SMARTPLS 4.0 was also used to test the structural equation model. The measurement model and structural model tests were conducted on the model.

4.2 Data Screening

In this research extreme values are not anticipated because the data was gathered electronically using Google Forms and a 1–5 Likert Scale. The final electronic data was downloaded as Comma Delimited Values (.csv) from Google Forms and entered into SMARTPLS software. As a result, processing the data from data collection to final output does not require any manual intervention. As a result, the likelihood of errors and/or outliers is quite low. As Google Forms don't allow respondents to pass a question, there were only 7 missing data points out of 387 respondents. Such missing data are referred to as ignorable data, according to (Hair et al. J. B., 2019)

According to (Hair et al. J. F., 2019), SmartPLS doesn't need the data to be distributed normally. Since SmartPLS is used for the primary analysis of the data, normality has not been verified in this study.

4.3 Response Rate

For this investigation, simple random sampling was employed. The span of time for data gathering was roughly one month, from April 18 to May 11, 2023. On taxi-hailing Facebook and Telegram channels, a link to the survey forms was posted. 387 responses were submitted via Google Forms during the data collection period, and the survey was closed to further responses as of May 11, 2023. Only 7 of the responses that were given were responses of respondents that were not drivers which were lead to a thank you page after identifying if they were drivers of taxi-hailing service by the question on the first page of the survey.

According to (Hair et al. J. B., 2019), these missing data were ignored and disregarded. This survey has a minimal amount of missing data since Google Forms was configured to prevent respondents from skipping a question without noting their responses. As a result, there are 380 useful answers.

4.4 Descriptive Statistics

The main objective of descriptive statistics is to check variables for any violations of the assumptions that are the foundation of the statistical techniques used to address research questions (Pallant, 2011). Zikmund et al. define descriptive statistics as "Statistics which summarize and describe the data in a simple and understandable manner" (2009, p. 413).

The minimum mean across all measurement items is 3.63; however, the minimum mean for the dependent item is 3.76, which is much higher than the midpoint rating of 2.5 on a scale of 5. Further study of this question reveals that 3.9% of respondents strongly disagree (ranked it 1), 7.3% disagreed, 12% are neutral, 63.8% agree, and 13% strongly agree. This demonstrates that a sizeable proportion of participants in the taxi-hailing service intend to keep utilizing the service.

4.4.1 Respondent Demographics

In this section, the sample's characteristics are analyzed based on age, gender, education, and work experience in the taxi-hailing service.

A. Age

According to figure 4. 1 below, the majority of respondents (45%) were under the age of 30, 32% were in the range of 31 to 40, and 23% were beyond the age of 40. This shows that majority of the taxi-hailing drivers are the young generation which could understand the current sharing economy taxi-hailing service and this is a good insight to determine if the respondents were able to understand the concept of the research in addition to the briefing they were given in the beginning of the survey.

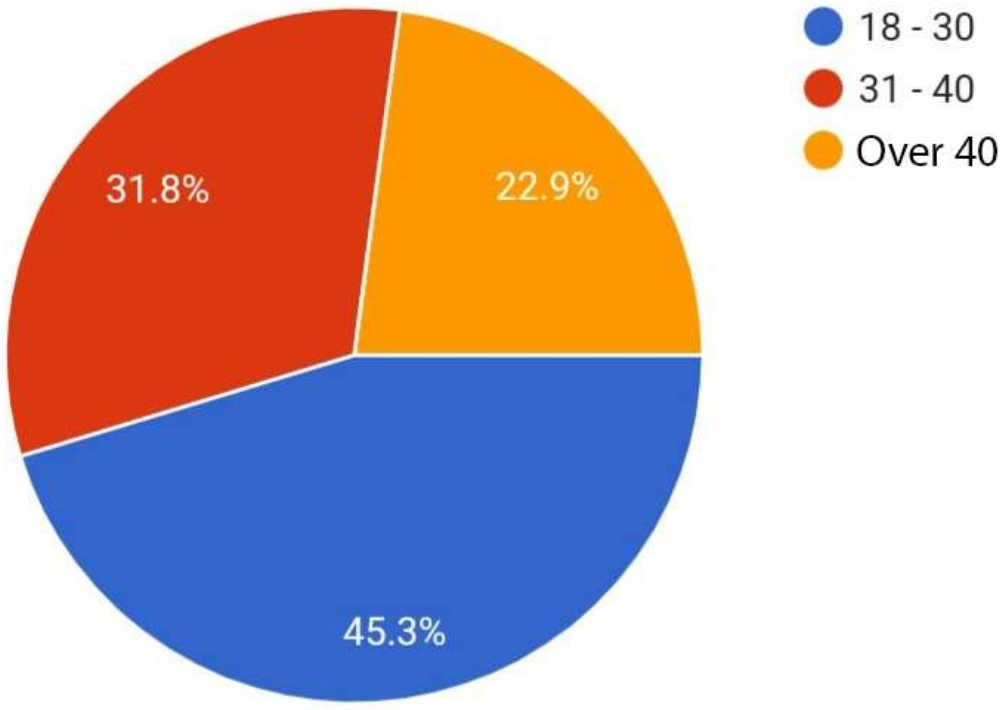

Figure 4. 1 Age Distribution of Respondents

Source: Google Forms output

B. Gender

According to figure 4.2, the majority (96%) of the responders were males. This shows that the taxi-hailing service is male dominated sector. This insight could help the taxi-hailing companies to encourage females more to participate in the taxi-hailing service.

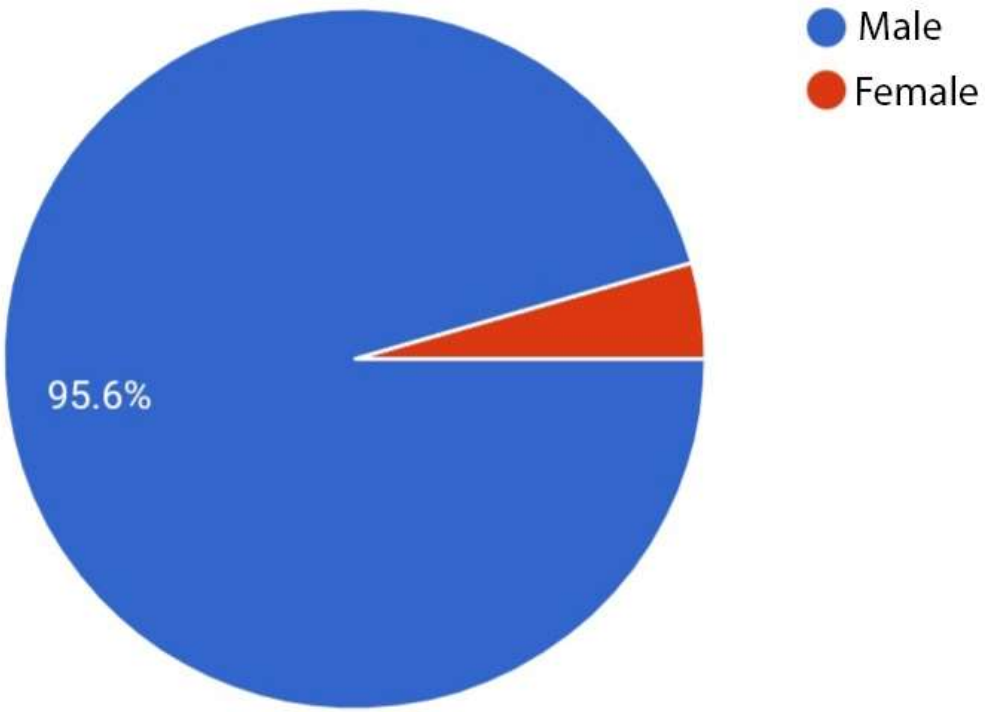

Figure 4. 2 Gender Distribution

Source: Google Forms output

C. Level of Education

According to the survey on respondents' educational backgrounds, around 32% of respondents are below grade 12, 28% have a diploma, 36% have a first degree, and about 4% have a master's degree, as indicated in figure 4. 3 below. This shows that majority of the respondents are educated, therefore this is helpful for them to understand the survey well.

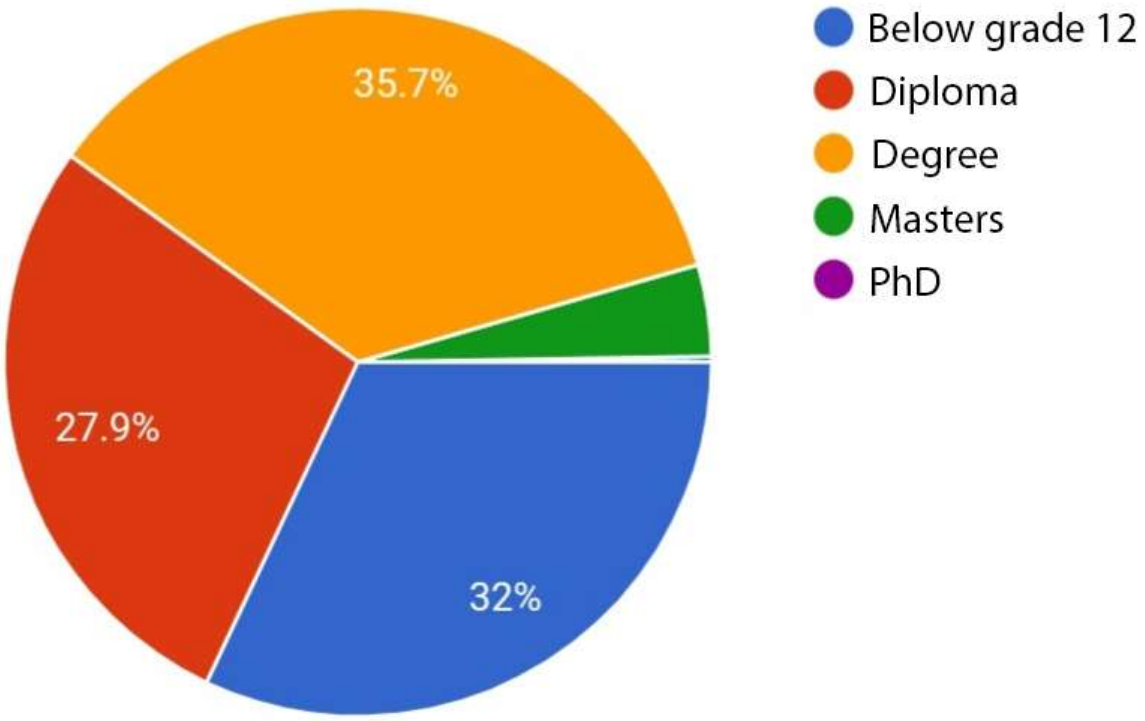

Figure 4. 3 Educational level of respondents

Source: Google Forms output

D. Work Experience

According to figure 4.4 below, 96% of users of the taxi-hailing service had work experience of less than five years, and out of the 380 legitimate replies, only 4% have more than five years of experience. Since Ethiopia's taxi-hailing industry only began operating in 2014, or nine years ago, and since there was little public awareness of the service at first, the majority of drivers have experience of 3 to 5 years on the service.

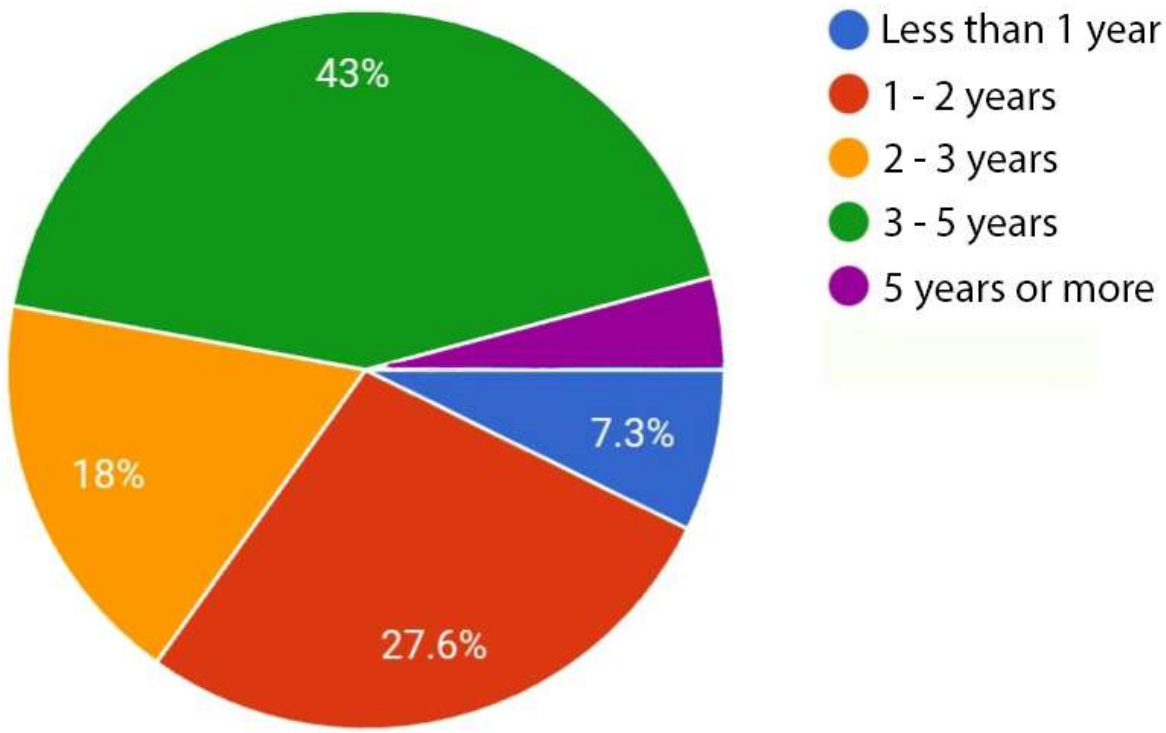

Figure 4. 4 Work experience of the respondents

Source: Google Forms output

4.5 The Structural Equation Model (SEM)

The main data analysis method employed for this study is structural equation modeling (SEM), as discussed in chapter 3 of this study. The structural model and the measurement model make up the structural equation modeling technique (Hair et al. J. F., 2019). Confirmatory Factor Analysis, often known as outer model, is initial move in implementing SEM (Hair et al. J. F., 2019). The CFA model, according to (Hair et al. J. F., 2019), determines the contribution of each measured variable to its construct and assesses the validity and reliability of the measurement models. As a result, the measurement model was tested in this study before moving on to the structural model.

4.5.1. Testing the Measurement Model

The study model has 40 measuring items across 12 constructs. Twelve constructs total, ten of which are exogenous and two of which are endogenous. The factor loading for each indicator against the factor is the crucial metric for assessing the link between the latent variable and the observable variables. To put it another way, factor loading is the relationship between the factors and the measurement items, and it is the basis for knowing what a particular factor is like (Hair et al. J. F., 2019).

4.5.1.1. Construct Reliability and Validity

The findings of the reliability and validity analysis performed utilizing the information gathered from the drivers of taxi-hailing service using the SmartPLS version 4.0 software (Ringle et al., 2022) are shown in Table 4.1 below. The results of the study's partial least square (PLS) measuring model are discussed in the sections that follow.

According to table 4. 1, all Cronbach alpha values and composite reliability values are above 0.7 except one variable which is user experience; it has Cronbach alpha value of 0.579. As (Perry et al., 2004) states values of composite reliability/cronbach alpha 0.90 and above shows excellent reliability, between 0.70 to 0.90 show high reliability, values of 0.50 to 0.70 shows moderate reliability and a value of 0.50 and below shows low reliability. So since the user experience has Cronbach alpha value of 0.579, it is moderately reliable.

According to (Nunnally J. C., 1978; Hair et al. J. F., 2019), internal consistency reliability checks can also be thought of as evaluating convergent validity. As a result, the results of this study with a high level of internal consistency have a far higher value than the Cronbach alpha and composite reliability cut-off points of 0.7, respectively, demonstrate excellent convergent validity. Values from the Average Variance Extracted (AVE) can also serve as proof of convergent validity (Hair et al. J. F., 2019).

AVE values larger than 0.5, according to (Hair et al. J. F., 2019), suggest convergent validity levels that are acceptable. All the constructs had AVE values that were higher than 0.5, as shown in Table 4.1 below, therefore for each construct, convergent validity is attained.

Table 4. 1 Internal Consistency Reliability and Convergent Validity Test Results

Construct Name	No. of Items	Cronbach's alpha	Composite reliability	(AVE)
Consuming peer's ability	3	0.756	0.86	0.673
Consuming peer's benevolence	3	0.877	0.924	0.803
Consuming peer's integrity	3	0.847	0.908	0.766
Continuance intention	3	0.819	0.893	0.735
Extrinsic reward	3	0.749	0.856	0.665
Information Quality	5	0.871	0.907	0.661
Perceived effectiveness of industry self-regulation	3	0.847	0.907	0.765
Perceived effectiveness of privacy policy	3	0.882	0.927	0.809
Service quality	4	0.884	0.92	0.741
Social utility of sharing	3	0.837	0.903	0.756
Trust	4	0.813	0.877	0.641
User Experience	3	0.579	0.777	0.541

Source: SMARTPLS 4.0 Output

4.5.1.2. Discriminant Validity Analysis

According to (Hair et al. J. F., 2019), discriminant validity is the degree to which a concept or variable is actually distinct from other constructs or variables. As a result, high discriminant validity shows that a concept accounts for more variation in its item measures than it does with other constructs (Hair et al. J. F., 2019). In other words, each measured item has a higher cross-load on its own construct than it does on different constructs.

Relative to other constructs in the study, an item should have higher loadings on its own parent construct, according to cross loadings. There are problems with discriminant validity if an item

loads more favorably onto a different construct than its own parent construct (Sarstedt et al., 2021).

Table 4.2 shows that each variable loads more on its own construct than on any other construct. Each observed variable's factor loadings on its associated latent construct are displayed in bold. This demonstrates the model's strong discriminant validity. As a result, the measurement model satisfied all requirements for validity and reliability, allowing for the testing of the structural model.

Table 4. 2 Factor Loadings and Cross Loadings

Item	CPA	CPB	CPI	CI	ER	IQ	PEISR	PEPP	SQ	SUS	Trust	UE
CI01	0.532	0.556	0.476	**0.869**	0.422	0.482	0.619	0.55	0.513	0.451	0.527	0.414
CI02	0.548	0.469	0.448	**0.809**	0.396	0.458	0.528	0.43	0.476	0.487	0.484	0.38
CI03	0.542	0.586	0.512	**0.893**	0.451	0.513	0.608	0.532	0.549	0.507	0.564	0.379
CPA01	**0.776**	0.594	0.639	0.579	0.472	0.575	0.614	0.586	0.57	0.593	0.646	0.513
CPA02	**0.866**	0.662	0.7	0.519	0.436	0.656	0.64	0.653	0.632	0.621	0.656	0.461
CPA03	**0.817**	0.594	0.615	0.443	0.418	0.589	0.568	0.502	0.511	0.569	0.584	0.442
CPB1	0.637	**0.882**	0.765	0.517	0.585	0.697	0.686	0.648	0.69	0.639	0.75	0.559
CPB2	0.664	**0.895**	0.776	0.591	0.644	0.717	0.677	0.642	0.716	0.657	0.774	0.586
CPB3	0.722	**0.91**	0.811	0.579	0.607	0.758	0.686	0.666	0.727	0.709	0.787	0.541
CPI01	0.713	0.754	**0.84**	0.483	0.576	0.671	0.636	0.546	0.669	0.625	0.718	0.551
CPI02	0.67	0.776	**0.887**	0.493	0.515	0.722	0.626	0.615	0.645	0.568	0.714	0.446
CPI03	0.707	0.768	**0.899**	0.492	0.521	0.72	0.606	0.625	0.677	0.616	0.74	0.53
ER01	0.371	0.515	0.475	0.345	**0.795**	0.497	0.462	0.394	0.55	0.541	0.56	0.476
ER02	0.379	0.531	0.455	0.333	**0.822**	0.523	0.476	0.423	0.54	0.516	0.556	0.437
ER03	0.549	0.615	0.56	0.51	**0.829**	0.61	0.632	0.618	0.595	0.598	0.672	0.51
IQ01	0.618	0.722	0.721	0.48	0.58	**0.875**	0.63	0.649	0.687	0.628	0.762	0.499
IQ02	0.609	0.717	0.701	0.479	0.58	**0.875**	0.613	0.612	0.649	0.635	0.733	0.5
IQ03	0.565	0.654	0.624	0.499	0.574	**0.796**	0.572	0.611	0.611	0.576	0.63	0.481
IQ04	0.666	0.611	0.623	0.438	0.54	**0.742**	0.625	0.624	0.659	0.616	0.656	0.535
IQ05	0.552	0.564	0.587	0.398	0.439	**0.768**	0.517	0.482	0.553	0.532	0.566	0.422
PEISR01	0.636	0.663	0.62	0.598	0.572	0.642	**0.891**	0.704	0.701	0.648	0.728	0.581
PEISR02	0.67	0.687	0.639	0.6	0.574	0.656	**0.885**	0.703	0.717	0.644	0.719	0.544
PEISR03	0.642	0.651	0.607	0.597	0.559	0.616	**0.848**	0.656	0.672	0.614	0.697	0.556
PEPP01	0.646	0.635	0.6	0.455	0.496	0.708	0.68	**0.901**	0.667	0.647	0.708	0.571
PEPP02	0.62	0.646	0.594	0.559	0.516	0.611	0.688	**0.892**	0.639	0.566	0.689	0.534
PEPP03	0.652	0.683	0.642	0.578	0.598	0.667	0.752	**0.906**	0.715	0.639	0.731	0.535
SQ01	0.586	0.693	0.643	0.503	0.609	0.62	0.662	0.62	**0.838**	0.616	0.731	0.524
SQ02	0.591	0.675	0.643	0.488	0.564	0.672	0.664	0.617	**0.871**	0.647	0.693	0.54
SQ03	0.588	0.694	0.656	0.516	0.61	0.702	0.687	0.668	**0.874**	0.652	0.703	0.589
SQ04	0.643	0.671	0.669	0.552	0.595	0.692	0.728	0.676	**0.86**	0.683	0.727	0.59

SUS01	0.564	0.588	0.574	0.388	0.492	0.559	0.562	0.475	0.589	**0.8**	0.633	0.562
SUS02	0.657	0.671	0.612	0.528	0.643	0.671	0.663	0.656	0.692	**0.895**	0.708	0.606
SUS03	0.669	0.684	0.611	0.539	0.63	0.687	0.664	0.65	0.684	**0.91**	0.716	0.639
TRUST01	0.499	0.585	0.55	0.426	0.474	0.499	0.496	0.405	0.502	0.508	**0.703**	0.485
TRUST02	0.672	0.75	0.725	0.521	0.625	0.726	0.715	0.753	0.693	0.655	**0.826**	0.555
TRUST03	0.658	0.73	0.692	0.552	0.647	0.729	0.727	0.684	0.724	0.686	**0.861**	0.617
TRUST04	0.615	0.677	0.669	0.457	0.594	0.674	0.651	0.638	0.712	0.662	**0.805**	0.59
UE01	0.355	0.421	0.406	0.308	0.338	0.391	0.414	0.385	0.406	0.386	0.446	**0.689**
UE02	0.298	0.351	0.302	0.23	0.376	0.345	0.391	0.331	0.383	0.414	0.388	**0.638**
UE03	0.566	0.575	0.538	0.43	0.544	0.554	0.579	0.578	0.609	0.674	0.667	**0.86**

4.5.2. Testing the Structural Model and the Hypotheses

After confirming the measurement model's validity and reliability, the structural model and the proposed hypotheses are tested to ascertain how the various latent constructs are related to one another as well as the model's overall explanatory power (Hair et al. J. F., 2019).

The path coefficients, which are depicted in Figure 4.5 below, reflect the strength of the correlations between the constructs and the amount of variation that the model (R 2) can explain. Figure 4.5 shows the coefficient of determination, also known as the amount of variance explained (R2), for each endogenous variable inside each associated latent construct. As seen in the picture, the model accounts for 86.4% of the variance in Trust and 37.7% of the variance in continuance intention. This demonstrates the model's overall strong explanatory ability.

On table 4.3 below, the R2 value for the amount of variance explained for each construct is also shown. The model explained 37.7% of the variance in continuance intention and 86.4% of the variance in Trust, as shown in the table. The model has a significant explanatory power because all R 2 values were over 10%, the cutoff value specified by (Falk et al., 1992).

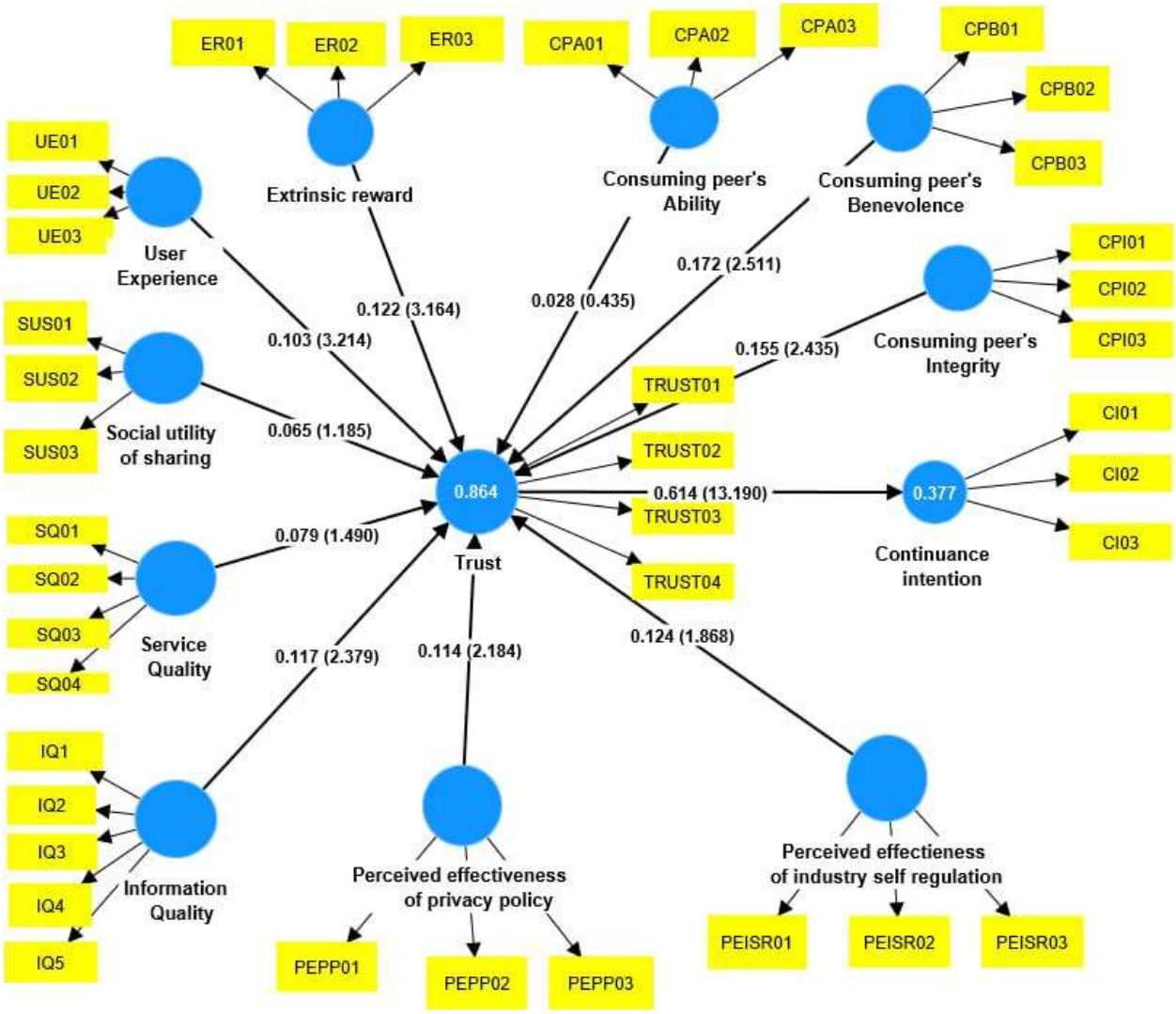

Figure 4. 5 The Research Model Test Results

Table 4. 3 Coefficient of Determination (***R2***) for Dependent Variables

Construct	R-square	R-square adjusted	Predictive power
Continuance Intention	0.377	0.375	Moderate
Trust	0.866	0.862	Substantial

Source: Smart PLS 4.0 Outputs

As (Chin, 1998) categorizes R 2 values for endogenous latent variables as substantial (0.67), moderate (0.33), or weak (0.19), predictive power of the endogenous latent variables is depicted in the above table.

The relationships between the hypothesized constructs were determined by the bootstrapping PLS technique of the SMARTPLS 4.0 program, which is presented in the accompanying table. With 5000 randomly selected subsamples, a Partial Least Squares bootstrapping technique was carried out at the 95% confidence level. The outcomes of this technique on SMARTPLS 4.0 are shown in Table 4.4 below.

Table 4. 4 Structural Model Hypothesis Testing

Hypothesis	Direct Effects (Paths)	Path Coefficient (β)	Path Coefficient Strength	Standard deviation	T Value	P values @95% CI	Decision
H1	User Experience > Trust	0.103	Small	0.032	3.214	0.001	Supported
H2	Social Utility of Sharing > Trust	0.065	Small	0.055	1.185	0.118	Not Supported
H3	Service Quality > Trust	0.079	Small	0.053	1.49	0.068	Not Supported
H4	Information Quality > Trust	0.117	Small	0.049	2.379	0.009	Supported
H5	Perceived Effectiveness of Privacy Policy > Trust	0.114	Small	0.052	2.184	0.014	Supported
H6	Perceived Effectiveness of Industry Self-regulation > Trust	0.124	Small	0.067	1.868	0.031	Supported
H7	Trust > Continuance Intention	0.614	Large	0.047	13.19	0	Supported
H8	Extrinsic Rewards > Trust	0.122	Small	0.038	3.164	0.001	Supported
H9	Consuming Peer's Ability > Trust	0.028	Small	0.063	0.435	0.332	Not Supported
H10	Consuming Peer's Benevolence > Trust	0.172	Small	0.068	2.511	0.006	Supported
H11	Consuming Peer's Integrity > Trust	0.155	Small	0.064	2.435	0.007	Supported

Source: Smart PLS 4.0 Outputs

As (Kline, 2011) asserts that small impacts were indicated by path coefficients less than.1, medium effects by path coefficients around.3, and large effects by path coefficients more than.5.

Results for each of the individual hypotheses established in section 2.6 are shown in the following subsections. The cutoff for statistical significance is p =.05. Eight of the model's

eleven hypotheses are supported, as can be seen in table 4.4 above. In the following sections of this study, the specifics of the test findings for the structural model are covered.

4.5.2.1. User Experience versus Trust

Table 4. 5 User Experience versus Trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H1	Drivers' experience of a sharing economy platform favorably impacts their trust towards that website.	0.103	0.001	Supported

As seen in Table 4.5, Driver's experience of a sharing website affected their trust toward that website with a small effect size (path coefficient of 0.103).

A path coefficient of less than 0.2, according to Kline (2011), denotes a minor effect. This indicates that a driver's trust in a sharing economy platform is only marginally influenced by their experience with that platform. The results are consistent with earlier studies that looked at the influence of user experience. Prior research (Corbitt et al., 2003; Mittendorf C. , 2016) confirmed empirically the link between user experience (drivers') and their trust in a sharing website. In a research to confirm that user experience is an antecedent of hosts' trust in Airbnb, (Wang, Asaad, & Filieri, 2020) discovered a comparable positive link between these two variables with a small impact size.

4.5.2.2. Social utility of sharing versus Trust

Table 4. 6 Social utility of sharing versus Trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H2	Social utility of sharing favorably impact driver's trust towards the sharing website.	0.065	0.118	Not Supported

As seen in Table 4.6, the influence of social utility of sharing on driver's trust toward the sharing website was not statistically significant (path coefficient 0.065). Previous researches show mixed findings, (Lamberton & Rose, 2012) contend that the social utility of sharing has little bearing on users' choice of sharing option over possession, contrary to the claims made by (Hawlitschek et

al., 2016; Kim, Yoon, & Zo, 2015; Wang, Asaad, & Filieri, 2020) who emphasize the significance of social utility in users' attitudes and behaviors toward sharing.

The insignificant finding obtained on this hypothesis may be due to the awful news of murder and theft targeting taxi-hailing service Driver's, their families and friends might not approve their work since it might put their life in danger.

4.5.2.3. Service quality versus Trust

Table 4. 7 Service quality versus Trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H3	Service quality favorably impacts driver's trust towards the sharing website.	0.079	0.068	Not Supported

As seen in Table 4.7, the influence of service quality on driver's trust toward the sharing website was not statistically significant (path coefficient 0.079). This result contradicted with previous research on the sharing economy platform (Wang, Asaad, & Filieri, 2020). The insignificant finding obtained on this hypothesis may be due to fact that taxi-hailing service platforms in Ethiopia are still in their early stages of practicing sharing economy platform and the services given by the platforms are not well developed to support driver's need at the use of the platform.

4.5.2.4. Information quality versus Trust

Table 4. 8 Information quality versus Trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H4	Information quality favorably impacts driver's trust towards the sharing website.	0.117	0.009	Supported

As seen in Table 4.8, Information quality of a sharing website affected their trust toward that website with a small effect size (path coefficient of 0.117).

This indicates that a driver's trust in a sharing website is only marginally influenced by the information quality of that platform. This shows that when the data given by the platforms is complete and correct, drivers are highly inclined to trust the website. The results are consistent

with earlier researches that looked at the influence of information quality (Wang, Asaad, & Filieri, 2020).

4.5.2.5. Perceived effectiveness of privacy policy versus Trust

Table 4. 9 Perceived effectiveness of privacy policy versus Trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H5	Driver's perceived effectiveness of privacy policy of a sharing website favorably impacts their trust towards the sharing organization.	0.114	0.014	Supported

As seen in Table 4.9, Perceived effectiveness of privacy policy of a sharing website affected their trust toward that website with a small effect size (path coefficient of 0.114).

This indicates that a driver's trust in a sharing economy platform is only marginally influenced by the perceived effectiveness of privacy policy of that platform. This shows that when the sharing economy platform is perceived to have the ability to protect sensitive personal information, drivers are more likely to trust the platform. This is also supported by privacy calculus theory which states that the intention to disclose is favorably correlated in trust of a website (Dinev & Hart, 2006; Krasnova, Veltri, & Günther, 2012). Otherwise, if this person perceives greater privacy concerns with disclosure than in previous circumstances, they may not give out personal data (Meier & Kramer, 2022).

The results are consistent with earlier studies that looked at the causes of perceived effectiveness of privacy policy on trust (Wang, Asaad, & Filieri, 2020).

4.5.2.6. Perceived effectiveness of industry self-regulation versus Trust

Table 4. 10 Perceived effectiveness of industry self-regulation versus Trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H6	Driver's perceived effectiveness of industry self-regulation in the sharing website favorably impacts their trust towards the sharing website.	0.124	0.031	Supported

As seen in Table 4.12, Perceived effectiveness of industry self-regulation of a sharing website affected their trust toward that website with a small effect size (path coefficient 0.124).

This indicates that a driver's trust in a sharing website is only marginally affected by the perceived effectiveness of industry self-regulation of that platform. This shows that when the sharing economy platform has strong relationship with third parties that support the sharing economy like banks; drivers are highly inclined to trust the website. This is also supported by trust transfer theory which states that (Stewart, 2003) users' trust is transferred from one known entity to another that is connected to the original entity which is the principle's trust in the third party, along with the trustee's intimate relationship with the third party, allows the principal to transfer that trust to the trustee.

On a previous research (Wang, Asaad, & Filieri, 2020) did not find perceived effectiveness of industry self-regulation having substantial effect on trust and their reason was that airbnb hosts might not know laws regarding sharing websites in their country.

4.5.2.7. Trust versus continuance intention

Table 4. 11 Trust versus continuance intention

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H7	Driver’s trust towards the taxi-hailing service platform and riders favorably impact their continuance intention to use that service.	0.614	0	Supported

As seen in Table 4.12, Driver’s trust towards the taxi-hailing service platform and riders affected their continuance intention to use that service with a large effect size (path coefficient of 0.614).

This indicates that a driver's continuance intention to use a sharing platform is largely influenced by driver’s trust towards the taxi-hailing service platform and riders. This is also supported by previous researches that looked at the influence of trust on continuance intention (Kim et al. ,. M., 2011; Wang, Asaad, & Filieri, 2020).

As shown on the research model (figure 4.5) and hypothesis H7, the coefficient determination of the endogenous constructs (continuance intention) is 0.377 (see figure 4.5). This shows that 38%

of the variance in continuance intention is due to the direct effect of trust, which means the model explains 38% of the variance in continuance intention.

4.5.2.8. Extrinsic Reward versus trust

Table 4. 12 Extrinsic Reward versus trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H8	Extrinsic reward from using a taxi-hailing website favorably impacts driver's trust toward the website.	0.122	0.001	Supported

As seen in Table 4.14, extrinsic reward from using a taxi-hailing website affected their trust toward the website with a small effect size (path coefficient of 0.122).

This indicates that a driver's trust in a sharing website is only marginally influenced by the extrinsic reward from using that platform. This shows that trust toward a sharing website is derived by monetary benefit as extrinsic rewards. This is also supported by self-determination theory (Hamari et al., 2016) claim that sharing behavior can be predicted by goals for financial gain and reputation building (extrinsic motivation). (Bock et al., 2005) also discovered that extrinsic rewards like financial prizes can improve sharing and participation behavior.

The results are consistent with earlier studies that looked at the influence of extrinsic reward on trust (Wang, Asaad, & Filieri, 2020).

4.5.2.9. Consuming peer's ability versus trust

Table 4. 13 Consuming peer's ability versus trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H9	Rider's ability favorably impact driver's trust towards taxi-hailing service	0.028	0.332	Not Supported

As seen in Table 4.13, the influence of rider's ability on driver's trust toward the taxi-hailing service was not statistically significant (path coefficient 0.028). This result contradicted with previous research on the sharing economy platform (Hawlitschek, Teubner, & Weinhardt, 2016). The insignificant finding obtained on this hypothesis may be due to the fact that using a taxi-

hailing service does not require that much skill from the riders which is the case in other sharing economy platforms like airbnb which require guest's ability to protect and use properly the property they are entrusted temporarily.

4.5.2.10. Consuming peer's benevolence versus trust

Table 4. 14 Consuming peer's benevolence versus trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H10	Rider's benevolence favorably impacts driver's trust towards taxi-hailing service	0.172	0.006	Supported

As seen in Table 4.14, the influence of rider's benevolence on driver's trust toward the taxi-hailing service has a small effect size (path coefficient of 0.172).

This shows that a driver's trust in taxi-hailing service is only marginally influenced by the rider's benevolence. Which is also supported by theory of planned behavior which states that an individual's belief in showing specific behavior is typically linked to their sense of moral commitment. if drivers perceive ulterior motive or malicious interests by rider's they will refrain from giving the service (Pavlou & Fygenson, 2006).

The results are compatible with earlier studies that looked at the influence of benevolence on trust (Hawlitschek, Teubner, & Weinhardt, 2016).

4.5.2.11. Consuming peer's integrity versus trust

Table 4. 15 Consuming peer's integrity versus trust

Hypothesis	Description	Path Coefficient	P Value	Conclusion
H11	Rider's integrity favorably impacts driver's trust towards taxi-hailing service	0.155	0.007	Supported

As seen in Table 4.17, the influence of rider's integrity on driver's trust toward the taxi-hailing service has a small effect size (path coefficient 0.155).

This shows that a driver's trust in taxi-hailing service is only marginally influenced by the rider's integrity. Which is also supported by theory of planned behavior that states when engaging in a

specific behavior, an individual's belief in moral integrity is related with his or her sense of moral obligation. When riders acts and statements are accurate and truthful drivers are more likely to trust the taxi-hailing service (Paine, 1994).

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In accordance with the study questions and the main research findings, this section offers conclusions.

The researcher investigated the measurement model to identify the reliability and validity of each construct in measuring the factors that affect drivers' trust toward taxi hailing platforms and riders in Ethiopia and their impact on their continuation intentions using confirmatory factor analysis (CFA). SEM-PLS was used to test the measurement models for their reliability and validity. Accordingly, all the twelve constructs were found out to be reliable and valid measures of factors that affect drivers' trust toward taxi hailing platforms and riders in Ethiopia and their impact on their continuation intention. After the reliability and validity of the construct have been confirmed, the study moved to test the relationship among the constructs of the research model using the structural model tests as represented by the eleven hypotheses. Additionally the models explanatory power was tested with structural model analysis using PLS. The researcher concluded the model has substantial overall explanatory power based on the variance explained by the study.

Generally, this study has found a variety of influencing factors that affect drivers' trust towards taxi hailing platforms and riders their by influencing their continued use of the taxi-hailing service. Additionally, the identified factors were added to a model that underwent additional validation using structural equation modeling to ascertain the model's explanatory and predictive power to measure factors that affect drivers' trust toward taxi hailing platforms and riders in Ethiopia and their impact on their continuation intentions.

The research discovered twelve latent variables, of which nine were taken from the (Wang, Asaad, & Filieri, 2020) model. Three new constructs that emerged from the literature and were

validated in this study were also discovered. In contrast to (Wang, Asaad, & Filieri, 2020) model, these findings suggested that factors influencing suppliers' (drivers') trust toward taxi hailing platforms and riders in Ethiopia and their impact on their continuation intentions are multi-factorial, which is not only a function of platform-based social, technical, economic, and privacy factor but also trust in peer factor which includes trust in consuming peer's ability, benevolence, and integrity.

Based on the findings of the research; economic factor, privacy assurance factor and trust in peer factor play a strong role in creating trust and their by continued use. In addition, social factor and technical factor are also significant in determining drivers' continuance intentions. This study also provided additional evidence that the model's endogenous latent variables has good predictive ability, path coefficient, and an effective size that will give users of the model in comparable situations confidence going forward.

5.2 Contribution

The research contributes to both theory and practice. The contributions are discussed below.

5.2.1 Contribution to Theory

The studies contributions to theory are discussed below.

1. The most important contribution of this study is the identification of the key influencing factors that affect driver's trust toward the taxi-hailing platform and riders in Ethiopia, and there by affecting their continuance intention. The findings of the research model confirmed the reliability and validity of the model to measure the influencing factors that affect driver's trust toward the taxi-hailing platform and riders, and there continued use of the service. Therefore the research contributes a model to examine the influencing factors that affect driver's trust toward the taxi-hailing platform and riders, and there continued use of the service in the context of Ethiopia, this can be used in the transportation sector of the countries different regions.

2. The research confirmed the reliability and validity of (Wang, Asaad, & Filieri, 2020) model with some modifications to examine influencing factors that affect driver's trust toward the taxi-hailing platform and riders in Ethiopia, and there by affecting their continuance intention
3. The research modified two of (Wang, Asaad, & Filieri, 2020) model to suit the investigation of influencing factors that affect driver's trust toward the taxi-hailing platform and riders in Ethiopia, and there continued use of the service and confirmed the modified constructs in the transportation context. The modified constructs are social factor (user experience, social utility of sharing and social value orientation) and technical factors (system quality, service quality and information quality) by leaving out social value orientation from social factor and system quality from technical factor.
4. The research extended the (Wang, Asaad, & Filieri, 2020) model by adding one construct: Trust in peer factor (ability, benevolence and integrity).
5. (Johns, 2006) and (Alvesson, 2007) claim that different contexts can lead to the initial hypothesized relationships becoming non-significant and producing new relationships. Therefore, in addition to extending the (Wang, Asaad, & Filieri, 2020) model by adding one construct the research found new relationships. Thus three new relationships were found in contrast to (Wang, Asaad, & Filieri, 2020) model.
    - Perceived effectiveness of industry self-regulation versus Trust
    - Benevolence versus Trust
    - Integrity versus Trust

The following are present in (Wang, Asaad, & Filieri, 2020) model but they were not supported by this research since the constructs were changed to fit a different context.

- Social utility of sharing versus Trust
- Service quality versus Trust
- Ability versus Trust

5.2.2 Contribution to Practice

1. The research identified key influencing factors that affect driver's trust toward the taxi-hailing platform and riders, and there continued use of the service in the context of Ethiopia, this can be used in the transportation sector of the countries different regions.
2. The research found a reliable and valid model that would aid taxi-hailing companies to practically examine the influencing factors components in their companies, which will lead to improved implementations.
3. The research provides the key influencing factors that affect driver's trust toward the taxi-hailing platform and riders, and there continued use of the service in the context of Ethiopia to the attention of the taxi-hailing service companies.
4. The key influencing factors that affect driver's trust toward the taxi-hailing platform and riders in Ethiopia, and their impact on continuance intention has been verified in a causal framework that enable the taxi-hailing companies to easily understand the cause and effect relationship among the different latent variables.

5.3 Recommendation

In order to examine the influencing factors that affect driver's trust toward the taxi-hailing platform and riders in Ethiopia, and their impact on continuance intention a model was proposed and tested. According to the findings and conclusions of this research, the below recommendations are given.

This research has identified significant influencing factors affecting drivers trust toward taxi-hailing platforms and riders with about 86 % explanatory power and its effect on continuance intention with 38% explanatory power. According to the study's findings and conclusions, taxi drivers' intentions to continue operating in the taxi-hailing service will be significantly impacted by highlighting and improving the already established study components. Therefore, taxi-hailing service providers should work to improve the privacy, economic, and trust in peer factor elements since these were the key determinants of ongoing use.

Specifically by focusing on trust in peer factor since the main problem that harmed drivers trust in the taxi-hailing service is riders action of theft and murder that targeted drivers of taxi-hailing service, therefore by applying measures that could identify the benevolence and integrity of the riders using their previous history of the service usage and also by identifying riders identity if they have previous criminal history before they are given the service.

They should also aim to improve the social and technical factors since these were poorly rated in this study. The technical factors can also play great help to keep the drivers safety by using systems that can be used by the drivers to signify the platform owners if their safety has been put in danger and also the service quality of the platform should be improved by assisting the drivers during the use of the platform. And this improvements will help to increase drivers trust in the taxi-hailing service platform and riders their by increasing continuance intention.

The companies should also examine their company’s current status according to the influencing factors constructs proposed and tested in this study and make improvements according to the findings to enhance drivers trust and their continued use of the service.

5.3.1 Recommendation for future research

Future studies should look into additional influencing factors of trust and continuance intention on taxi-hailing services and riders. The influencing factors and model should also be tested and validated on other contexts or study areas. Future researches could also look the influencing factors impact over longitudinal study if there is a difference in result and also the validity of the model could also be checked on a longitudinal study. Therefore, this study takes into account important factors, examines a wide range of influencing factors, and tests each variable with the aid of SMARTPLS 4.0 thus researchers and academicians can use this study's findings when performing similar research.

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List of A ppendices

Appendix A: Survey Invitation Letter

Dear respondents,

I am a postgraduate student pursuing a Master of Business Administration at Addis Ababa University. I'm gathering information for my thesis study, which examines drivers' trust toward taxi-hailing platforms and riders. I humbly ask you to complete this questionnaire in this regard. Your involvement is crucial to the study's effective conclusion. Additionally, I want to reassure you that all details pertaining to this study will be kept private and won't be disclosed until it has been summarized. I sincerely value your cooperation and assistance.

Thank You in Advance!
Kalkidan Kassahun

Appendix B: Survey Questionnaire

Front page Questionnaire to identify if they are taxi-hailing driver or not

Are you a taxi-hailing service driver ? Yes ☐ No ☐

Part One : Socio - Demographic Data

Please click the box for each question to indicate your most appropriate response.

1) Gender Male ☐ Female ☐

2) Age group (in years) 18 - 30 ☐ 31-40 ☐ Over 40 ☐

3) Educational level (Qualification): less than grade 12 ☐ Diploma ☐ Bachelor' Degree ☐
Master's Degree ☐ PhD ☐
Other ☐

Part two: Drivers trust toward taxi-hailing platforms and riders.

Listed below are statements dealing with various attributes of drivers trust toward taxi-hailing platforms and riders. Please click the box for each question to indicate your most appropriate response

Continuance Intention towards Using Sharing Economy Platform (Bhattacherjee & Premkumar, 2004; Deng et al., 2010)

CI01: I intend to continue using taxi-hailing as a driver in the future.

CI02: I will always try to share a car for taxi-hailing in my daily life.

CI03: I will keep sharing a car for taxi-hailing as regularly as I do now.

Extrinsic Rewards (Economic benefit) (Bock et al., 2005; Hamari et al., 2016)

ER01: I receive monetary rewards (e.g. money) in return for sharing a car on taxi-hailing service.

ER02: Using taxi-hailing benefits me financially.

ER03: Using taxi-hailing can improve my economic situation.

Perceived Effectiveness of Privacy Policy (Xu et al., 2011)

PEPP01: I feel confident that taxi-hailing platform's privacy statements reflect their commitments to protect my personal information.

PEPP02: With their privacy statements, I believe that my personal information will be kept private and confidential by taxi-hailing platforms.

PEPP03: I believe that taxi-hailing platforms privacy statements are an effective way to demonstrate their commitments to privacy.

Perceived Effectiveness of Industry Self-regulation (Xu et al., 2011)

PEISR01: I believe that privacy seal of approval programs will impose sanctions for taxi-hailing platform's noncompliance with their privacy policy.

PEISR02: Privacy seal of approval programs will support me if my personal information is misused during and after transactions on taxi-hailing platforms.

PEISR03: I am confident that privacy seal of approval programs are able to address violation of the information I provide to taxi-hailing platforms.

Trust towards a Sharing Economy Platform and Riders (McKnight et al., 2002)

TRUST01: I believe taxi-hailing platforms have enough safeguards to make me feel comfortable using it.

TRUST02: I feel assured that legal and technological structures adequately protect me from problems on taxi-hailing services.

TRUST03: I feel confident that encryption and other technological advances on platforms make it safe for me to use.

TRUST04: In general, taxi-hailing platforms provide a robust and safe environment to share private information.

Service Quality (Montoya-Weiss et al., 2003; Parasuraman et al., 1988)

SQ01: Taxi-hailing platforms provide a high level of overall service through their site.

SQ02: Taxi-hailing platforms provide convenient service through their site.

SQ03: Taxi-hailing platforms provide reliable service through their site.

SQ04: Taxi-hailing platforms provide helpful assistance through their site.

Information Quality (Delone & McLean, 2003; Lin, 2008)

IQ1: The information provided by taxi-hailing platforms is always accurate.

IQ2: The information provided by taxi-hailing platforms is always complete.

IQ3: The information provided by taxi-hailing platforms is always up-to-date.

IQ4: The information provided by taxi-hailing platforms is well formatted.

IQ5: The information provided by taxi-hailing platforms is always useful

Users' Experience (Corbitt et al., 2003)

UE01: I have been using the taxi-hailing platforms for: (less than 1 year/between 1 and 2 years/between 2 and 3 years/between 3 and 5 years/5 years or more).

UE02: I use the taxi-hailing platforms approximately: (less than 1 hour per week/between 1 and 3 hours per week/between 3 and 10 hours per week/between 10 and 20 hours per week/more than 20 hours per week).

UE03: I perceive myself as pretty experienced at using taxi-hailing platforms.

Social Utility of Sharing (Lamberton & Rose, 2012)

SUS01: Sharing my car on taxi-hailing allows me to be part of a group of like-minded people.

SUS02: My friends would approve of sharing a car with riders on taxi-hailing service.

SUS03: My family would approve of sharing a car on taxi-hailing service.

Consuming peer's ability (Gefen & Straub, 2004)

CPA01: The riders on taxi-hailing are competent.

CPA02: The riders on taxi-hailing are capable.

CPA03: The riders on taxi-hailing are qualified.

Consuming peer's integrity (Gefen & Straub, 2004)

CPI01: The riders on taxi-hailing are reliable.

CPI02: The riders on taxi-hailing are honest.

CPI03: The riders on taxi-hailing keep their word.

Consuming peer's benevolence (Gefen & Straub, 2004)

CPB01: The riders on taxi-hailing also keep my interests in mind.

CPB02: The riders on taxi-hailing mean no harm to me.

CPB03: The riders on taxi-hailing are principally well-meaning.

አርማ

አዲስ አበባ ዩኒቨርስቲ

የቢዝነስ እና ኢኮኖሚክስ ኮሌጅ

የቢዝነስ አድሚኒስትሬሽን ማስተርስ

በታክሲ ጥሪ አገልግሎት ላይ በተሰማሩ አሽከርካሪዎች የሚሞሉ መጠይቆች

ውድ መላሾች

እኔ በአዲስ አበባ ዩኒቨርስቲ የቢዝነስ አድሚኒስትሬሽን ማስተርስ ድህረ ምረቃ ተማሪ ነኝ። በዚህም ለትምህርቱ መመረቂያ ጥናት መረጃ እየሰበሰብኩ ሲሆን ይኽውም በታክሲ ጥሪ ፕላትፎርም እና ተሳፋሪዎች ላይ አሽከርካሪዎች ያላቸውን እምነት የሚፈትሽ ነው። ይህንን መጠይቅ በዚህ ረገድ እንዲመልሱ በትህትና እንጠይቃለን። ለጥናቱ መደምደሚያ ውጤታማነት የእርስዎ በጥናቱ መሳተፍ ወሳኝ ነው። በተጨማሪም ከዚህ ጥናት ጋር የተያያዙ ዝርዝሮች አስከሚጨመቅ ድረስ በግል የሚያዝ መሆኑን ላረጋግጥልዎት እወዳለሁ። የእርስዎን ድጋፍ እና ትብብር ከፍተኛ ዋጋ አለጠዋለሁ።

በቅድሚያ አመሰግናለሁ።

ቃልኪዳን ካሳሁን

ኢ-ሜይል፡ Ka17me@gmail.com

የታክሲ ጥሪ አሽከርካሪ ነዎት? አዎ ☐ አይደለም ☐

ክፍል አንድ ፡- የግል መረጃዎች

ለእያንዳንዱ ጥያቄ የእርስዎን ተገቢ መልስ በሚያሳየው ሳጥን ላይ ምልክት ያድርጉ

1. **ፆታ ወንድ □ ሴት □**
2. **የእድሜ ምድብ (በአመት) ከ18-30 □ ከ31-40 □ ከ40 አመት በላይ □**
3. **የትምህርት ደረጃ ከ12ኛ ክፍል በታች □ ዲፕሎማ □ የመጀመሪያ ዲግሪ □ ማስተርስ ዲግሪ □ ፒኤችዲ □ ሌላ □**

ክፍል ሁለት፡- በታክሲ ጥሪ ፕላትፎርም እና ራይደር ዙሪያ የአሽከርካሪዎች እምነት

ከዚህ በታች አሽከርካሪዎች በታክሲ ጥሪ ፕላትፎርም እና ተሳፋሪዎች ዙሪያ ያላቸውን እምነት የሚገልጹ የተለያዩ መግለጫዎችን አስፍሬአለሁ፡፡ ለእያንዳንዱ ጥያቄ የእርስዎች ተገቢ መልስ በሚያሳየው ሳጥን ላይ ምልክት ያድርጉ፡፡

የጋራ ኢኮኖሚ ፕላት ፎርም መጠቀም ፍላጎት

ሲአይ01፡- ወደፊት የታክሲ ጥሪ አገልግሎት እንደ አሽከርካሪ መጠቀሜን ለመቀጠል እፈልጋለሁ፡፡

ሲአይ02፡- ሁልጊዜም መኪናዬን ለታክሲ ጥሪ አገልግሎት ለማጋራት እሞክራለሁ፡፡

ሲአይ03፡- ለታክሲ ጥሪ አገልግሎት መኪና መጋራቴን አሁን እንደማደርገው ሁሉ ወደፊትም መቀጠል እፈልጋለሁ፡፡

የኢኮኖሚ ፕላትፎርም መጋራት ላይ ያለ እምነት

ትረስት01፡- የታክሲ ጥሪ መጥሪያ ፕላትፎርም ለመጠቀም በቂ መጠበቂያ መኖሩ ምቾት እንዲሰማኝ አድርጓል ብዬ አምናለሁ፡፡

ትረስት02፡- በታክሲ ጥሪ አገልግሎት ላይ ለሚያጋጥሙኝ ችግሮች የሚከላከልልኝ በቂ ሕጋዊ እና የቴክኖሎጂ መዋቅር አለው ብዬ አምናለሁ፡፡

ትረስት03፡- የኢንክሬፕሽን እና ሌሎች የቴክኖሎጂ ስልጣኔዎች ፕላትፎርሙን ለመጠቀም ደህንነቱ የተጠበቀ እንደሚያደርጉልኝ እርግጠኛ ነኝ፡፡

ትረስት04፡- በአጠቃላይ የታክሲ ጥሪ ፕላትፎርም የግል መረጃን ለመጋራት የተረጋጋ እና ደህንነቱ የተጠበቀ ሁኔታን ይፈጥራል ብዬ አምናለሁ፡፡

ሽልማት ማግኘት (የኢኮኖሚ ጥቅሞች)

ኢአር01፡- በታክሲ ጥሪ አገልግሎት ላይ መኪና በማጋራቴ የገንዘብ ጥቅም አገኛለሁ፡፡

ኢአር02፡- የታክሲ ጥሪ አገልግሎት የገንዘብ ጥቅም ያስገኝልኛል፡፡

ኢአር03፡- የታክሲ ጥሪ አገልግሎት የኢኮኖሚ ሁኔታዬን ያሻሽልልኛል ብዬ አምናለሁ፡፡

የግል ፖሊሲ ውጤታማነት ግንዛቤ

ፔፕ01፡- የታክሲ ጥሪ ፕላትፎርም የግል መረጃዎች እንደሚያስጠብቁልኝ እርግጠኛ ነኝ፡፡

ፔፕ02፡- በግል መረጃዎች መግለጫቸው ላይ የግል መረጃዎቼ በታክሲ ጥሪ ፕላትፎርም ላይ የግሌ ሆነው ይጠበቃሉ ብዬ አምናለሁ፡፡

ፒፕ03፡- የታክሲ ጥሪ ፕላትፎርም የግለኝነት የመረጃ ደንነት መግለጫ የግል መረጃን ለመጠበቅ ያላቸውን ቁርጠኝነት የሚያሳ ውጤታማ መንገድ ነው ብዬ አምናለሁ፡፡

ውጤታማ የኢንዱስትሪ የራስ መመሪያ ድንጋጌ

ፐርስ01፡- የግል መረጃ ጥበቃ ድንጋጌዎች የታክስ ጥሪ ፕላትፎርሞች የግል መረጃን አላግባብ እንዳይጠቀሙ ያግዳቸዋል ብዬ አምናለሁ፡፡

ፐርስ02፡- የግል መረጃ ክልከላ ድንጋጌዎች የእኔን የግል መረጃ በታክሲ ጥሪ ፕላትፎርም ዝውውር ወቅት እና ከዛ በኋላ አላግባብ ጥቅም ላይ እንዳይውል ያደርግልኛል ብዬ አምናለሁ፡፡

ፐርስ03፡- የግል መረጃ ድንጋጌዎች ለታክሲ ጥሪ ፕላትፎርም የሰጠሁትን የግል መረጃ ጥሰት እንዳይፈፀም ያደርጋሉ ብዬ አምናለሁ፡፡

የአገልግሎት ጥራት

ኤስኪው01፡- የታክሲ ጥሪ ፕላትፎርም በድረገፃቸው ዘርፈ ብዙ አገልግሎት ይሰጣሉ፡፡

ኤስኪው02፡- የታክሲ ጥሪ ፕላትፎርም በድረገፃቸው አመቺ አገልግሎት ይሰጣሉ፡፡

ኤስኪው03፡- የታክሲ ጥሪ ፕላትፎርም አስተማማኝ አገልግሎት በድረገፃቸው ይሰጣሉ፡፡

ኤስኪው04፡- የታክሲ ጥሪ ፕላትፎርም በድረገፃቸው ጠቃሚ እገዛዎችን ያበረክታሉ፡፡

የመረጃ ጥራት

አይኪው1፡- በታክሲ ጥሪ ፕላትፎርም የሚሰጠው መረጃ ሁልጊዜ ትክክለኛ ነው፡፡

አይኪው2፡- በታክሲ ጥሪ ፕላትፎርም የሚሰጠው መረጃ ሁልጊዜም የተሟላ ነው፡፡

አይኪው3፡- በታክሲ ጥሪ ፕላትፎርም የሚሰጠው መረጃ ሁልጊዜም ወቅቱን የጠበቀ ነው፡፡

አይኪው4፡- በታክሲ ጥሪ ፕላትፎርም የሚሰጠው መረጃ በአግባቡ የተደራጀና ግልጽ ነው፡፡

አይኪው5፡- በታክሲ ጥሪ ፕላትፎርም የሚሰጠው መረጃ ሁልጊዜም ጠቃሚ ነው፡፡

የተጠቃሚዎች ልምድ

ዩኢ01፡- የታክሲ ጥሪ ፕላትፎርም ላላፉት (ከ1 አመት ያነሰ፣ ከ1 እስከ 2 አመት ፣ ከ2 እስከ 3 አመት፣ ከ3 እስከ 5 አመት ወይም ከዚያ በላይ) ተጠቅሜአለሁ፡፡

ዩኢ02፡- የታክሲ ጥሪ ፕላትፎርምን ከሞላ ጎደል (በሳምንት ከ1 ሰዓት ያነሰ፣ በሳምንት ከ1 እስከ 3 ሰዓት፣ በሳምንት ከ3 እስከ 5 ሰዓት፣ በሳምንት ከ10 እስከ 20 ሰዓት፣ በሳምንት ከ20 ሰአት በላይ ስጠቀም ቆይቻለሁ፡፡)

ዩኢ03፡- የታክሲ ጥሪ ፕላትፎርም በመጠቀም በጣም ልምድ ያለኝ ነኝ ብዬ አምናለሁ፡፡

ማህበራዊ አገልግሎቶችን መጋራት

ኤስዩኤስ01፡- በታክሲ ጥሪ አገልግሎት ውስጥ መኪናዬን በማጋራቴ ጥሩ አእምሮ ካላቸው ሰዎች አስተዋውቆኛል፡፡

ኤስዩኤስ02፡- ጓደኞቼ በታክሲ ጥሪ አገልግሎት ውስጥ በመኪናዬ አገልግሎት መስጠቴ አግባብ ነው ብለው ያምናሉ፡፡

ኤስዩኤስ03፡- ቤተሰቦቼ በታክሲ ጥሪ አገልግሎት ውስጥ በመኪናዬ አገልግሎት መስጠቴ አግባብ ነው ብለው ያምናሉ፡፡

ተሳፋሪዎቹ አገልግሎቱን የመጠቀም አቅም ላይ ያለ እምነት

ሲፒኤ01፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች ተወዳዳሪ ናቸው፡፡

ሲፒኤ02፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች አገልግሎቱን በአግባቡ የመጠቀም ችሎታ አላቸው፡፡

ሲፒኤ03፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች አገልግሎቱን ለመጠቀም ብቁ ናቸው፡፡

የተሳፋሪዎች ሀቀኝነት ላይ ያለ እምነት

ሲፒአይ01፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች አስተማማኝ ናቸው፡፡

ሲፒአይ02፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች ታማኝ ናቸው፡፡

ሲፒአይ03፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች ቃላቸውን የሚጠብቁ ናቸው፡፡

የተሳፋሪዎች ቅንነት ላይ ያለ እምነት

ቲሲፒቢ01፡- የታክሲ ጥሪ ተሳፋሪዎች ለእኔ ፍላጎት ይጠነቀቃሉ፡፡

ቲሲፒቢ02፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች በእኔ ላይ ጉዳት ያደርሳሉ ብዬ አላምንም፡፡

ቲሲፒቢ03፡- የታክሲ ጥሪ የሚጠቀሙ ተሳፋሪዎች በዋነኝነት ቅንና ሕግ አክባሪ ናቸው፡፡