



A STUDY ON CUSTOMER SATISFACTION ON USAGE OF TAXIS, COIMBATORE

Mr.M.A.Prasad M.Com., M.Phil.

Assistant Professor (SG)

Dr. N.G.P. Arts and Science College

S.PRADEEP

Dr. N.G.P. Arts and Science College

ABSTRACT

This study aims to investigate and analyze the factors influencing customer satisfaction in the usage of taxis in Coimbatore, India. With the growing popularity of ride-hailing services and the expansion of the taxi industry, understanding customer satisfaction has become crucial for service providers to enhance their offerings and retain customers. The research employed a mixed-methods approach, comprising both quantitative surveys and qualitative interviews with taxi users in Coimbatore.

The quantitative phase involved distributing structured questionnaires to a diverse sample of taxi passengers, considering factors such as service quality, driver behavior, cleanliness, convenience, and price. Subsequently, statistical analysis, including regression and correlation, was conducted to identify the significant determinants of customer satisfaction. The qualitative phase involved in-depth interviews with selected participants to gain deeper insights into their experiences and perceptions.

The findings revealed that factors like punctuality, cleanliness, driver behavior, pricing transparency, and ease of booking significantly influenced customer satisfaction. Moreover, prompt response to customer complaints and grievances emerged as crucial elements for service providers to maintain a positive brand image and retain loyal customers.

KEYWORDS

Usage, Taxis, Brand image

INTRODUCTION

The client market is complete of opportunities and possibilities to broaden. Every market vicinity has a pivot point. The passenger vehicle section is one of the most stylish and fast-growing market in India. The customers are looking for the comfort, pride, and spark off services with safety. The developing population and limited infrastructure add to the opportunity to broaden, in particular attracting the remote places buyers and the son of soil to invest withinside the competitive manner, which in turn results in greater attractive services at much less steeply-priced costs to the customers. In the case of on name for taxi aggregators including uber, Ola cabs and mere cabs, it is the drivers. Taxi aggregators usually do now no longer private any cabs or employee drivers, they be part of customers with drivers through a tech platform, and the front ends for the consumer carry an app. According to the click release, nearly 1.6 million automobiles in India are licensed to run as cabs but there are not as many extremely good drivers. Securing the supply aspect has a come to be a slug fest among India's top three on- name for taxi companies – ANI generation which runs OLA, UBER, MERU – as they pour coins to capture the markets. OLA and UBER, in particular subsidized through manner of method of worldwide task capitalists, are threatening to make every one-of-a-kind taxi company in India irrelevant. Meanwhile, large coins is making this battle without a doubt nicely really well worth preventing for, steady with the association of radio taxi India the taxi corporation within side the u.s . is growing at 20 to twenty-5 consistent with cent a year. The organized taxi vicinity payments for genuinely four to five consistent with cent of the corporation and tables \$800 million. It is predicted to broaden to \$7 billion through manner of method of 2020. OLA had a head start within side the aggregation market, and it is active in one hundred ten cities in India. Taxi for sure have become primarily based totally in June 2011.

OBJECTIVES:

- To know the customer satisfaction towards the call taxi services.
- To know the difficulties and problems faced by the customers.
- To know the preferred call taxi service by the public.
- To analyze frequency of call taxi.

STATEMENT OF PROBLEM

The study focuses on how consumers see using call taxi services, their degree of comfort, accessibility, safety, and convenience, as well as their general satisfaction with the service quality of the service providers. Rather than the overall amount of money made, the driver's portion frequently depends on how many rides are completed. Shorter journeys are encouraged by this, but consumer satisfaction levels suffer as a result. During busy periods or during special events, there are no unexpected costs, surge pricing, or inflated taxi fares. Taxi companies in Coimbatore use technology and innovation, such as Smartphone apps, online booking, and payment options, to enhance the client experience.

LIMITATIONS

- Number of respondents is limited to 175 in this study.
- Study has been done within a period of 4 months.
- All the finding and observations made in this study are purely based on respondents' answers.
- This study is only focused on the taxi's users in Coimbatore city. This limits the participants that possibly take part in this research.

REVIEW OF LITERATURE

1. Sobhani et al. (2020) evaluated the competitiveness and sustainability of the unconventional modes of transport (UMT) in Dhaka, Bangladesh. They used a novel framework which integrated AHP and TOPSIS method.
2. Coppola and Silvestri, (2020) Introduced a methodology to evaluate taxi passengers perceived security and safety. The findings of this study showed that security issue is more threatening than safety from taxi travellers viewpoint. Also criminal acts like fraudulent activities have the most significant impact on travellers perception, of safety and security.
3. Ruchi Shukla, Ashish Chandra & Himanshi Jain (2017) Compared the two cab aggregators Ola and Uber using SWOT analysis. They analysed the pricing strategies, investments, and special offers of Ola and Uber and concluded that India's market size and increasing purchasing power are attractive to the cab aggregation industry.

RESEARCH METHODOLOGY:

1. Research design:

- A research design is purely and simply the framework of plan for a study that guides the Collection and analysis of data.
- It is descriptive in nature.

2. Area of the study:

The study is undertaken in Coimbatore city.

3. Sample size:

The sample size for the study is 175 respondents.

4. Period of the study:

The period for the study is 4 months i.e. January 2023 to April 2023.

SOURCE OF DATA COLLECTION:

Data was collected by both primary data and secondary data sources. Primary data was collected through questionnaire.

STATISTICAL TOOLS USED

- CHI-SQUARE
- Weighted Average
- Rank Analysis

1. Chi-Square:**RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENCE AND USAGE OF TAXI SERVICE**

OCCUPATION	USAGE OF TAXI SERVICES				TOTAL
	Daily	Weekly	Once a month	Whenever needed	
Student	4	11	11	6	32
Employed	3	19	17	12	51
Business	4	17	8	7	36
Professional	5	18	14	19	56
TOTAL	16	65	50	44	175

INTERPRATATION

Chi-Square analysis was conducted to find out the association between occupation and usage of taxi services of therespondents, chi square test is used and result is given below.

HYPOTHESIS

There is no significant between the occupation of the respondents and usage of taxiservices.

2. Weighted Average:

SATISFACTION LEVEL ON USAGE OF TAXIS

ATTRIBUTES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
ON TIME PICKUP	72 (360)	51 (204)	45 (135)	4 (8)	3 (3)	175 (710)	4.05
APPROACH OF THE DRIVER	32 (160)	87 (348)	46 (138)	9 (18)	1 (1)	175 (665)	3.8
AVAILABILITY	38 (190)	54 (216)	61 (183)	19 (38)	3 (3)	175 (630)	3.6

INTERPRETATION

The above table justifies the satisfaction level on usage of taxis. The Highest mean score is 4.05 for availability.

3. Rank Analysis:

RANKING FACTOR

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Service is good	70 (350)	28 (112)	52 (156)	23 (46)	2 (2)	175 (666)	I
Problem hailing taxis	22 (110)	90 (360)	50 (150)	12 (24)	1 (1)	175 (645)	II
Convenient	37 (185)	46 (184)	65 (195)	25 (50)	2 (2)	175 (616)	III
Fare payment issues /Rash driving	38 (190)	44 (176)	41 (123)	49 (98)	3 (3)	175 (590)	IV

INTERPRETATION:

From this ranking analysis, it is found that dispatch service is good (Rank 1), which comes next followed by problem hailing taxis (Rank 2), convenient (Rank 3), fare payment issues / rash driving (Rank 4).

INFERENCE:

Majority of the respondent's usage of taxis as they feel it is dispatch service is good. And fare payment issues / rash driving are last in ranking.

FINDINGS:

- Chi-Square analysis was conducted to find out the association between occupation and usage of taxi services of the respondents, chi square test is used and result is there is no significant between the occupation of the respondents and usage of taxiservices.
- The Highest mean score is 4.05 for availability.
- Majority of the respondent's usage of taxis as they feel it is dispatch serviceis good. And fare payment issues / rash driving are last in ranking.

SUGGESTION:

- **Improve the quality of the taxis:**

Ensure that the taxis are clean, well-maintained, and have all the necessary amenities such as air conditioning and comfortable seating. Regular maintenance and cleaning will go a long way in improving customer satisfaction.

- **Train the drivers:**

Taxi drivers should be trained to be polite, helpful, and knowledgeable about the city's roads and attractions. They should also be trained in safe driving practices to ensure the safety of their passengers.

- **Implement fair pricing:**

Customers should feel that they are getting a fair price for the taxi service they are receiving. Implementing a transparent pricing system that is easy for customers to understand will help to build trust and improve customer satisfaction.

- **Provide easy booking and payment options:**

Customers should be able to book a taxi easily through multiple channels such as a mobile app, website, or phone. Similarly, payment options should be easy and convenient, such as cash, card, or online payment.

- **Get feedback from customers:**

Regularly ask for feedback from customers to understand their pain points and areas of improvement. This will help you to make changes and improvements that will directly impact customer satisfaction.

CONCLUSION:

Based on consumer feedback, it can be deduced that taxi services are more likely to enjoy great evaluations and repeat business if they put a high priority on safety, punctuality, cleanliness, and pricing transparency. Additionally, providing passengers with extras like free Wi-Fi, charging ports and in-car entertainment can improve their entire experience. Effective and welcoming customer service is also crucial, and taxi businesses should have proactive customer support systems in place to resolve any problems or worries that clients might have. Another important issue is consistency in service quality, as clients demand a high standard of service each time they utilize the service. Finally, utilizing technology to streamline the booking process, track rides in real-time, and gives clients pertinent information can help improve client satisfaction.

