

## DETERMINANTS OF CONTINUOUS USAGE INTENTION OF E- HAILING APPS: A STUDY ON GEN Z USERS

Nasuhar Ab. Aziz<sup>1\*</sup>  
Mohd Hanafi Azman Ong<sup>2</sup>  
Nur Alia Maisarah Binti Mazlan<sup>3</sup>  
Syazwani A. Malek @ Abdul Malek<sup>4</sup>  
Siti Nurhafizah Mohd Shafie<sup>5</sup>  
Mohd Noor Azam Nafi<sup>6</sup>  
Azzah Amran<sup>7</sup>  
Julaina Baistaman<sup>8</sup>

<sup>1</sup>Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
\*(E-mail: nasuha978@uitm.edu.my)

<sup>2</sup>Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
(E-mail: napieong@uitm.edu.my)

<sup>3</sup>Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Shah Alam (UiTM), Malaysia  
(E-mail: aliamainursarah412@gmail.com)

<sup>4</sup>Faculty of Business and Management, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
(E-mail: waniey@uitm.edu.my)

<sup>5</sup>Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
(E-mail: sitinurhafizah@uitm.edu.my)

<sup>6</sup>Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
(E-mail: norazam05@uitm.edu.my)

<sup>7</sup>Faculty of Business and Management, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
(E-mail: azzahamran@uitm.edu.my)

<sup>8</sup>Faculty of Business and Management, Universiti Teknologi MARA Kelantan (UiTM), Malaysia  
(E-mail: julaina@uitm.edu.my)

### Article history

**Received date** : 16-11-2025

**Revised date** : 17-11-2025

**Accepted date** : 1-4-2026

**Published date** : 10-4-2026

### To cite this document:

Ab. Aziz, N., Ong, M. H. A., Mazlan, N. A. M., A. Malek @ Abdul Malek, S., Mohd Shafie, S. N., Nafi, M. N. A., Amran, A., & Baistaman, J. (2026). Determinants of continuous usage intention of e-hailing apps: A study on Gen Z users. *International Journal of Accounting, Finance and Business (IJAFB)*, 1 (64), 138 – 150.

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**Abstract:** *E-hailing applications (EHAs) have revolutionized urban mobility, yet limited research has examined the determinants of their continued use among Gen Z. This study explores the influence of expectation, economic value, and online review on Gen Z continuous intention to use EHAs, with satisfaction evaluated as a mediating variable. A cross-sectional survey was administered to 272 undergraduate's students at Universiti Teknologi MARA (UiTM) Kota Bharu. Data were analyzed using Structural Equation Modelling. Descriptive statistics were employed to profile the sample. Results reveal that all proposed factors significantly influence continuous usage intention, with satisfaction mediating these effects. The findings provide theoretical insights into post-adoption behaviour in digital transportation services and offer practical recommendations for e-hailing providers to enhance user satisfaction and long-term engagement.*

**Keywords:** *Continuous Usage Intention, E-hailing, Economic Value, Expectation, Online Review*

## Introduction

E-hailing means to use any private vehicle that is available for public transport on passenger booking made through concerned websites and applications. This normally comprises cars or vans that have a carrying capacity of between 4 to 11 individuals and are inclusive of the driver. E-hailing apps (EHAs) are smartphone-based platforms connecting customers and taxi drivers, pricing finished orders differently and applying different fees for reservation cancellations (He et al., 2018). EHAs have rapidly transformed the global transportation industry, largely due to the advancement of smartphone technology and users' desire for more efficient, affordable, and convenient mobility options (He & Shen, 2015; Idros et al., 2020). In Malaysia, the rise of EHAs such as Grab, Maxim, and AirAsia Ride has played a crucial role in reshaping urban transportation, especially since their formal legalization in 2018 (Jais & Marzuki, 2020). These platforms provide a variety of features and services, including the ability to track the location as well as the performance of the driver, competent and skilled drivers, and comparison so can chose the lower costs for transportation.

E-hailing services in Malaysia have become increasingly popular, creating job opportunities for drivers and challenging the taxi industry's profits, but also offering a new transportation option for urban residents. E-hailing services have the potential to have a positive environmental impact by lowering carbon dioxide emissions, relieving traffic, and cutting down on noise pollution. In addition, EHAs' efficient routing and matching algorithms might lessen noise pollution and traffic jams in cities, enhancing the general quality of life for locals.

Despite the research on EHAs, there remains a gap in literature focusing on Gen Z, the mediating role of satisfaction in their usage, economic value from a perspective of cost saving on transportation and reliable of online review. Previous research often examines general users without segmenting the age (Dai et al., 2021; Fauzi & Sheng, 2020; Aw et al., 2019), confront difficulty in targeting Gen Z, as the conditions for their continuous usage of EHAs remain unclear (Fuazee et al., 2024) and only focus on how the price attracts booking attention. To sum up, this study will focus intensively to address the following research objective:

- 1) To investigate the influential factors that contribute to the use of EHAs among Gen Z users.
- 2) To investigate the mediating effect of satisfaction using EHAs towards the relationship between the targeted independent variables and continuous intention using EHAs.

Finally, this research investigates the factors influencing the continuous usage of EHAs among Gen Z, in term of user experience, retention rates, and foster long-term customer loyalty. The aims are to improve the Expectancy Confirmation Model (EXP) by adding the economic value and reliable online review as an independent variable. Practically, this study will be perceived does EXP, economic value and online reviews influence the Gen Z user loyalty and shaping their trust and intention to continue using the EHAs. The study specifically incorporates satisfaction as a mediating variable, expanding on existing models to capture the complexity of user behaviour in a digitally mediated transportation context.

## Literature Review

### Continuous Usage Intention (CON)

Continuous intention refers to an individual's commitment to repeatedly perform a particular behaviour, as opposed to a one-time decision (Rhodes & Rebar, 2017). According to Jiang et al. (2024) the continuous usage intention plays a pivotal role in enhancing enterprises' operational efficiency while simultaneously fostering brand loyalty among consumers. When consumers perceive a technology as useful and believe it can improve their performance, their continuous intention to use the technology increases (Gupta et al., 2021). Tsai and Hung (2019) found that social identity and interpersonal trust are fundamental in sustaining engagement within online communities. Similarly, Foroughi et al. (2019) emphasized that self-efficacy and the perceived importance of the platform are significant drivers of ongoing user engagement. Franque et al. (2020) further noted that affective commitment, satisfaction, attitude, hedonic value, and experiential flow contribute significantly to continuance intention in digital platforms.

Cost-related and behavioural constructs have also been widely examined. E-hailing services deliver on-demand transportation at comparatively lower costs than traditional taxis, frequently offering fares below prevailing market rates (Jais & Marzuki, 2020). Such affordability not only enhances perceived value but also strengthens consumers' intention to continue using e-hailing applications. Guo and Lv (2019) identified five core factors of continuance intention to use car-hailing apps which are perceived cost, perceived risk, subjective norms, habitual use, and conversion costs.

Expanding on the expectancy confirmation model Malik and Rao (2019) incorporated self-efficacy and perceived value, both of which were found to significantly enhance continuance behaviour among ride-hailing users. The use of e-hailing services has also been associated with broader behavioural changes. From a Malaysian perspective, Razi et al. (2021) identified affordability, reliability, safety, and service as statistically significant predictors of user intention to use EHAs. These findings complement those of Kim et al. (2019), who demonstrated that perceived usefulness, technical complexity, perceived risk, and confirmation significantly influence continuous intention, particularly when viewed through the expectancy confirmation model framework. Technology-related attributes such as online information have also emerged as critical enablers of continuance. Online tracking, user ratings, and customer reviews enhance perceived transparency, trust, and overall satisfaction, thereby reinforcing continued usage (Alalwan, 2020; Kim et al., 2019). Giddy (2019) further demonstrated how such features contribute to increased freedom and mobility, particularly in urban settings, by improving safety and accessibility.

Additionally, emotional and value-based components have been shown to play a decisive role. Ofori et al. (2021) proposed a model incorporating both hedonic and economic value, concluding that while both influence satisfaction and continuance intention, hedonic value exerts a stronger impact. This supports the notion that emotional gratification, often derived from engaging and enjoyable experiences, may outweigh practical or financial considerations in driving long-term user loyalty.

In summary, the literature suggests that continuous intention to use EHAs is influenced by a multifaceted set of factors, including confirmation of expectations, hedonic and economic value, as well as online information such as tracking features, ratings, and user reviews.

Guided by these insights, the present study adopts the expectancy confirmation model framework, economic value and online reviews as key determinants of users' continuance intention.

### **Expectancy Confirmation Model (EXP), Satisfaction and Continuous of Use**

The expectancy confirmation model, originally adapted from the assimilation-contrast theory and prospect theory, explains how discrepancies between users' expectations and actual experiences shape post-adoption behaviours in information systems (Brown et al., 2012). Jiang et al. (2024) examined how perceived consistency and complementary features shaping users' continuance intention. Closely related, the expectancy confirmation model has been widely applied in both technology adoption and marketing domains to assess user behaviour driven by post-usage satisfaction (Bhattacharjee, 2001). As a well-established theoretical framework, expectancy confirmation model has been extensively employed to understand the continuous usage of information systems and digital technologies, including mobile applications and e-hailing services (EHAs).

In the context of EHAs, several studies have confirmed that expectation confirmation model significantly influences both perceived value and user satisfaction, which are key predictors of continuous usage. For instance, Hsu and Lin (2015) found that confirmation of user expectations positively affects value-for-money perception and satisfaction, which in turn influence both app purchase and continued usage intentions. Their findings also highlight that app ratings and the availability of free alternatives further shape users' willingness to continue using or purchasing paid applications. Similarly, Amin (2022) state that usefulness and e-satisfaction mediate the influence of confirmation on continuance intention. Thus, this study formulates the following hypothesis:

$H_1$ : Expectation Confirmation Model (EXP) has a significant mediating effect toward satisfaction of using EHAs.

$H_2$ : Expectation Confirmation Model (EXP) has a significant effect toward continuous of using EHAs.

### **Economic Value (ECO) and Satisfaction**

Economic value is the value that person places on an economic good based on the benefit that they derive from the good. It is often estimated based on the person's willingness to pay for the good, typically measured in units of currency. EHAs offer users economic value by providing cost savings, price transparency, time efficiency, and flexibility. Compared to traditional taxis or private car ownership, EHAs allow users to minimize transport costs while gaining convenience. Moreover, EHAs offer dynamic pricing and promotions, giving users control over how much they spend. So, economic value in EHAs positively influences users' satisfaction, which in turn positively influences their continuance usage intention (Yapp, 2020).

According to Ofori et al. (2021), economic value reflects the utility derived by customers in relation to the cost they pay for using a service, and it is a strong predictor of both satisfaction and reuse intention in digital platforms like EHAs. This align with Yapp (2020), who found that affordability is a key driver among student users. Accordingly, hypothesis 2 was proposed as follows:

$H_3$ : Economic Value (ECO) has a significant mediating effect toward satisfaction of using EHAs.

$H_4$ : Economic Value (ECO) has a significant effect toward continuous of using EHAs.

### Online Review (REV) and Satisfaction

Online reviews act as extrinsic cues, elevating satisfaction via social proof and reduced uncertainty, particularly for app-based services. Customers report feeling satisfied after using it, according to earlier research. Because it satisfies wants, users' decisions to stick with the system are influenced by their level of satisfaction. High levels of satisfaction could encourage users to want to stick with the system (Nilapun & Jensuttiwetchakul, 2023). This study found satisfaction affect repeat use of online food delivery services. According to Bhattacharjee (2001) the higher the levels of satisfaction the stronger the reuse intention particular in online context. In addition, Wahid et al. (2026) explore individual behavior in reusing online food delivery services by examining their satisfaction and perception of other reviews (i.e. bandwagon effect) in Indonesia. Therefore, satisfaction has a positive influence on continuance usage intention.

A study by Athapol and Techapoolphol, (2019) it has been found that online review and ratings have been related to both adoption and continuance usage intention of the EHA. The study highlights those online reviews are taken to assess the value and quality of e-hailing services, and positive reviews will lead to satisfaction and continuance usage intention. Negative online reviews significantly influence customers' decisions to use, especially for female consumers, suggesting practitioners should pay attention to negative comments and resolve them promptly (Chen et al., 2022). Thus, below hypothesis was developed:

$H_5$ : Online Review (REV) has a significant mediating effect toward satisfaction of using EHAs.

$H_6$ : Online Review (REV) has a significant effect toward continuous of using EHAs.

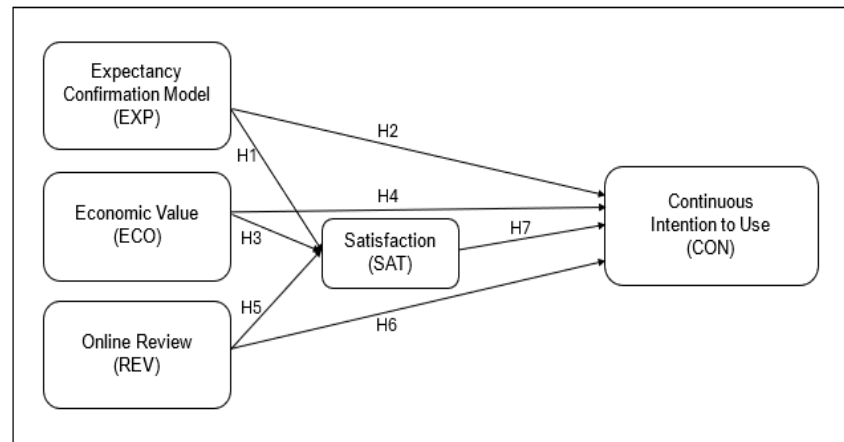
### Satisfaction (SAT) and Continuous Intention (CON)

Jiang et al. (2024) contend that satisfaction is a central determinant of continuance intention. When consumers experience satisfaction, they develop a favourable preference toward it, which subsequently encourages continued usage and may even lead to recommendations to friends and family. In addition, prior research has established that satisfaction enhances technology adoption, customer repurchase behaviour, recommendations, and revisit intentions (Yin et al., 2022). Within the context, satisfaction has further been shown to exert a positive influence on patronage and continuance usage intentions. Hence, the above discussion leads the following hypothesis:

$H_7$ : There is a significant mediating effect of satisfaction of using EHAs toward continuous intention using EHA.

### Research Model

Based on the literature discussed, Figure 1 shows the proposed conceptual framework for this study. This research framework shows the relationship between independent and dependent variables.



**Figure 1: Conceptual Framework**

## Methodology

### Research Design, Sampling Technique and Data Collection Method

A combination of quantitative research design and cross-sectional research design were implemented in this study since all the constructs in this study were measured quantitatively and the period of data collection was at one-time period (Creswell and Creswell., 2018). The unit of analysis for this study is undergraduate students who have enrolled in UiTM Cawangan Kelantan, Kampus Kota Bharu in Malaysia. With the support and cooperation of university lecturers, the convenience sampling approach was used to distribute the Google Form survey link. We set the following criteria to remove invalid questionnaires to ensure sample data quality: (1) response time was too fast (less than 60 seconds); and (2) respondents lack relevant experience with e-learning. G-Power analysis was used to determine the minimum sample size for this study, which was computed using 95% statistical power, a predicted effect size of 5%, and 7 predictor variables (including control variables). The study required a minimum of 262 samples.

A total of 305 students completed the survey willingly after approximately two months of data collection. A final dataset of 272 valid responses was produced after the data cleaning process, which involved removing 33 responses that were identified as outliers, since they provided straight- lining answers to all questions and some of them answer the questionnaire less than 60 seconds. As suggested by Kim et al. (2019), this type of answer can reduce the quality of data, then it will mislead the overall conclusion about the analysis findings. Then, this dataset is used for further process of data analysis.

### Questionnaire Design

The items of the constructs in this study were adapted from the previous research. All items for CON and SAT were adapted from Fauzi and Sheng (2020) and Ofori et al. (2021). The items of EXP construct were adapted from the study of Foroughi et al. (2023). We used the items developed by Fauzi and Sheng (2020) as to measure ECO construct and we make used of Alalwan (2020) study items for measuring REV construct. Table 1 show the detail items for each construct that was adapted from the previous study. Respondents' responses to each item were measured using a five-point Likert-type scale, with a range of 1 (strongly disagree) to 5 (strongly agree).

### Data Analysis Procedure

Structural equation modelling (SEM) was chosen because it allows the researcher to address numerous related hypotheses in a single and systematic way by modelling the interactions between various independent and dependent factors simultaneously (Hair et al., 2017). Basically, there are two common SEM techniques that frequently used by the researchers: Covariance-based SEM (CB-SEM) and Partial Least Squares SEM (PLS-SEM). Due to the differences in the estimation process and results between the two approaches, it is essential to choose the best approach for the type of investigation. According to Hair et al (2011) and Hair et al (2017), if the research is exploratory in nature, PLS-SEM should be used however, if the goal is to verify the theory, CB-SEM should be used. Since this study will explore the existing theory by extending it with other constructs, PLS-SEM was used. In addition, PLS-SEM has the advantages of being free from the assumption of normality and performing better with small sample sizes as well as large sample sizes (Hair et al., 2017).

### Result and Analysis

#### Measurement Model

The convergent and discriminant validity were tested as a part of the measurement model analysis. In terms of convergent validity, all estimated factor loadings met the loading threshold of 0.7 and were statistically significant. For AVE, CR and CA, the suggested cut-off values are 0.50, 0.70, and 0.70, respectively. According to Table 1, all constructs have CR and CA values greater than 0.70 and an AVE value larger than 0.50. Therefore, the results of factor loadings, AVE, CR and CA demonstrate adequate convergent validity (Hair et al., 2017). Further, diagonal elements of Table 2 display the square roots of the AVEs, which are higher than their correlations with any other constructs, indicating that the discriminant validity complies with the standards (Hair et al., 2011). Additionally, we also used the Heterotrait-Monotrait (HTMT) ratio to measure the discriminant validity where all values were below 0.85, showing adequate discriminant validity (Henseler et al., 2015).

**Table 1: Results of Convergent Validity**

Variables	Indicator	Loading	t-value	AVE	CR	CA
EXP	My experience with using EHA was better than what I had expected	0.886	64.888*	0.763	0.906	0.845
	The service level provided by EHA services exceeds my expectations	0.873	34.562*			
	Overall, what I expect from EHA service were confirmed	0.861	48.722*			
ECO	Using EHA gives me good value for the price I pay	0.843	45.672*	0.747	0.922	0.887
	I can find good deals when I use this EHA	0.832	25.013*			
	The services of this EHA is reasonably priced	0.893	77.330*			
	The services of this EHA is affordable	0.886	65.868*			
REV	Information obtained from online reviews of EHA services is reliable and trustworthy	0.794	23.490*	0.716	0.910	0.867
	Information obtained from online reviews available on EHA services can make it easier for me to decide to use or not	0.889	61.406*			
	Information obtained from online reviews of EHA services can aid in evaluating service/ product quality	0.866	56.706*			
	I can easily find online reviews on the EHA services application	0.834	22.439*			
SAT	I was satisfied with the recent transaction process with this EHA	0.774	24.219*	0.660	0.906	0.871

	I am satisfied with the mechanism of this EHA	0.814	36.803*			
	I am pleased with my experience of using the EHA	0.834	39.651*			
	My experience with this EHA is pleasurable	0.818	30.177*			
	My choice to use this EHA was a wise one.	0.820	32.314*			
CON	As a user, I would keep on using EHA in the future	0.864	47.040*	0.745	0.898	0.829
	I will frequently use EHAs in the future.	0.872	41.185*			
	I will strongly recommend others to use EHAs.	0.854	42.141*			

**Table 2: Results of Discriminant Validity**

Variables	EXP	ECO	REV	SAT	CON
EXP	<b>0.873</b>	0.761	0.812	0.822	0.633
ECO	0.659	<b>0.864</b>	0.746	0.723	0.629
REV	0.697	0.654	<b>0.846</b>	0.774	0.630
SAT	0.745	0.640	0.677	<b>0.812</b>	0.673
CON	0.530	0.541	0.536	0.576	<b>0.863</b>

Note: EXP = Expectation Confirmation Model ; ECO = Economic Value; REV = Online Review; SAT = Satisfaction; CON = Continuous Intention to Use; The value in the diagonal (bold) is a square root of the AVE of each variable and the element off-diagonal value is the inter-correlation value between variables; HTMT ratio are those represented in italics above the square root of AVE

### Structural Model

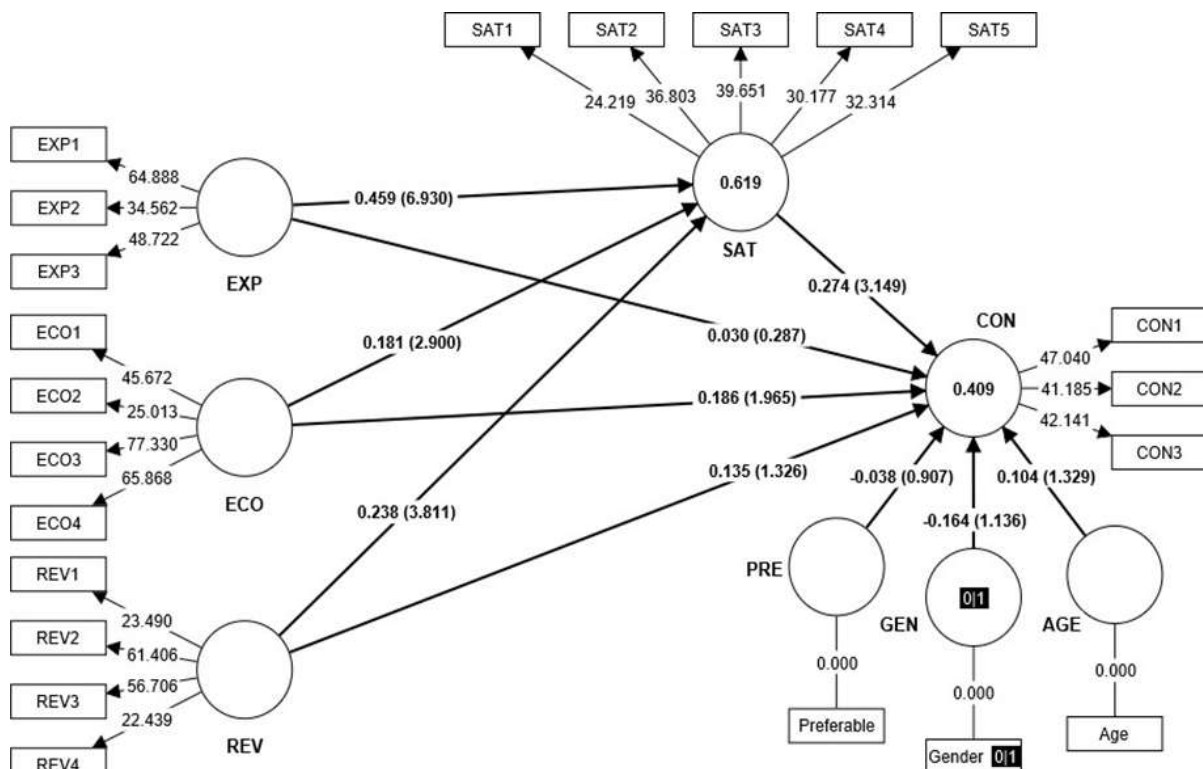
The structural model analysis reported in Table 3 indicated that EXP, ECO and REV were positively statistically influence the SAT and this result supported by Liu et al (2020) and Saldivar and Zolfagharian (2021) studies. The analysis also indicated that, SAT and ECO were significantly influence CON with positive effect and these findings were consistent with Rajeh et al (2021) and Sharabati et al (2022) studies. However, EXP and REV were found not statistically influence CON. The non-significant effects can be explained by their digital habits and expectations. Prior studies indicate that expectation mainly influences satisfaction rather than directly shaping continuance intention, especially for younger users who see fulfilled expectations as a baseline rather than a motivator (Hsu & Lin, 2015). Similarly, online reviews tend to have limited impact because Gen Z consumers are often sceptical of their authenticity and rely more on personal experiences or peer influence, particularly in standardized services like e-hailing where reviews add little incremental value (Nunkoo et al., 2020).

On the hand, EXP, ECO and REV constructs were able to be explained 61.9% of expiation variance toward SAT, whereas at the same time these three constructs along with SAT can explain 40.9% of the variance for CON. This shows that the data is a good fit to the respective model. This is also supported by the result of the SRMR value, where the value is less than 0.08 as suggested by Henseler et al (2015). In addition, all the control variables in this study were found to have no effect to the CON endogenous constructs. On the other hand, we also performed the analysis of variance inflation factor (VIF) between the constructs and the results showed that the VIF ranged from 1.029 to 2.748 (Table 3). Based on this analysis, we can conclude that there is no issue of Common Method Bias (CMB) because the VIF value is less than 3.30 (Kock, 2015). Figure 2 shows the detailed results and statistical scores of the PLS-SEM.

**Table 3: Structural model and hypothesis testing**

Hypothesis	Path	VIF	PC	t-statistic	95% BCa Bootstrap C
H1	EXP → SAT	2.260	0.459	6.930*	(0.328, 0.588)
H2	EXP → CON	2.748	0.030	0.287 (NS)	(-0.180, 0.234)
H3	ECO → SAT	2.034	0.181	2.900*	(0.066, 0.377)
H4	ECO → CON	2.362	0.186	1.965*	(0.006, 0.377)
H5	REV → SAT	2.235	0.238	3.811*	(0.119, 0.359)
H6	REV → CON	2.447	0.135	1.326 (NS)	(-0.068, 0.331)
H7	SAT → CON	2.648	0.274	3.149*	(0.091, 0.432)
	GEN → CON	1.029	-0.164	1.136 (NS)	(-0.454, 0.108)
Control	AGE → CON	1.091	0.104	1.329 (NS)	(-0.057, 0.251)
	PRE → CON	1.066	-0.038	0.907 (NS)	(-0.122, 0.046)

Note: SRMR = 0.054; EXP = Expectation; ECO = Economic Value; REV = Online Review; SAT = Satisfaction; CON = Continuous Intention to Use; GEN = Gender; AGE = Age; PRE = Preferable EHA platform; PC = Path coefficient; BCa = Bias corrected; CI = Confidence interval; NS = Not significant; The bootstrap samples was 5000 samples; \*p < 0.05.



**Figure 2: PLS-SEM Structural Model Analysis**

### Mediating Analysis

Since the structural model analysis suggests that there is a possible mediating effect of the SAT toward the relationship between predictor variables and CON, we further the analysis by performing the indirect test using the concept of bootstrapping as suggested by Hair et al (2017). According to Hair et al (2017), the mediation effect can be considered statistically exist if the indirect effect of 95% bootstrapping confidence interval do not include zero as well as the t-statistic was also above 1.96 (p < 0.05). Referring to Table 4, the results indicated

that SAT statistically mediated the relationship of EXP → CON, ECO → CON and REV → CON simultaneously since the indirect path of the mediation relationship were statistically significant.

**Table 4: Mediating Analysis**

Indirect path	IPC	t-statistic	95% BCa Bootstrap CI
EXP → SAT → CON	0.126	2.680*	(0.044, 0.225)
ECO → SAT → CON	0.050	2.153*	(0.015, 0.108)
REV → SAT → CON	0.065	2.471*	(0.022, 0.125)

Note: EXP = Expectation; ECO = Economic Value; REV = Online Review; SAT = Satisfaction; CON = Continuous Intention to Use; IPC = Indirect path coefficient; BCa = Bias corrected; CI = Confidence interval; The bootstrap samples was 5000 samples; \*p < 0.05.

### Conclusion

This study aims to investigate the influential factors that contribute to the use of EHAs among Gen Z users. Consistent with prior literature, the results confirm that experience (EXP), economic value (ECO), and review (REV) significantly influence user satisfaction (SAT), which in turn plays a pivotal role in shaping continuance intention (CON). These results align with previous research suggesting that perceived value and user experiences are critical drivers of satisfaction and behavioral intention in online and digital platforms (Bhattacharjee, 2001; Chen et al., 2015).

This study also sought to examine the extent to which confirmation, economic value, hedonic value, and online information (including tracking, reviews, and ratings) significantly affect students' ongoing desire to utilise e-hailing applications (EHAs) at UiTM Kota Bharu, with satisfaction serving as a mediating variable. The findings indicate that all suggested dimensions substantially influence continuous intention, with satisfaction serving as a mediator for the impacts of experience, economic value, and online reviews. The results align with prior studies, like Ofori et al. (2021), which found that users who assign high economic value to EHAs are more inclined to report elevated satisfaction levels. Moreover, Yapp and Yeap (2020) demonstrated that economic value significantly influences satisfaction, underscoring the need of delivering value to users. Furthermore, this corresponds with the research conducted by Wahid et al. (2026), which found that positive online feedback correlates with enhanced user satisfaction, indicating that consumers depend on online information to assess their experiences with EHAs.

The prior study's findings demonstrate that satisfaction serves as a significant mediating variable in the association with continuous intention (Yin et al., 2022). The findings emphasise the significance of user happiness in promoting the continued deployment of EHAs. Service providers must improve customer experience by delivering value-oriented offerings and dependable online functionalities. The study, centred on Gen Z, provides a fundamental comprehension of post-adoption behaviour, indicating that future research should investigate additional demographic groups and longitudinal views to enhance generalisability.

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