



A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CAB WITH SPECIAL REFERENCE TO COIMBATORE CITY

¹Ms. Chandraleka. L, ²Dr. P. Jona Jenifer

¹II M. Com, ²Assistant Professor

¹PG Department of Commerce

¹Nirmala College for Women, Coimbatore, India

Abstract: Transportation is a crucial part of everyday life. The increasing population and fast-paced life have created a need for convenient and efficient forms of transportation. This has led to the emergence of private transportation services such as Ola Cabs. With Ola, customers can book a cab in real-time, track their vehicle in transit, and choose from a range of payment options. The study's objective is to identify the factors which influence people to use Ola cabs and to analyze the customer satisfaction towards Ola cabs in Coimbatore city. The descriptive research design and Simple Random Sampling is used for the research. The data are gathered through structured questionnaire and the sample size is 100 respondents. The tools used for the Study are Rank Analysis and Chi-square test. The study concluded that Ola cab is providing a good customer experience to the users in Coimbatore city.

Keywords: Transportation, Ola Cabs, customer satisfaction.

I. INTRODUCTION

Transportation is an integral part of our lives and it plays a key role in our daily activities. It connects people and moves goods and services from one place to another. With increasing population and urbanization, the need for efficient and reliable transportation has become even more important. In recent years, a new form of transportation has emerged - the ride-sharing service. Ride-sharing services, such as Ola Cabs, offer a convenient and cost-effective way to get around town. Ola Cabs is a transportation network company based in Bangalore, India. Founded in 2010, it is one of the largest ride-hailing services in the country, with operations in over 250 cities. Ola Cabs offers a range of services, including standard taxi rides, share rides, and auto-rickshaw rides. It also provides a range of car rental services, including luxury cars, premium cars, and electric vehicles. It has a wide range of features that make it one of the most popular ride-hailing services in India. It is known for its timely and reliable service, as well as its competitive pricing. The app allows users to book a ride in a few simple steps, and provides estimated time of arrival for the ride. Ola Cabs also works with several partners to promote its services, including radio, television, and print media. Ola Cabs also offers

cashless payments, along with a range of payment options, including credit cards, debit cards, and net banking. Ola Cabs also provides a range of safety features, including in-trip tracking and SOS alert. It also provides 24x7 customer support, to ensure that customers can get help whenever they need it. Additionally, Ola Cabs also offers loyalty programs and exclusive discounts, which makes it an attractive option for people looking for a convenient and economical ride.

II. STATEMENT OF THE PROBLEM

The purpose of this study is to analyse the customer satisfaction towards Ola Cabs in Coimbatore city. Ola Cabs is one of the leading companies in the transportation industry and it has been providing its services to many cities across India. Ola Cab is a cab aggregator platform that has been providing on-demand cab services in India since 2010. It is one of the largest taxi hailing companies in India and is currently operating in over 200 cities in India. With its presence in Coimbatore, it has become one of the leading cab providers in the city. The study will focus on the customer satisfaction level of Ola Cabs and it also identify the areas where Ola Cabs can improve its services to enhance customer satisfaction.

III. OBJECTIVE OF STUDY

- To identify the factors which influence people to use Ola cabs in Coimbatore City.
- To analyse the customer satisfaction towards Ola cabs in Coimbatore city

IV. RESEARCH METHODOLOGY

(i) **Research Design:** Descriptive research design.

(ii) **Sources of Data:**

Primary Data: Structured questionnaire with the help of Google Form.

Secondary data: Books, periodicals, papers and websites.

(iii) **Sampling Technique:** Simple Random sampling

(iv) **Sampling Size:** 100 respondents

(v) **Area of The Study:** Coimbatore city.

(vi) **Tools used for the Study:**

- Chi square
- Henry Garret Ranking

V. LIMITATIONS OF THE STUDY

- The sample size is relatively small, which could potentially affect the accuracy of the results.
- Findings of the study are purely depending on the responses provided by the respondents
- The study is only focused on customer satisfaction towards Ola Cab.

VI. REVIEW OF LITERATURE

Dr. T. Shenbhagavadivu, Abinaya K, Kanimozhi. Devapriya. M, Pravin Ram (2021)¹ “Women customer satisfaction and safety towards pink cab service special reference to Coimbatore City” women taxicab, often known as a taxi or cab, is a kind of hired car with a driver that is primarily used by one person or a small group of people for private rides. Taxicabs and auto rickshaws are rivals, albeit in some places, like Mumbai, where the central business district is off-limits to auto rickshaws, taxicabs hold the monopoly. 130 respondents were used as the sample size in this study, which used convenience sample techniques. As choosing ride now can result in discontent, customers should be informed about the opportunity to make advance reservations as well as the advantages of doing so. In order to give passengers a good travel experience, infrastructure amenities will be enhanced. Everybody has a different perspective on the client. The taxi service in Coimbatore has both benefits and drawbacks that have been highlighted. Women’s life has undergone a number of adjustments as a result of this. Because of this, women can frequently relocate from one place to another while remaining safe.

Dr. A. Sivakumar & Mrs. Anuradha C.A. (2021)² “Service Quality and Customer Satisfaction Towards Cab Service Providers in Coimbatore” The investigation into client satisfaction with Coimbatore taxi service providers’ services. The first thing a customer looks for every day to get to their job or other essentials is a taxi or cab. A cab or taxi is a specific kind of vehicle used to provide travel services with a driver from one location to another. Customers play a crucial role in every service provider’s operation. The research analysis uses a descriptive study with practical sampling. The use of statistical methods such the Cronbach’s Alpha reliability test, factor analysis, and ANOVA one of the quick-moving cab services with great client satisfaction that can be booked through mobile apps is Ola, which is followed by Red Taxi. In Coimbatore city, red taxi comes in second place to Ola in terms of providing customers with exceptional service and high-quality cabs.

VII. DATA ANALYSIS AND INTERPERETATION**(i) Chi Square Test****Comparison Between Age and Level of Satisfaction**

Ho: There is no significant differences between age and level of satisfaction

Ha: There is a significant difference between age and level of satisfaction

FACTOR	CALCULATED VALUES	D.F	P.VALUE
Price	131.600a	3	.000
Approach	80.720a	3	.000
Convenience/ Comfort	76.800a	3	.000
Availability	52.000a	3	.000
Safety	65.840a	3	.000
Duration	86.960a	3	.000
Service	81.680a	3	.000

Source: Primary data

The P-Value is less than 5% level of significance, So, the null hypothesis is rejected.

Comparison Between Occupation and Purpose of Choosing about Ola

Ho: There is no significant differences between Occupation and Purpose of Choosing ola cab

Ha: There is a significant difference between Occupation and Choosing of using ola cabs

FACTOR	CALCULATED VALUE	D.F	P. VALUE
Occupation	31.520a	3	.000
Purpose of use	26.000a	3	.000

Source: Primary data

The P-Value is less than 5% level of significance, So, the null hypothesis is rejected.

(ii) Henry Garrett Ranking**Garrett Ranking for the Factor Influencing the Service of Ola Cabs**

FACTORS	TEST SCORE	GARRET MEAN SCORE	MEAN RANK
Approach	5969	72	1
Drivers Services	4992	56	2
Comfortability	5025	43	3
Convenience	4213	27	4

Source: Author ' s computation

The above Garret ranking table towards the factors influencing the service of ola cab rank from 1 to 4 where the factor Approach stood at first followed by Drivers Services, Comfortability and finally product.

VIII. FINDINGS

- There is a significant difference between age and level of satisfaction.
- There is a significant difference between Occupation and Purpose of using ola cab.
- The factors influencing the service of ola cab rank from 1 to 4 where the factor Approach stood at first followed by Drivers Services, Comfortability and finally product.

IX. CONCLUSION

According to the study, the vast majority of Ola Cab users are pleased with their service. Customers are happy with Ola Cab's customer service, safety, and overall experience, according to the study. Customers are willing to recommend Ola Cab to their friends and family, according to the study. This study has shown that Ola Cab is a trustworthy company that offers a good service that clients are willing to use and suggest. The customers' problems are a result of time management. The study concludes that the Customers are happy with Ola Cab's services because they are convenient, dependable, and reasonably priced.

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