



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE CAB BOOKING SERVICE IN COIMBATORE CITY

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Abstract : Nowadays,travel and transport is becoming very essential amongst millions of people in the world. Cab booking is becoming necessary in our day to day life. The ease of availing a door to door ride through smartphone at a reasonable cost fueled the on-demand taxi market in India.This study aims to know how the cab booking runs rapidly throughout the world.250 respondents were conveniently chosen in coimbatore city.Simple percentage,Chi-square analysis and Rank correlation were used to determine the cab booking process.

KEYWORDS: Customer satisfaction, online booking, service quality

INTRODUCTION

Customer satisfaction means taking complete care of customers by giving them complete knowledge about the product and about all the features of that particular product. Customer satisfaction is the end result of your interaction with the customer. By giving the best customer service and making sure that the customer was given the best resolution at the end of the call, then we can say that the customer is satisfied even if it's not verbally said.According to me customers are those who pay (salary). Satisfaction is the key to hold the customer for future business. Complete knowledge must be given; each and every query must be clarified by the seller.

STATEMENT OF THE PROBLEM

Coimbatore has the lot of call taxis which are facing tough competition in our today's world. Nowadays, the customers can prefer any call taxi but the important thing is that they want to like the service rendered by them. In order to maintain its brand, expectation and the level of satisfaction of its customers should be considered more. So the necessity has arisen to identify the level of customer satisfaction towards cab service and to know about the psychology of the people in preferring the cab service.

SCOPE OF THE STUDY

The scope of this study is to access and evaluate various aspects of the consumer's awareness and their preferences towards Online cabs.The area of is limited to the segment selected within the town of coimbatore, Tamilnadu. Further scope is narrowed down only to the study of the identified segments.

OBJECTIVES OF THE STUDY

- To study the socio-economic characteristics of respondents.
- To analyze the various factors which are influencing users while selecting cab service.
- To analyze the user satisfaction level towards Online cab service providers.
- To offer suggestions based on findings of the study.

STATISTICAL TOOLS USED

- Simple percentage
- Chi-square analysis

- Rank correlation

REVIEW OF LITERATURE

Bandura (2021), people change their behavior rapidly if told directly which behaviors would be rewarded and which would be punished, then if left to discover it for themselves. The researcher has referred to aspects of behavior such as decision making, learning and extinction processes through conditioning and through cognition, needs and motives in the context of behavior modification of cab drivers.

Regan (2020) through his analysis has thrown more light on the nature of influence that income growth has on people’s behavior, by reiterating Engel’s law and suggesting that as income increases, the percentage of income spent on food decreases, while the percentage spent for rent, fuel, light and clothing remains about the same and the percentage spent on sundries such as medicine, recreation and amusements increases rapidly. Understanding of this behavior pattern would be of importance in intervening in the economic lives of drivers, which is part of the concern of the research study.

Orr (2013) has added his own suggestions to the taxicab problem by highlighting the magnitude and direction of changes to be initiated with regard to restricted entry, administered fare and market determined fares. Services may be described as activities, benefits or satisfactions, which are offered for sale. Service industries are those that do not produce material goods.

Stigler (2012) stated that between two countries with equal real incomes, the service industries would be larger in direct proportion to the urbanization, levels of higher education and in inverse proportion to the degree of inequality of income distribution and family size. It has often been contended that the national share of expenditure devoted to services would rise over time in an increasingly industrialized society

DATA ANALYSIS AND INTERPRETATION

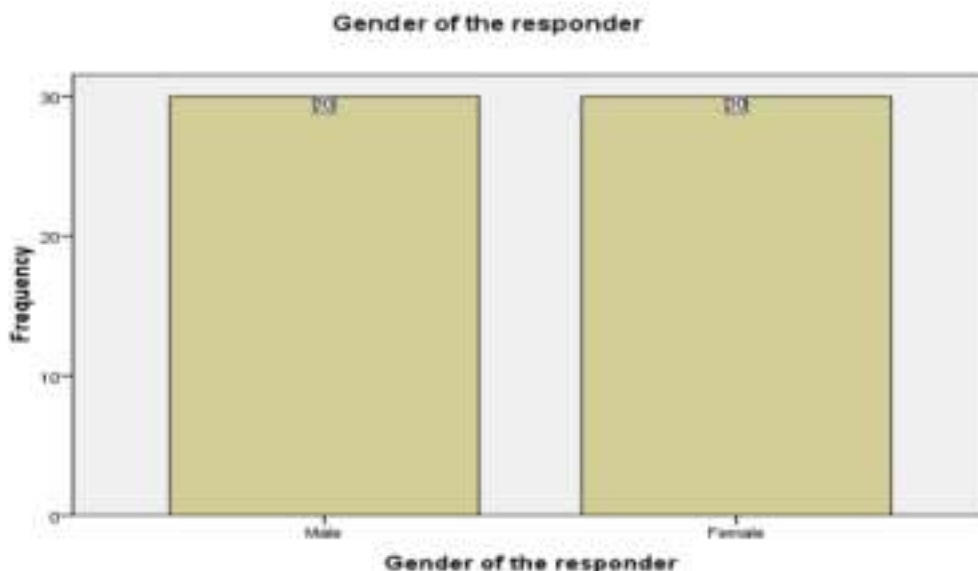
TABLE NO 4.1
Gender of the responder

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	60	50.0	50.0	50.0
Female	60	50.0	50.0	100.0
Total	120	100.0	100.0	

INTERPRETATION

The above table shows that 50% of the respondents belong to male and 50% of the respondents belong to females. From the result we found that both male and female respondents were equal.

CHART NO 4.1



CHI-SQUARE TEST

TABLE NO 4.25

Null Hypothesis

H0 There is a significant difference between sources of awareness about online cabs and how often you use online taxi service.

H1 There is no significant difference between sources of awareness about online cabs and how often you use online taxi service.

Source of awareness about online cab * How often do you use online taxi service Cross tabulation

Valid	Family and friends	30	25.0	25.0	25.0
	Relatives	20	16.7	16.7	41.7
	Newapaper & pamphlets	28	23.3	23.3	65.0
	Ratio & TV channels	22	18.3	18.3	83.3
	Others	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.766 ^a	16	.026
Likelihood Ratio	32.579	16	.008
Linear-by-Linear Association	5.574	1	.018
N of Valid Cases	120		

INTERPRETATION

In the above table Pearson Chi-Square result revealed that there is a statistical significant association between sources of awareness about online cab and how often do you use online taxi service ($\chi(4) = 28.766^a, p = .000$).

RANKING OF FACTORS OF ONLINE CAB SERVICE

FACTORS	7	6	5	4	3	2	1	TOTAL	RANK
Availability of taxis	17	21	13	6	3	0	60	403	1
	119	126	65	24	9	0	60		
Cleanliness of vehicle	14	22	11	7	3	3	60	388	2
	98	132	55	28	9	6	60		
Comfort of vehicle	21	11	11	5	6	6	60	378	3
	147	66	55	20	18	12	60		
Attitude of driver	11	8	9	14	8	10	60	330	7
	77	48	45	56	24	20	60		
Punctuality	18	9	10	8	11	4	60	363	4
	126	54	50	32	33	8	60		
Knowledge of area/route	13	10	15	9	2	11	60	350	5
	91	60	75	36	6	22	60		
Driver's driving ability	10	11	8	18	4	9	60	338	6
	70	66	40	72	12	18	60		

INTERPRETATION

From the above ranking analysis, it was found that Availability of taxis ranks 1, Cleanliness of vehicle ranks 2, Comfort of vehicle ranks 3, Punctuality ranks 4, Knowledge of area/route ranks 5, Driver's driving ability ranks 6 and Attitude of driver ranks 7.

INFERENCE

Majority of the respondents say Availability of taxis ranks 1.

FINDINGS

- Majority of the respondents were from the age group of less than 25 years
- Majority the respondents were unmarried.
- Most of the respondents' education qualification is UG.
- Most of the respondents' occupational status is being salaried.
- Most of the respondents monthly income is 10001-20000.
- Majority of the respondent's family is nuclear.
- Most of the respondents aware about online cab service through newspaper & pamphlets
- Most of the respondents book call taxi through call a taxi company.
- Most of the respondents use cab service once a month
- The result revealed that there is a statistical significant association between sources of awareness about online cab and how often do you use online taxi service ($\chi(4) = 28.766a, p = .000$).
- result revealed that there is a statistical significant association between problems faced in online cab booking and often usage of online taxi service ($\chi(4) = 24.046a, p = .000$).
- result revealed that there is a statistical significant association between time of cab booking and cab drivers knowledgeable about city routs ($\chi(4) = 12.813a, p = .000$).
- Majority of the respondents ranks Displaying Destination location Map as a 1.
- Majority of the respondents say Availability of taxis ranks

SUGGESTIONS

- The innovative consumers are interested to adopt for new technology like using apps for booking cabs and other services.
- The redemption of coupons is a motivating factor for consumption of cab services.
- The consumers have got used for mobile apps to book cabs and they are also feeling safe with regard to organized services.
- It is also observed from the study that middle aged adults are consuming cab services compared to other age groups.

CONCLUSION

There is stringent competition in the organized cab services industry therefore organizations need to motivate consumers through coupons. The innovative behavior of consumers helps to download mobile apps and further motivates them to redeem coupons while booking cabs. The results of this study are consistent with earlier research studies because it is found that price conscious consumers are likely to redeem coupons. The modern consumers are innovative and at the same time they are price sensitive therefore coupon redemption helps for customer retention. The brand image also plays a vital role in customer retention apart from offering coupons.

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