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PRICE, SERVICE QUALITY, CUSTOMER TRUST AND SAFETY INFLUENCE TOWARDS CUSTOMER SATISFACTION ON ONLINE TRANSPORTATION

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ABSTRACT
This study intends to fill a vacuum in prior research by investigating the effect of pricing, service quality, customer trust, and safety on consumer satisfaction in online transportation. The data was obtained using a Google form and the hypotheses were tested using the Statistical Package for the Social Sciences (SPSS) version 26. According to the findings, price has a big impact on customer satisfaction when it comes to online transportation. This study's findings differ with the previous study's findings, which revealed that pricing has an insignificant effect on consumer satisfaction. The findings also demonstrate that the quality of service has a major impact on consumer satisfaction in online transportation. The findings also reveal that safety has a big impact on customer satisfaction when it comes to online transportation. The limitation of this study is that it only has four independent variables, which are pricing, service quality, customer trust, and safety, and the respondents are limited to 200. Future research can include more factors that influence consumer satisfaction with online transportation, and the number of respondents can be increased, allowing future researchers to obtain different conclusions from this study.

1. INTRODUCTION
Transportation has a significant role in economic, social, and developmental development. To strengthen the area economy and mobility index, reliable, continuous transportation is needed. The neighbourhood relies on public transport for most activities. Public transit is only on key roads and certain routes (Imandasari, Sadewo, Windarto,

Wanto, Wijaya, & Kurniawan, 2019) Transportation is undergoing a creative revolution. Like internet transportation that gives rapid, alternative transportation solutions in dense traffic to reach locations public vehicles cannot access. People who generally take public transportation or cabs convert to online taxis since they are cheaper and more convenient (Imandasari et al., 2019). In the past, moving between cities and regions required hours of queuing at a ticket service or travel agency, adding fees and time (Purba, Samuel, Purba, 2020). People use internet transportation technology daily. Online transportation services have made Malaysia's transportation industry more competitive. Grab, Maxim, and Mycar are popular Malaysian mobile transportation apps. Each mobile transportation app has its own advantage. According to Statista (2022), revenue in Ride-hailing and taxi reaches US$1.14bn in 2022 at a growth of 6.02% projecting a market of US$ 1.44bn. User penetration is 22.6% in 2022 and number of user is expected to amount to 7.7m users by 2026. In global comparison, most revenue will be generated in China (US$102.6bn in 2022). This is further catalyzed by the smartphone industry. Smartphone apps have evolved from simple to multiplatform and complex. As the most popular gadgets, they have several benefits. E-hailing is a benefit. Existing applications are proprietary, stand-alone solutions that must support end-to-end integration to connect drivers, passengers, and vehicles (Salim et al., 2020). One of the industry that has been flourishing together with technology and e-hailing is the food industry.

2. LITERATURE REVIEW

The problem that frequently arises and is frequently seen is that the vehicles registered in online applications differ from the vehicles used by drivers or online transportation drivers, resulting in vehicles that fall short of the standards set by online transportation service providers. Furthermore, it was discovered that many drivers did not wear the attributes that are supposed to be worn every time they perform work, such as coats and other attributes that make customers feel comfortable and protected (Selfira & Neltje, 2022).

Trust concerns can influence service users' decisions. Drivers that wish to be on time to deliver passengers to their destination may drive in a hurry on the road. Price can also influence service users' decisions. Charged is double the standard fee, and its rates frequently alter when the weather is poor (Nainggolan & Simanjuntak, 2022). As a result, Yusepaldo, Paramita and Febrianto, (2018) conduct research to show that pricing, service quality, and trust have an impact on customer satisfaction in online transportation. In the same research however discovered that price has no effect on consumer satisfaction. Yusepaldo, Paramita and Febrianto (2018) further indicated that future research should look at these variables in various respondents and different parts of Indonesia. Soleh, Harini, & Djamaludin, (2018), on the other hand, duplicate the research with different respondents who are Go-Jek users from different locations.

Soleh, Harini, & Djamaludin. (2018) discovered that while pricing has a large effect on customer satisfaction, service quality has a small effect. Further research is required to investigate the theory. Following that, Aisah, Vikaliana, & Nasim (2021) repeated the research by focusing solely on Grab. According to Aisah et al., (2021), service quality has a major impact on customer satisfaction. As a result, it is critical to identify price, service quality, customer trust, and safety in order to achieve customer happiness.

This study seeks to bridge gaps in the literature by providing understanding findings on an online transportation firm in Malaysia to determine how pricing, service quality, customer trust, and safety affect customer satisfaction. Yusepaldo et al. (2018)

investigated the effects of price, service quality, and customer trust on customer satisfaction and discovered that pricing has a minor effect on customer satisfaction, however service quality and customer trust had a considerable effect. The same authors examined 100 members of the general population in Semarang. According to Soleh, Harini, & Djamaludin (2018), service quality has a negligible effect on customer satisfaction, although pricing and customer trust have a considerable effect.

According to Lie, Sudirman, Efendi, & Butarbutar (2019), pricing and service quality have a small impact on customer satisfaction, however customer trust has a considerable impact on customer satisfaction. Lie et al., (2019) conduct research with 322 students from Sultan Agung Pematangsiantar's Institute of Economic Science. According to Aisah, Vikaliana, & Nasim (2021), customer trust and service quality have a substantial impact on customer satisfaction. This study's demographic consists of students at the Central Stiami Institute's Faculty of Business Administration and Taxation who use the Grab app. The study will apply the research framework developed by Yusepaldo, Paramita and Febrianto (2018) to evaluate online transportation in Malaysia, including Grab, Maxim, and Mycar. The three online transportation companies were chosen because they are the most popular online transportation companies in Malaysia.

2.1 Price

The amount of money paid by customers for goods and services is referred to as the price. The sum represents the profit from the client's utilisation of goods or services (Zhong & Moon, 2020). According to the conclusions of a research conducted by Novixoxo, Kumi, Anning & Darko (2018), pricing is the most important factor evaluated by consumers when deciding whether or not to make repeat purchases. Dhirasasna, Becken, & Sahin (2020), further added that price is critical in the macroeconomy, customers, and businesses. Customer reactions to the price offered may differ based on the customer's capabilities. The term "price" in the context of ride-sharing services refers to the fares charged to passengers (Teo, Mustaffa, & Rozi, 2018). Price perception evolves into a customer assessment that contrasts the amount of sacrifice with the benefits of items and services (Kusumawati & Saifudin, 2020). According to Sakinah, (2021), price perception is comprised of three indicators: the price offered is affordable by consumers' purchasing power, the price offered is lower than the competitor's pricing, and prices are in agreement with the advantages acquired by the customer. According to Istanti, Ekaningrum, & Khoiro (2021), the price variable had a substantial impact on the decision to use online transportation. This means that consumers will select whether or not to use online transportation based on the cost. Simarmata, Sitorus, & Arubusman (2019), added that price has a significant effect in increasing or decreasing passengers' interest in transportation services. Customers consider price when deciding whether or not to employ transportation services. As a result, in order to compete, operators must offer competitive prices. According to the findings of Fadhli, Nuha, & Oktavia (2021), the researchers discovered that pricing has an impact on online transportation. The same authors suggested that if the pricing is reasonable, more people will use online transportation services. According to Octaviani and Wardi (2020), pricing has a significant impact on people's decision to use online transportation services. Consumers will analyse the costs of various services and decide whether to employ taxis or online transportation providers. Based on the preceding literature, this study recognises the relevance and influence of price in determining customer satisfaction when utilising online transportation; so, this study investigates the various influences of pricing on

customer satisfaction. Price will be measured in this study based on affordability (Fadhli et al.,2021; Yusepaldo et al.,2018 and Sakinah, 2021), service quality (Sutejo, 2021; Yusepaldo, Paramita and Febrianto.,2018), benefit obtained (Sakinah, 2021; Yusepaldo, Paramita and Febrianto.,2018 and Wilson & Keni 2018), and trust (Imandasari et al., 2019; Yusepaldo, Paramita and Febrianto,2018). These factors will be used as pricing measuring items in this current study of customer satisfaction with online transportation.

2.2 Service Quality

Service quality is an assessment of how well a service given meets the client's expectations (Ramya, Kowsalya, & Dharanipriya, 2019). Service quality is critical in determining client satisfaction (Dandotiya, Aggarwal, & Gopal, 2020). Service quality may also be defined as a consumer evaluation of the level of service obtained in comparison to the level of service expected and the quality of service can have a considerable impact on customer satisfaction, which is critical to an organization's success (Zhong & Moon, 2020). Previous research found that service quality was a predictor of customer satisfaction and had a favourable impact on customer satisfaction (Adi & Basuki, 2019). However, in today's world, a company's top objective is to thoroughly comprehend the impact that service quality has on its revenues and other financial results from which it might gain (Wilson & Keni 2018). Consumers are increasingly demanding the availability of higher-quality services in their organisations (Chen, Li, & Liu,.2019). Quality services are required to distinguish the organisation and obtain a competitive edge (Mahmoud, Ekwere, Fuxman, & Meero, 2019). Service quality has been empirically demonstrated to be a major predictor of customer satisfaction across a wide range of service businesses (Alnawas & Hemsley-Brown, 2019). Existing research has identified service quality as a predictor of user trust (Ofori, Boakye, & Narteh, 2018). However, delayed and unreliable services cause users to lose trust in the system (Silic & Ruf, 2018). According to Wirawati, Arthawati, Khamaludin, Novitasari, Adwiyah, & Juwaini (2021), service quality has a substantial impact on Intention to Use Online Transportation Services. Increases in Service Quality factors are accompanied by increases in Intention to Use Online Transportation Services, while decreases in Service Quality variables are accompanied by decreases in Intention to Use Online Transportation Services. According to Octaviani and Wardi (2020), service quality has a significant impact on people's decision to use online transportation services. The researchers also note that if an online transportation company wants to increase client purchase decisions, it must focus on service quality. One of the measuring items in the service quality variable is "online transportation drivers may be trusted." This means that online transportation drivers play an essential part in online transportation since they provide good services to consumers such as addressing customer complaints, knowing the fastest routes to the destinations selected by the customers, and knowing how to fix customer problems. Service quality is vital in online transportation since a positive service image will be conveyed to clients. Customers who are satisfied with the service quality are more likely to promote the online transportation to their friends. In this study, the researcher will place the greatest emphasis on service quality and client happiness. In this study, service quality will be examined using car condition (Teo, Mustaffa, & Rozi, 2018; Yusepaldo et al., 2018) and driver service (Yusepaldo et al., 2018).

2.3 Trust

Trust is a paradigm used to describe customers' difficulties in risk reduction (Boonlertvanich, 2019). Trust, according to Wu, Hwang, Sharkhuu, & Tsogt-Ochir (2018), can be defined as a belief, confidence, attitude, or expectation regarding a buyer's purpose or likely action. Most academics have discovered that trust is a critical value in business. Trust should exist between the company and its consumers, suppliers, and vendors. The parties are held together by their trust (Kalogiannidis, 2020). Thus, trust is the most important factor affecting how consumers shop on the internet based on the information provided by the vendor on the website (Ghani, 2018). Customer trust has been a source of worry for several years, and prior Internet experience did not have the same influence on affective trust as prior online stock trading experience. In the context of online buying, trust is described as a multidimensional term with two connected components, according to our research (Sharma & Klein, 2020). Ratnawati and Kholis (2019) discovered that trust has a beneficial effect on loyalty, can influence the overall satisfaction of existing consumers, and can pique the curiosity of potential customers. As a result, satisfaction has a favourable effect on trust, and trust, in turn, has a positive effect on bank loyalty (Boonlertvanich, 2019). According to Putrianti and Semuel (2018), client trust has a considerable influence on behavioural intention in online transportation. Customer trust in driver competency is so high that customers will utilise online transportation again and share their experience with others. Soegoto (2018) discovered that trust level influences loyalty degree of online transportation consumers. The amount of trust of internet transportation users influences their consumer loyalty. According to Wattimena and Sin (2020), trust has a favourable and considerable effect on consumer satisfaction. The appearance of Gojek drivers in serving customers is a major determinant in customer trust. This variable's measurement items are "I feel comfortable using online transportation." Customers that trust online transportation will feel at ease when taking a journey via online transportation. This is because trust has an impact on client happiness, either directly or indirectly. Consumers will become increasingly reliant on online transportation and will promote it to their friends, allowing the company to expand sales and gain new customers. Based on the literature, this study will investigate how consumer trust affects customer happiness. Because customer trust is an important factor that influences customer happiness, it will be examined in this study using comfortability (Yusepaldo, Paramita and Febrianto, 2018), satisfaction (Wilson and Keni 2018 ; Yusepaldo, Paramita and Febrianto, 2018), and responsibility (Yusepaldo, Paramita and Febrianto, 2018, Paramita and Febrianto, 2018). These items will be used as measurement items for consumer trust and satisfaction in this study.

2.4 Safety
With the lack of safety parameters on e-hailing applications such as the SOS button, as well as bad safety policies by governments, safety has been one of the primary debates in the e-hailing sector (Kim, Park, & Lee., 2019). E-hailing service providers understand the importance of user safety. The Malaysian Ministry of Transportation has published new legislation requiring all e-hailing drivers to undergo a mandatory criminal background check. This has increased perceived safety, which is an important aspect in user pleasure (Ruangkanjanases & Techapoolphol, 2018). With clear restrictions and protection, consumers are more likely to use e-hailing services. Safety is a crucial consideration that e-hailing firms and drivers must bear in mind. Customers are always concerned with money, but that does not mean they are unconcerned about their safety. Customers want to feel safe when they use e-hailing services. According to Teo, Mustaffa, & Rozi (2018),

customers have long had concerns about the safety of ride-sharing services, particularly about the driver's and passengers' privacy, vehicle conditions, and insurance coverage. As a result, e-hailing businesses must address this issue if users are to trust their services. Grab e-hailing services has implemented certain steps to preserve passenger safety, such as requiring drivers to show proof of liability insurance and a clean criminal background (Ubaidillah, Hassan, Ali, & Hwang, 2019). One of the most important factors that clients consider while getting a cab is safety. Security checks are an important component in attracting people to use e-hailing services. Rules and legislation are in place to safeguard the security of e-hailing services. Before being issued a licence, the drivers would be given permission to take the driving test. The most significant factor is that there is no criminal record, thus the driver must provide proof of liability insurance together with the certificate (Md Nor, Md Sabri, & Mat Isa, 2021). Sobanah Dhevi, Sai, Vikniswari, Kalai Vani, & Suresh (2022) discovered that safety has a positive and significant effect on customer satisfaction in online transportation services. Safety and security are concerned with human emotions, which are seen as an essential aspect in determining consumer pleasure. According to Adam, Kee, Junaina, Fadhilah, Uwais, Al Rashidi, , ... & Pandey (2020), safety has an impact on consumer satisfaction. Customers have a strong understanding of safety policies and comprehensive regulations that Grab drivers must follow when using the service, therefore safety has a high influence. "Historic trips" is one of the safety variables' measurement items. This is because the customer's previous journeys will make them feel more safe. Historic voyages will also be useful if any problems occur to the clients, such as kidnapping or other issues. Based on the literature reviewed above, this study will investigate the impact of safety on online transportation. Location declaration, transparency (Yusepaldo, Paramita and Febrianto, 2018), and journey history will be used to assess safety in this study (Yusepaldo, Paramita and Febrianto, 2018). These three things will be used as safety measurement items in the current study.

2.5 Customer Satisfaction

Customer satisfaction is a person's view or feelings about the type of service or product they received in comparison to their expectations (Tahanisaz, 2020). Customer Satisfaction is defined as a metric that determines how satisfied purchasers or customers are with an organization's products, administrations, and capacities (Akoi & Yesiltas, 2020). According to several definitions above, customer satisfaction is a response or a consumer's pleasure as a result of comparing the performance results that customers feel with consumer expectations (Ancillai, Terho, Cardinali, & Pascucci, 2019). Customer happiness has been identified as an important characteristic that managers should prioritise. The firm's competitive advantage was superior client satisfaction, exceeding clients' demands and desires better than competitors (Minta, 2018). Customer satisfaction will have an impact on both the firm and the product, because satisfied customers mean more items and profits (Akoi & Yesiltas, 2020). Customer satisfaction denotes that customers are pleased with the company's service quality and in truth, satisfaction is affected by a variety of elements, including psychological, economic, and physical considerations (Ali, Alam, & Bilal, 2021). Satisfaction is the key to consumer realisation and profitability (Meesala & Paul 2018). Furthermore, it is critical for a company or organisation to realise that it must be able to fully serve the demands and desires of its clients at all times (Wilson and Keni, 2018). This is primarily due to the fact that customer satisfaction has a positive impact on a company's profitability, and if there are more

customers who are satisfied with the performance of the product or service, there's a good chance that those customers will engage in another purchasing activity with the company, thereby positively affecting the company's profitability, either in the short-to-medium term, or in the long term (Wilson and Keni 2018). On the other hand, if customers are dissatisfied with the performance of a company's or an organization's product or service, the company's or organization's profitability is likely to suffer. As a result, it is critical for a company to be able to fully satisfy its consumers, as this capacity is critical for that firm to have competitive advantages and aspire to be the best in a highly competitive field (Wilson and Keni 2018). Satisfaction is a pleasant sensation that occurs when a product or service meets the expectations of the customer (Suhartanto, Farhani, and Muflih, 2018). Satisfaction influences the customer's confidence and encourages him or her to participate in collaborative business. Trust strengthens customer-provider commitment to the partnership (Boonlertvanich, 2019). According to the literature, service (Suhartanto, Farhani, and Muflih, 2018 ; Otto et al., 2020 ; Yusepaldo et al., 2018), recommendation (Yusepaldo, Paramita and Febrianto, 2018), and expectations will be used to gauge customer satisfaction (Suhartanto, Farhani, and Muflih, 2018 ; Tahanisaz, 2020 ; Ancillai et al., 2019 ; Yusepaldo, Paramita and Febrianto, 2018). These three items will be used to gauge client satisfaction.

3. METHODOLOGY

The study was quantitative in nature. This study investigates the effects of price, service quality, customer trust, and safety on consumer satisfaction among Malaysian young adults. The methodology consists of participants and procedure, questionnaire formulation and instrument, and statistical approach. This study relied on primary data. To acquire primary data, survey-based questions were used. In quantitative research, the tool or measuring instrument must be reliable and valid in order to test hypotheses and handle research difficulties (Pandey & Pandey, 2021). Thirty items were measured for all variables in this study. To compute sample size, the author employs G power 3.1.9.7. The 95% confidence interval and four predictor variables are made up of 174 sample. The minimal number of respondents, according to Hair et al., (2022), is five times 30 variables, or 150. A total of 340 questionnaires were distributed among the young customers mostly. Because of their generation Z cohort and diverse state origins, respondents aged 18 to 26 were chosen as sample respondents in this study. The researcher employed a survey questionnaire as an instrument in this study, which was constructed based on prior research conducted by Yusepaldo, Paramita and Febrianto (2018). The customer satisfaction scale developed by Yusepaldo et al., 2018 was adapted to measure customer satisfaction. Data was analysed using SPSS.

4. RESULTS AND ANALYSIS

The research obtained 200 responders in total (58.8% response rate). There are 111 male responses (55.5%) and 89 female responders (44.5%). Furthermore, because the study's location provided a broad background of respondents such as Chinese, Malay, India, and other ethnics, this study explored different race of respondents. Chinese respondents account for 68 (34%), Malay respondents account for 64 (32%), India respondents account for 28 (14%), and other ethnic respondents account for 40 (20%). Overall, the Chinese have the biggest percentage of responders from the race category, with 34%,

followed by the Malay with 32%, other ethnic with 20%, and India with 14%. In terms of the online transportation services most commonly utilised by respondents, 106 (53%) said they mostly used Grab, 57 (28.5%) said they mostly used Maxim, and 37 (18.5%) said they mostly used Mycar.

The final factor analysis reveals that the Kaiser-Meyer-Oklin value was .956 and that the Barlett test of sphericity was statistically significant at 0.000. The total varian explained was 83.172. The context has no cross-loading, and this is the final run of the factor analysis. The factor loadings for the remaining 9 items fell within the range of 0.560 to 0.792, which is over the practical and statistically significant cutoff value of 0.5. Overall, the items were strongly loaded on three conceptual variables; hence, the same label was employed to name these aspects. The first factor is labelled "Price" and consists of four components. The four items are "Online transportation drivers are skilled drivers," "Online transportation drivers are familiar with all the quickest routes," "Online transportation's rates are reasonable," and "Online transportation is accountable for every service supplied." The second factor is titled "Service Quality" and consists of three items, "Online transportation drivers are responsive to problem resolution," "Online transportation drivers handle client complaints quickly," and "Online transportation drivers can be relied upon."The third factor is labelled "Safety" and consists of two items "Historical trips" and "Declare location through text message, email, or social media." For the dependent variable, "Customer Satisfaction" consists of three itemsnamely "Online transportation services are in line with my expectations", "I am satisfied with the services provided by online transportation" and "I want to recommend online transportation to others". It has eigenvalue of 2.535 which accounted of 84.490 % of total variance.

The Cronbach's αlpha for all independent variables which were Price, Service Quality and Safety exceeds 0.7, Cronbach's alpha value for Price (0.915), Service Quality (0.896) Safety (0.874) and for the dependent variable Customer Satisfaction (0.908) shows that all factors from the research all are reliable. Customer trust factor was excluded because the measurement items either possessed low loading factors or were loaded on the same variable. Since only three of the independent variables was acceptable in this research therefore the hypotheses of this paper have been modified accordingly:

H1: Price influences customer satisfaction on online transportation
H2: Service quality influences customer satisfaction on online transportation
H3: Safety influences customer satisfaction on online transportation

The exclusion of customer trust will be elaborated in the discussion part of this paper.

4.1 Multiple Regression

The association between Price and Customer Satisfaction was determined to be statistically significant at the 0.05 level (β =.410, t-value = 6.622, p = 0.000) supporting the hypothesis H1. The p-value is less than 0.05, and the t-value is more than 1.96. Consequently, the finding accepts H1 and asserts that Price has a substantial effect on Customer Satisfaction. The association between Service Quality and Customer Satisfaction was determined to be statistically significant at the 0.05 level (β= 0.228, t-value = 4.024, p = 0.000) supporting the null hypothesis H2. The finding accepts H2 and asserts that Service Quality has a substantial effect on Customer Satisfaction. The relationship between Safety and Customer Satisfaction was determined to be statistically

significant at the 0.05 level (β= 0.336, t-value = 6.248, p = 0.000) supporting H3 therefore, accepts H3 and asserts that Safety has significant positive effect on Customer Satisfaction.

5. DISCUSSION AND CONCLUSION

The present study tested Yusepaldo, Paramita and Febrianto's (2018) research framework for further evaluation of online transportation customer satisfaction among young adults in Malaysia. One of the limitations of the study by Yusepaldo, Paramita and Febrianto (2018) is that it is limited to a single city in Indonesia. Their research was also conducted before the Covid-19 epidemic. This could be one of the reasons why the consumer trust variable was omitted from this study. Prior to Covid-19, clients or user may have been hesitant to use online transportation (e.g., e-hailing services) since they had other options to meet their demands (i.e. food and daily necessities). However, when Covid-19 appeared on the scene, customers' expectations shifted to accommodate their daily routines. In March of 2020, the Movement Control Order (MCO) was announced in Malaysia. According to Mahmud (2020), MCO is not a lockdown, but rather "forced social distance" or FSD, because social distancing is an infection control method that reduces transmission from infected to susceptible persons. This is not a complete lockdown in which all mobility is restricted and the MCO does not require everyone to remain indoors at all times. Due to this mobility restriction, consumers began to investigate alternative means of obtaining their daily requirements. The available options included online transportation services. Consumers were "compelled" to accept a new method of service ordering and delivery, hence strengthening their trust in service providers. With experience, the risk and trust issues were gradually resolved, and at the time of the current study, customer trust is no longer an issue since customers have acknowledged that online transportation is an integral component of the daily services on which everyone depends.

In Yusepaldo, Paramita and Febrianto (2018) study, they discovered that Price has no effect on customer satisfaction, however service quality and customer trust have substantial effects. The present research however indicated that Price has a considerable impact on Customer Satisfaction, corroborating the findings of Soleh, Harini, & Djamaludin (2018) earlier study. Due to the screening of items used to measure Customer Trust, however, the variable Customer Trust was absent from the current study.

The findings of this paper related to service quality and safety were significant towards customer satisfaction. This is In accordance with Yusepaldo et al., (2018) and Fatima et al. (2018). Price, Safety and Service Quality are the arrangement in terms of strength of relationship influencing Customer Satisfaction for this research. Therefore, this research would recommend that future service providers in the e-hailing businesses should put more emphasis on these three variables in their marketing planning. This research also has its limitations based on the targeted population of Generation Z in the local universities. Future research should incorporate other variables such as enjoyment and loyalty; the User and Gratification Theory (U&G) may also tested for future studies.

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