A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE TAXI SERVICE REFERENCE TO COIMBATORE CITY.

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ABSTRACT: *This study said that in this modern business economy it is very important to analyses the marketing strategy used in the Rapido bike taxi. The study result shows the majority of the consumers are satisfied with the Rapido bike taxi but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re-solve problems of retaining customers of Rapido bike taxi will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of Rapido bike taxi Company.*

KEY WORDS – Customer Satisfaction , Marketing strategy , Modern business economy , Analyses .

INTRODUCTION

Customer satisfaction means taking complete care of customer by giving them complete knowledge about the product and about all the feature 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. 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.

OBJECTIVE OF THE STUDY

- To study the socio-economic characteristics of respondents in Coimbatore city.

- To analyze the various factors which are influencing users while selecting a bike taxi service.

- To ascertain the role of innovativeness of the consumers in the selection of rapido bike taxi service.

- To study the impact coupon redemption behavior of consumers in the selection of rapido bike taxi service.

- To analyze the user satisfaction level towards Rapido bike taxi service provider.

- To offer suggestions based on findings of the study.

STATEMENT OF PROBLEM

Bike taxi startups have to face a variety of challenges ranging from the accumulation of funds to regulations. Unless the companies can find a way around the challenges, we can't expect it to become a viable mode of transport Very few states in India have a legal framework for bike taxis and lack regulations for the industry. Some of the companies like Ola and Rapido had run into troubles with the administration who don't consider the service to be legal.

SCOPE OF THE STUDY

This scope of this study is to know the customers satisfaction rapido service quality and staff courtesy, etc. Also, we can have the input and ideas to improve the services to meet out the customer expectation in the near future.

STATISTICAL TOOLS USED

- Percentage Method
- Chi-Square Analysis
- Weighted Average Method
- Ranking Method

LIMITATIONS OF THE STUDY

- Time taken for the study is very limited.
- The study is confined only rapido users in Coimbatore city.
- Sample size is limited to 150.
- The results of the analysis made in this study in fully based on the answers given by the respondents.
- Respondents show reluctance towards giving correct information.
- Findings of the study are based on the assumption that respondents have disclosed in the questionnaire.

REVIEW OF LITERATURE

Bandura (2019), people change their behavior rapidly if told directly which behaviors would be awarded and which would be punished, than if left to discover it for themselves. The researcher has referred 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 bike taxi drivers.

Regan (2019) 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 intervening in the economic lives of drivers, which is part of the concern of the research study.

Skinner (2018) through Walden are analyzed by various writings on the topic. Though Skinners model of modifying human behavior was insightful, it is later described as utopian working mainly in communes and in controlled laboratory conditions. A very important behavior therapy technique is called modeling. Modeling takes advantage of the human ability to learn a required action by watching a model demonstrate the behaviors to be reinforced. It might also involve the conditioning of the subject and presentation of merely desirable inputs as models to be emulated.

Mohan and Roy, D (2018) also indicated that 65% own their own vehicles, thus questioning the veracity of the widespread claim of oligopoly of ownership of bikes. The study also revealed that 61 per cent of the drivers have to support families of 5-8 persons. The study also found that 93 per cent of the drivers admitted that Police have fined them and that 89 percent of them claim to have had to bribe the policemen.

DATA ANALYSIS AND INTERPRETATION.

1. Percentage Method
2. Chi-Square Analysis
3. Weighted Average Method
4. Ranking Analysis

1. PERCENTAGE METHOD:

FORMULA

Percentage of Respondent = $\dfrac{\text{No. of Respondent}}{\text{Total no. of Respondent}}$ x 100

TABLE SHOWING GENDER OF RESPONDENTS

S.No	Gender of Respondents	Number of Respondents	Percentage (%)
1	Male	78	52
2	Female	72	48
	Total	150	100

INTERPRETATION

- From the above table we found that 52% of the respondents were Male and 48% of the respondents were Female.
- Majority 52% of the respondents were Male.

RATING FOR FIRST IMPRESSION OF RAPIDO

S.No	Rating for first impression of Rapido	Number of Respondents	Percentage (%)
1	Excellent	51	34
2	Good	48	32
3	Satisfactory	18	12
4	Poor	21	14
5	Very Poor	12	8
	Total	150	100

INTERPRETATION

- From the above table we found that 34% of the respondents gave rating Excellent for first impression, 32% of the respondents gave rating Good for first impression, 12% of the respondents gave rating Satisfactory for first impression, 14% of the respondents gave rating Poor for first impression and 8% of the respondents gave rating Very Poor for first impression.
- Mostly 34% of the respondents gave rating Excellent for first impression.

2. CHI-SQUARE ANALYSIS:

A Chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying. The test explains if two attributes are associated. It is calculated as follows:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where,

χ^2 = chi squared

O_i = observed value (actual value)

E_i = expected value.

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN SERVICE AND SATISFACTION

Null Hypothesis (Ho)

There is no significant relationship between service and satisfaction.

Alternative Hypothesis (Ha)

There is significant relationship between service and satisfaction.

Satisfaction / Service	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Pickup	2	3	8	0	0	13
Cleanliness	27	24	3	3	0	57
Safety	2	24	12	2	0	40
Comfort	9	2	2	1	0	14
Discounts and offers	2	19	3	2	0	26
Total	42	72	28	8	0	150

Calculated value χ^2	42.25
Degree of freedom	20
Level of significant	50%
Table value	39.997
Result	Reject

CONCLUSION

- Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So there is significant relationship between service and satisfaction.

3. WEIGHTED AVERAGE METHOD:

Weighted average may be defined as the average whose component items are being divided by the total sum of their 'Weight' instead of the sum of the items.

Weighted Arithmetic Mean

$$\overline{XW} = \frac{\sum WX}{\sum W}$$

$\overline{XW}$ -   Represents the weighted arithmetic mean

X   -   Represents the variables

W   -   Represents the weight attracted to the variable X.

RATE THE SATISFACTION LEVEL

S= Satisfied   H.S= Highly satisfied   N=Neutral   N.S= Not satisfied

N.S.A= Not satisfied at all

FACTORS	H.S	S	N	N.S	N.S.A	WEIGHTED SCORE	WEIGHTED AVERAGE	RANK
Brand image	42(5)	12(4)	37(3)	21(2)	38(1)	449	4.49	II
Availability	31(5)	22(4)	19(3)	30(2)	48(1)	408	4.08	IV
Affordability	22(5)	18(4)	27(3)	49(2)	34(1)	395	3.95	V
Pickup and drop	31(5)	19(4)	28(3)	29(2)	43(1)	415	4.15	III
Reliability	40(5)	31(4)	25(3)	20(2)	34(1)	473	4.73	I

(Source: Primary data)

INTERPRETATION

   Most of the customers satisfied with the reliability of rapido usage and its brand image. Some customers are not satisfied with affordability and availability.

4. RANKING ANALYSIS:

RANKING OF VARIOUS RAPIDO SERVICES

FACTORS	I	II	III	IV	V	TOTAL	AVERAGE	RANK
Pickup	27 / 135	38 / 152	12 / 36	20 / 40	53 / 53	416	83.2	III
Cleanliness	17 / 85	41 / 164	43 / 129	13 / 26	36 / 36	440	88	I

Safety	19 95	28 112	17 51	33 66	53 53	377	75.4	IV
Comfort	6 30	11 44	26 78	49 98	58 58	308	61.6	V
Discounts and offers	22 110	42 168	24 72	16 32	46 46	428	85.6	II

(Source: Primary Data)

INTERPRETATION

- From the above ranking analysis, it was found that Cleanliness ranks 1, Discounts and offers ranks 2, Pickup ranks 3, Safety ranks 4 and Comfort ranks 5.

- Majority of the respondents ranks Cleanliness as 1.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority 52% of the respondents were Male.

- Majority 58% of the respondents were Married.

- Mostly 33% of the respondents Education qualification is Undergraduate.

- Mostly 38% of the respondents were Employee.

- Mostly 35% of the respondents monthly income is 10000-25000

- Majority 52% of the respondents were from Joint family.

- Majority 60% of the respondents family size 3 to 5 members in the family.

- Mostly 24% of the respondents know about Rapido through Others.

- Mostly 34% of the respondents Choosing Rapido for Reasonable price

- Mostly 49% of the respondents said Fully Available

- Mostly 49% of the respondents think rapido charge is Normal compare to taxi charge.

- Mostly 40% of the respondents using rapido More than once per month.

- Mostly 38% of the respondents think fordriver's knowledge is Excellent.

- Majority 72% of the respondents said Yes to driver assisted with rout details

- Mostly 36% of the respondents gave rating rating rapido Excellent.

- Mostly 44% of the respondents gave rating Excellent for Rapido booking options.

- Majority 71% of the respondents say Yes to travel with Rapido in the future.

- Mostly 43% of the respondents gave rating Excellent for drivers road skills.

- Result shows there is significant relationship between service and satisfaction.

- Most of the customers satisfied with the reliability of rapido usage and its brand image. Some customers are not satisfied with affordability and availability.

- Majority of the respondents ranks Cleanliness as 1.

SUGGESTION

- After conducting the survey and knowing the market, I realized that, the company should keep in mind the need of young generation. Company should improve the promotion strategy of bike. Company should improve the promotion strategy of Add-on services. The Company should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly.

- Company should upgrade or introduce new bike offers. The Company should not only concentrate on the customer satisfaction but also the company led to monitor their competitor's performance in there are as of operations. The Company should make changes according to the other competitors &according to the customer's expectations.

CONCLUSION

- It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. A Rapido needs to improve some parts of bikes specifically the services. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity.

- Customer satisfaction index is a good tool to make improvements in the bikes services of Rapido. And therefore should utilize carefully & kept as confidential as possible.

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