# EVALUATION OF UBER TRANSPORTATION, DRIVERS USAGE: PERCEIVED BY UNIVERSITY STUDENTS IN PORT HARCOURT METROPOLIS

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## Abstract

The study examined evaluation of Uber transportation, drivers usage: Perceived by University Students in Port Harcourt metropolis. The design of the study was the Survey research design. The population of the study consists of 6422 undergraduate students, 10% of the population was used, which gave a sample size of 642 undergraduate students. The instrument used for data collection was a self- constructed items titled, Uber, drivers instrument (UDI). The instrument had four sections involving the objectives of Uber such as cheap ride, the input (quality of cars) the process (driving procedures) and the output (the delivery nature of uber ride and the payment, They were all designed using 4- point likert scale with 10 items on each section. the instrument was validated by three experts in Measurement and Evaluation. Cronbach alpha was used to determine the reliability which gave an index of 0.86. Mean and Standard deviation was used to answer the Research questions. Findings revealed that the objective of cheap ride by uber are not meet. Recommendation among others was that government should monitor the objectives of e-hailing companies to avoid any form of increase in ride price.

**Keywords**: Transportation, E-hailing Services, Uber, Taxis, Drivers, Students.

## Introduction

Transportation is a matter of passionate public concern. Personal mobility has become a highly valued goal, our economic prosperity has become increasingly dependent on the movement of goods over long and short distances. The importance of transport in the normal life of a nation lies basically in the fact that mobility and accessibility are essential to the achievement of every other aspect of economic, social and political growth. It is an established fact that transport is the life blood of a nation as it is a means to a man's survival.

Oyesiku (2002) says Transportation is an indispensable factor of human existence, development and civilization. Man, nations, region and the world will be severely limited in their development without an environment that is congenial through an effective and efficient transportation. Transport involves the totality of all the processes that is concerned with the conveyance of goods, services, information and factors from one geographical location to the other at a particular period of time in order to satisfy a specific demand (or need) of man. Transport entails all forms of transfer and movement of people, goods, service and exchange of ideas. Transport is usually term the engine of growth and the demand for transport is a derived demand. This is because transport is meant to satisfy a particular demand indirectly.

Transport is regarded as a factor of production since it is essential in the production of goods and services. The demand by man for transport can be for the following purposes: to serve as a means of livelihood to engage in commercial activities (marketing), to seek medical aid, to interact politically, to engage in tourism, for military purposes and for educational purposes. Most developing countries has embarked on major reforms virtually in every sphere of life of the nations, One of such major areas of reform has been the introduction of new transport company known as the e-hailing services, aimed at providing the cheapest service in which they directly competing with each other and with traditional taxi and car services for both customers and drivers. As a country Nigeria has to reposition in this sphere to meet such needs,aspirations and expectations as this has link to the educational sector and often, this e-hailing services are used by students in the education sector more so, education is an important ingredient for national development as well as an instrument "par excellent" for affecting national development.

E-hailing services are comfortable method for door-to-door transport, with the aid of on-line application which connects passengers to drivers using their personal vehicles. E-hailing services allows users, order a car, taxi or any other form of transportation pick up via virtual devices. Computer or mobile devices, It matches passengers with vehicles using communication technology since cabdrivers know the passengers location (marketing Edge Magazine 2022), Examples of ride hailing services include Bolt, Lyft, Uber, Ocar, Oga taxi Jekalo, Smart cabs, pamdrive, in driver, Olacabs etc. The e-hailing services have posed a healthy competition on the taxi market with Ubers and the newly launched Ocar which is dominating the sector and as well reducing the high usage of the normal or traditional taxes. In this current study Uber is considered.

Uber is an American owned company which expanded its presence to West Africa when it was launched in Lagos in 2014. The Uber driver partnership business is an integral part of the transportation industry with high accelerated growth in major Urban cities (Pepic, 2018) Since its establishment in 2009, Uber has disrupted the transportation industry worldwide. In 2018 3 million drivers were associated with Uber, serving 75 million riders in over 600 cities worldwide (Eisemeier, 2018). It was able to fit into the market using greet application and aggressive social media marketing,aside the normal transport, the e-hailing companies also offer different level of services depending on goal ability, it offers delivery services such as food, drinks, wears etc. Uber is a platform where those who drive and deliver goods, can connect with riders, eaters and restaurants, in cities where Uber is available one can use the UberApp to request a ride when a nearby driver accept your request the App displays an estimated time of arrival for the driver heading to your pick-up.

Uber has brought about convenient and cashless in the system, instead of chasing down a taxi on a street or calling and waiting for a car service, e-hailing application users like University students can hail a car from any location and have it arrive in minutes, Uber does not need to ask for an address it already knows where you are since the passengers Bank details are linked to the e-hail account no cash changes hands. On arrival at the destination the driver stops and the passenger move away once all payments are done online. A receipt is sent to the email with links to options for rating and tipping the driver. In Uber it is impossible to come up with a definitive or average price. Its pricing scheme varies across

different location with in Port Harcourt metropolis, and the surge pricing model changes the prices constantly based on demand.

Longer trips are generally cheaper by Uber but short trips can be more expensive. An Uber ride during peak hours within Port Harcourt should save one money, but a street and traffic congested during peak hours could be cheaper by Bus which is the traditional usage of transportation. Customer also reported that the surge pricing model for Uber can mean much higher prices at busy times of the day. Uber's business model is to profitably provide a peer-to-peer platform that matches travelers with drivers who are independent contractors and work under flexible conditions (Baron, 2018). The Uber Company founded in 2009, provides ride sharing through the sharing economy platform a digital marketplace for collative consumption in the mobility and transport industry (Matherne & Toole 2017). Uber matches drivers and their private cars with riders wanting to get to a destination of their choice within the same Urban areas (Constantion, Correia, Cats & Arem 2017).

The ridesharing two-sided market place is a network type market where two different groups, Uber drivers and rider, interact with each other (Feng et al. 2019). Uber drivers provide tangible constraint assets, the vehicle, and intangible service assets, labor. Wirtzetal. (2019) Posited that riders gain temporary access to drivers vehicles and services for a trip. Uber does not own cars but it matches drivers and their vehicles with riders using an online platform. Drivers share tangible assets (ie cars) and services (i.e driving service) with passengers. Uber mediates between Uber drivers and riders in terms of payment search, matching, feedback, and retains a high degree of rivalry and tight control on the platform transactions as a franchiser (Constantions et al 2017; Newlands et al 2018). Uber provides application devices to Uber drivers and riders to access the details of market place platform governance, including chargeable commissions, contacts, destination, trackers, and pricing estimates in a ridesharing transportation process (Garud et al. 2020, Wells et al.2020).

A typical ridesharing process starts when a willing Uber ride uses the application to initiate Uber's transaction requests, providing a phone number current location and destination (Lu et al., 2018). Uber automatically responds with either not available or provides details of available Uber drivers closest to the request with a tracker indicating road

networks between request location and intended destination, and estimates of price ranges (Matherne & O' Toole, 2017), from Uber's responses the potential Uber rider chooses whether to ride and communicate with Uber. If the Uber rider decides to ride Uber then allocates the transaction to the appropriate possible Uber driver with the details of the potential Uber, rider and sends the likely Uber rider the details of the potentials Uber driver and estimated pick up time (Lu etial 2018) The Uber driver often initiates a phone connection with the Uber rider, and starts the trip using the App. On arrival at the destination Uber uses digital data with a transaction algorithm to calculate the Journeys cost, which serves as the bill to Uber rider.

Some of the benefits of Uber include door-to-door convenience; safety and reliable quality; Uber which is prime example and ride sharing company has disrupted the traditional taxi company. The cost for taxicab companies can be split into four parts; Vehicle, corporate, fuel, and labour costs. Uber shifts vehicle cost into drivers but costs and up being higher for drivers because they cannot manage multinationals like Uber. Shifting costs onto drivers saves Uber much money in the short-term but in actuality cost more as drivers end up fighting for higher compensation or benefits. Uber has higher corporate costs than standard taxicab companies since it is a global corporation with public relations professionals, App development and IT staffs, executive staff and real estate costs.

Taxicab companies can negotiate for bulk discount on fuel, but Uber's driver costs are lower than the traditional benefits. It is important to note that Uber offers a higher level of customer service than traditional cab companies by employing drivers with pleasant personalities, the services allows customers to rate their drivers, which makes it easier for the company to hold drivers accountable and improve quality control. Haven known the fact that Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid, it is worthy to note that Uber hires independent contractors as drivers, it's one of many services today that contribute to the sharing economy, supplying a means of connecting existing resources instead of providing the physical resources themselves. However Uber links passengers with drivers, the drivers come with their personal car the company can also offer rental or as well lease cars. Uber and bolt offers rides under dynamic pricing model for both drivers and passengers

needing a ride with the aid of the App, the estimated price will be seen depending on the destination and demand of time. Drivers for Uber and bolt use their own cars and they seem incentivized to keep them clean and well-maintained. The cheapest options of car accepted are model compacts not spoilt or faulty cars.

The riders input their destinations into the App and the drivers use navigational software to get there turns. The drivers are generally polite and well spoken, they never refuse to take you to any particular destination, in this situation unprofessional drivers are affected because passengers get to rate the drivers performance. Thus when a driver has consistently received low rating and negative comments by passengers, such driver will be force out of Uber. Safety is an important benefit for drivers working with bolt or Uber, the riders using the services have registered their identities and their credit card numbers on the application, since the tradition in Uber is cashless, drivers does not risk unpaid fairs or need to carry cash for change. The drivers as well are given opportunities to rate their customers as passengers are also given the privilege of rating drivers so any rude, aggressive or disruptive and abusive behaviours from passengers can cause the deactivation of a customer account. Uber drivers enjoy considerable freedom and flexibility, they log in and off the system anything they choose unlike the traditional taxis who walk round the clock.

Aside these benefits the greatest disadvantages include its surge pricing and negative effects of replacing steady jobs. However the surge in pricing has effect on university students as passengers of Uber in order to meet up with school activities. Most of the undergraduate students come from their houses to attend classes at specific time due to distance where the school is located as it will be difficult to get to school early using the public buses competition (Onyango 2012) But with aid of the new trend of e-taxis most of these stress has been reduced, hence it is necessary to evaluate the Uber drivers services on Rivers University students in port Harcourt using the objectives.

The objectives of Uber obtained from (www.singlegrain.com) is also in line with the objective received from Uber office in Port Harcourt, No 7 Isaiah Odulu Close, behind General Diriyai Lane, GRA Port Harcourt (Opposite Every Day Supermarket) Which states as follows:

1. To continually expand globally and bring it services to different cities to allow riders and drivers to connect. Thereby providing dependable and readily available transportation service.
2. To take over the cab industry by being the most cheap, easy ride all over the world.
3. To eliminate private car ownership
4. To provide all types of logistical and transportation services where it operates.

From the above objective, it is clear that Uber can be less expensive than the taxi or car services one point in its favour is that Uber tells one exactly what the prices will be for the options available at that time before you confirm the trip, thus as a result there will be need to evaluate the programme using the objectives of Uber. To Ubulom, Uzoeshi, Amini & Vipene (2019) evaluation can be carried out by two main levels; namely programme evaluation and student's evaluation. For the purpose of this study only the programme evaluation is considered. According to them, it is concerned with the determinations of how successful a given programme is being implemented.

Programme evaluation identifies the sources of variation in a given programme outcomes both from within and outside the programme, as trying to determine whether the sources of the variation or outcome are desirable or undesirable (Frye & Hemmer, 2013). Amadioha (2016) which postulates that the purpose of evaluation is to determine whether to improve or terminate a programme or curriculum, thus if Uber objectives is not met it should be improved but applauded if met. Evaluation involves making a value judgment about information that one has available (Cook, 2010). Evaluation as seen in Obilor (2019) as the systematic process of observing and measuring an event occurrence, product, service, or programme and comparing with established standards, on stated objectives for the purposes of making a value judgment about it, or determining its worth.

According to Orluwere (2012), Evaluation is the process of determining the worth or value of students, teachers, teaching learning processes and programmes based on data elicited by measurement instruments.

Some of the evaluation models identified in Asuru, (2016) include the countenance model, (ATO) Goal attainment model, Discrepancy

model, the CIPP model, the CSE models and Tylers objectives model. For the purposes of this study, Tylers objectives model is considered because it is the best choice to identify the level a programme meet its intended objectives, as stated in the objectives of Uber thus the need to evaluate the objective stated above but should be used if the programme has clear objectives and not unstable objectives. Tyler's model engages internal comparison of outcomes with objectives, and calls for measurement of behaviourally defined objectives.

High price against the stated objectives of being the most cheap, easy ride all over the world and in Port Harcourt metropolis, necessitated the undertaking of the present evaluation of the Uber as it has influence on university students.

The unpleasant situations faced by student as a result of using the traditional taxi's and buses such as drivers reluctant to do their taxi jobs, lack of organization, most of the cars are in bad shape even without air conditions, fumes from exhaust move inside the car and sometimes the drivers delay students by giving up for petrol without considering the students going for lectures. To this end student embraced Uber which was able to redefined some things in the transport system, were taxis are required to be in certain conditions, they had to approve of your car and you are expected to go through training as a driver to show sign of neatness, politeness, less talking, reduce of aggressive behavior, lack of alcohol intake during work. Drivers were expected to clean the car after each ride and keep quite during the ride and also keep their opinions to themselves, yet the passengers still pays same amount stipulated in the App. Without any inflation of price. All of a sudden all that changed as the high rise of price in the use of Uber to against the original objective of low cost of transportation, to this end the need to evaluate the Uber and drivers use among Rivers State University students.

The purpose of the study is the Evaluation of Uber Drivers E-Taxes in Port Harcourt metropolis specifically the study attempted to achieve the following:

The following research questions guided the study:

(1) To what extent is Uber not meeting the objectives of cheap ride for Rivers State University students?

(2) What is the quality of input resources (quality of cars and professionalism of drivers) used by Uber driversfor Rivers State University Students.
(3) How effective is the process (driving procedures, relationship between drivers and passengers time, allocation used in Uber influence Rivers State University students.
(4) To what extent do the product (The service delivery of ride, safety and the payment process in the use of Uber influence Rivers State University students

**Methods**

The study adopted evaluation research design, According to Obilor (2018), Evaluation research is the implementation of entire human and physical resources of a particular programme and the result yielded by the programme within a given time. According to him evaluation keeps programmes or interventions on track, and also tells whether the programme or intervention worked. The particular model of evaluation used is the Tyler's objectives model. The nature of Tyler's objective model is that it evaluates the degree to which an instructional programme goals or objectives were achieved.

To this end the Tyler's objective model was used in this current study. The tertiary institutions within Port Harcourt metropolis are Captain Elechi Amadi Polytechnic located at Rumuola, Port Harcourt. Ignatius Ajuru University of Education at Rumuolumeni, Obio/Akpor Port Harcourt, Rivers State University, Nkpolu-Oroworukwo, Port Harcourt city and University of Port Harcourt East West Road, Choba, Port Harcourt, Rivers State.

The researcher purposively sampled Faculty of Education students in Rivers State University as a result of large sample size which is adequate for the current study with a population of 6422. The sample size was drawn by using $10^{\%}$ of the entire population which gave a sample size of 642. The instrument for data collection was a self constructed instrument titled; Uber, drivers instrument (UDI) the instrument had four sections which include the objectives of Uberie cheap ride, the input (quality of car) the process such as the driving procedures, and the final section of the instrument was the output (the delivery nature of Uber ride and the payment). Three experts in Research, measurement and evaluation

validated the instrument, cronbach alpha methods was used to estimate the internal consistency reliability index which yielded 0.86, mean and standard deviation were used to answer the research question.

**Results**

This involves data analysis and discussion of the findings these are represented in tables from the number of questionnaire distributed.

Research Questions 1: To what extent is Uber not meeting the objective of cheap ride for students of Rivers State University.

**Table 1: Extent of not meeting the objective of cheap ride in Uber among students of Rivers State University.**

| S/N | Items | $\bar{X}$ | SD | Remark |
|---|---|---|---|---|
| 1. | As a student, I can't afford Uber ride because the cost is high | 3.02 | .52 | Agree |
| 2. | I prefer riding on Uber to meet up school activities. | 5.45 | 0.9 | Agree |
| 3. | Uber is more expensive than other e-hailing ride | 1.19 | 0.98 | Disagree |
| 4. | They have hidden charges and I dislike this fraudulent act | 5.12 | 1.01 | Agreed |
| 5. | Uber ride is very cheap | 2.11 | 1.02 | Disagreed |
| 6. | The App displays a different charge from what the initial booking does, and this is not part of the objective | 3.45 | 0.70 | Agreed |
| 7. | They are not fulfilling the promise of being cheap, easy and save | 3.90 | 0.91 | Agreed |
| 8. | I pay higher amount when using Uber compared to the traditional companies | 4.30 | 0.84 | Agreed |
| 9. | I am not seeing sincerity in their services in term of charge | 3.98 | 0.93 | Agreed |
| 10. | Uber charge is high, I think it starts reading once you book online, so much hidden charges | 2.72 | 0.74 | Agreed |
| | Grand mean | 3.52 | | Agree to high extent |

**Source: Field survey (2022)**

Scale: Very low Extent: 1.0-2.49 low extent = 2.05-3.0 Moderate extent = 3.1 – 3.49, High extent = 3.5 & above.

From the analysis done on table 1 items 2,4,7,8,9, with mean value of 5.45, 5.12, 3.90, 4.30, 3.98 respectively gave High Extent, item 1 & 6 with mean value of 3.02, 3.45 and the standard of 0.52 and 0.70 respectively gave moderate extent, also item 5 & 10 gave a mean values of 2.11 & 2.72 respectively while item 3 gave a mean values of 1.91 and a standard deviation of 0.98. A grand mean of 3.52 was realized, this was compared with the means scale and it shows that the extent of not meeting the objective of cheap ride in uber / bolt affect students of Rivers State University is to a High extent.

**Research Questions 2:** What is the quality of input resources (quality of cars and professionalism of drivers) used by Uber driversfor Rivers State University Students.

**Table 2: Extent of input Resources (quality of cars and drivers influence the usage of students in Rivers State University.**

| s/n | Items | $\bar{X}$ | SD | Remark |
|---|---|---|---|---|
| 1. | I dislike the negative attribute of Uber drivers | 1.21 | 0.78 | Agreed |
| 2. | They always use new sound and clean cars | 2.11 | 0.90 | Disagreed |
| 3. | The drivers are not friendly | 3.22 | 0.72 | Agreed |
| 4. | Exchanging pleasantries with Uber drivers can delay my ride | 4.02 | 0.79 | Agreed |
| 5. | Uber drivers are educated so they can use GPS to calculate their reading | 3.12 | 1.02 | Agreed |
| 6. | Uber drivers lack customers relationship | 2.31 | 0.49 | Disagreed |
| 7. | Uber drivers are neat and speak politely to passengers. | 4.00 | 1.99 | Agree |
| 8. | Uber cars are sound cars, with A.C and can hardly spoil on the way | 2.12 | 1.01 | Disagree |
| 9. | Uber drivers usually gets fuel before each ride so they won't disrupt a ride | 3.41 | 0.70 | Agree |
| 10. | I am usually scared riding alone in Uber cars as drivers barely speak with passengers | 1.95 | 1.21 | Disagree |
| | Grand mean | 2.75 | | Agreed to low extent |

**Source: Field survey (2022)**

Scale: Very low extent =1.0 – 2.49, low extent 2.5 – 3.0 Moderate extent = 3.1-3.49, High extent = 3.5 and above.

The analysis in table 2 shows that items 3,4,5,7 and 9 with mean value of 3.22, 4.02, 3.12, 4.00 and 3.41 respectively were agreed on, since it was up to the mean of 2.5. a total grand mean of 2.75 was realized which when compared with the mean scale shows low extent of the input resources such as the quality of cars and professionalism of drivers affecting the usage by Rivers State University students.

**Research question 3:** To what extent does the process (driving procedure, relationship between drivers and passengers time allocation used in Uber influence Rivers State University students.

**Table 3: Extent of the process (driving procedure, relationship between drivers and passengers, time Allocation).**

| s/n | Items | $\overline{X}$ | SD | Remark |
|---|---|---|---|---|
| 1. | I have time discussing and relating well with uber drivers as this limits their speed level | 1.21 | 0.82 | Disagreed |
| 2. | Uber drivers are very slow in driving | 2.34 | 0.78 | Disagreed |
| 3. | They are good and gentle drivers | 1.41 | 0.70 | Disagreed |
| 4. | The conversation of drivers and passengers can not reduce the ride price | 2.72 | 0.84 | Agreed |
| 5. | Drivers are able to detect where there are traffic before pulling on a ride | 1.30 | .66 | Disagreed |
| 6. | The driving process of Uberis so slow and time consuming | 3.21 | 1.12 | Agreed |
| 7. | Obstructions during Uber ride is a major problem and is so discouraging | 2.67 | .78 | Agreed |
| 8. | Drivers find it difficult to end ride at a given destination, this can increasethe charge | 1.41 | 1.01 | Disagreed |
| 9. | Drivers prefer taking longer route | 2.72 | 1.11 | Agreed |
| 10. | I have no personal relationship or interaction with drivers, all I want is service delivery | 2.81 | 0.91 | Agreed |
| | Grand mean | 2.18 | | Very low extent |

**Source: Field survey (2022)**

Scale: very low extent = 1.0 – 2.49, Low extent = 2.5-30, moderate Extent = 3.1 – 3.49, High Extent = 3.5 & above.

From the analysis above items 4, 6, 7, 9 and 10 were agreed upon with mean values of 2.72, 3.21, 2.67, 2.72 and 2.81 while items 1,2,3, 5 and 8 where disagreed upon with mean values of 1.21, 2.34, 1.41, 1.30 and 1.41, Also a total grand means of 2.18 was realized. From this, it means that scale of the extent of the process such as driving procedure, relationship between drivers and passengers of time allocation of ride in Uber is to a very low extent.

**Research Question 4:** To what extent does the product (The delivery of ride, safety and the payment process in the use of Uber influence Rivers State University students.

**Table 4: Extent of the product (delivery of ride, safety and payment in the use of Uber among Rivers State University students.**

| S/N | Items | $\overline{X}$ | SD | Remark |
|---|---|---|---|---|
| 1. | Uber drivers are smart drivers as they are always able to deliver every ride | 3.0 | .82 | Agreed |
| 2. | Uber drivers are gentle and responsible drivers | 3.12 | 1.01 | Agreed |
| 3. | Safety is the watch word of Uber drivers, so they hardly go off track | 1.95 | 1.21 | Disagreed |
| 4. | I prefer paying using the Uber App than cash | 2.11 | 1.02 | Disagreed |
| 5. | The use of Uber is faster as such I cannot missed my classes | 3.22 | .78 | Agreed |
| 6. | I am comfortable with the payment plan of Uber | 3.41 | .70 | Agreed |
| 7. | I always have little problem paying with my App after a ride and I end up having argument with Uber drivers | 2.72 | .84 | Agreed |
| 8. | Safety is sure with Uber users | 2.39 | .98 | Agreed |
| 9. | Uber drivers are slow in the delivery of ride as this will increase amount during payment | 2.30 | .84 | Agreed |
| 10. | I run late for lectures trying to confirm payment by Uber drivers | 3.45 | 0.91 | Agreed |
| | Grand mean | 2.78 | | Agreed to low extent |

**Source: Field survey (2022)**

Scale: Very low extent = 1.0- 2.49, low extent = 2.5-3.0 Moderate extent = 3.1 – 3.49, High Extent = 3.5 & above.

From the analysis it is shown from research questions 4 that items 1,2,5,6,7 9 and 10 agree upon. Item 3,4 and 8 which disagreed upon with mean value of 3.0, 3.12, 3.22, 3.41, 2.72,2.50 and 3.45 for agreed items respectively and 1.95, 2.11 and 2.39 for disagreed items respectively. The grand mean gave 2.78, which when compared with the mean scale shown that the extent of delivery of ride, safety and the payment process in the use of Uber among Rivers State University students is low.

**Discussion of Findings**

From the analysis in table 1 revealed that the objective of cheap ride by Uber is not meet, this means that majorities of Rivers State student Agreed to this fact that the objective of cheap ride is not reflecting on the app and so affect student usage of Uber services. This findings may be as a result of high usage of e-hailing services by students. On the other hand, the finding of the study may come because of the high cost of transportation. The finding of the study is not surprising to the researcher because many university students make use of Uber in order to meeting with classes and must have experience high rise in price from the stated objective. This study is in agreement with Onyango (2012) high cost of the use Uber as a means of transportation among undergraduate students.

**Research Question 2:** Indicate that the extent of input resources (quality of cars and drivers influence the usage of Uber among Rivers State University students to a low extents, as it shown a grand mean of 2.7, that means students agreed to the extents of input resources of Uber to a low extent.

**Research question 3:** Reveals that the extent of the process such as driving procedures, relationship between drivers and passengers and the appropriate time allocation is very low as student agreed to it on this extents. This means that the way students in Rivers State University using Uber perceive the driving process is very low. This could be as a result of student not making up with lecture compared to the speculated time allotted for a ride.

**Research Question 4:** Indicated that there is a low extent to which students agreed to the extent of the product such as delivery of ride

(outcome), safety and the payment process in the use of Uber. This shows, that the objectives of Uber have not been fully met as shown in the agreement level of usage by Rivers State University of Students. This study is not far from the study of Wirtz, and Chaudhari (2019) that indicated low extend in riders accessing the Uber.

## Conclusion

The introduction of e-hailing companies like Uber with the help of information communication Technology is a welcome development in a competitive economy as against the usual and old method of transportation known as the traditional Taxis, the high cost in uber should be revisited to meet the objective of the company as to increase the usage by university students.

## Recommendations

From the study the following recommendations were made:

1. That the objective of cheap ride should be monitored by the company administrative to avoid any form of discrepancies between the ride and the stipulated price.
2. The technical department in Uber companies should check the quality of cars and drivers in the Uber to avoid faulty objective.
3. Students or passengers should always reports disrupting rides to the e-hailing companies and should be monitored by the ICT staffs of the company.
4. The outcome of the ride such as payment should be monitored by bolt users and company in order to meet the expected standard.

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