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Investigating User Experience of Ridehailing Platforms: Supply-side Perspective

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Ride-hailing applications like Uber and Lyft have disrupted established marketplaces, individuals, regulations, and societal conventions and beliefs (Belk, 2010; Greenwood & Wattal, 2017). This disruption has also permeated the user experience. Despite the great development and profitability of ride-hailing applications, they have low driver retention (Berliner & Tal, 2017). As an IT user, the driver experience of the ride-hailing platforms can be considered an innovative experience compared with conventional IT user experience. In other words, driver experience with ride-hailing platforms is a tripartite experience; including driver-to-app interaction, online driverto-rider interaction, and physical/offline driver-to-rider interaction rather than only user-to-app interaction as in the conventional applications. While the two former interactions of driver experience are online and controllable, the latter interaction is offline and hidden (Lemon & Verhoef, 2016). Therefore, An alternate understanding of user experience in ride-hailing platforms is perhaps warranted and will be an important addition to prior literature. In this research, we aim to interview ride-hailing drivers in order to understand their experience and investigate the influencing factors of online and offline aspects of this experience on the intention to continue using such apps. This Understanding from a driver's perspective could provide an avenue for all stakeholders in the gig economy, particularly for platform owners, to retain supply-side users.

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