



Customer Satisfaction Towards Online Cab (Taxi) Booking in Coimbatore City

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Abstract:

The investigation into Coimbatore taxi service providers' client satisfaction and service quality. Every day, a customer's first search for transportation to their place of employment or other essentials is for a taxi or cab. A taxi or cab is a vehicle used to provide transportation services with a driver from one location to another. Every service provider's company depends on its customers. When the first party (the business), is always content and successful in their partnership and survives, there are two parties involved. Customer is defined as "a particular kind of person with whom one must deal." For the research analysis, a descriptive study of convenient sampling is used. Anova, factor analysis, and the Cronbach's Alpha reliability test are examples of statistical tools. One of the quick-moving cab services that can be booked through mobile apps and has excellent client satisfaction is Ola, which is followed by Red Taxi. Ola provides its customers in the city of Coimbatore with a great balance between first-rate customer care and high-quality cabs.

Keyword: *Taxi, Transportation, Employment*

INTRODUCTION

Transport system is the foundation stone of economic infrastructure. Transport system is known as the key symbol of civilization. Due to huge population and the changing life style of people and their progress, people choose luxuries wellbeing and their transportation needs has been sustained on the convenience, speed and safety of the modes. Good transport connections have direct benefits to people, businesses, the environment, and the economy overall. Amongst the available transportation modes, Road transport occupies a primary place in today's world as it provides a reach unparalleled by any other contemporary mode of transport. It helps in the development of trade, commerce and industry. Transport system removes the hindrance of place and time. Depending on the city/state, taxis can either be hailed or are hired from taxi-stands. Providing with taxi services helps people. In metropolitan cities taxis need to be hired from taxi and can be hailed on the street. There are additional surcharges for luggage, late-night rides and toll taxes are to be paid by the passenger.

OBJECTIVES

- To find out the customer satisfaction towards the call-taxi services.
- To find the level of convenience and comfort with call-taxi services.
- To know their opinion about the tariff system and promptness of service.
- To ascertain the customer view towards the driver behaviour and courtesy.
- To provide inputs to enhance the services to delight the customers.

OVERVIEW OF STUDY

Taxicab market in India

The online taxi service offers mobility services to customers via mobile platform connected through the Global Positioning System (GPS) or General Packet Radio Service (GPRS) system. Organized cab services were introduced in the Indian market with the launch of Mega Cabs services in 2000, and the market evolved from the car-ownership concept to the alternative of ride-sharing. Online taxi or radio taxi service providers in India operate either as aggregators or as radio cabs, based on their tracking feasibility. With the transition from the radio signals-based conventional tracking system to the GPS or GPRS-enabled system, the organized taxi market in India witnessed a momentous growth. In FY 2019, the organized taxi market held a share of ~11.5% of the total revenue generated by the overall taxi market in India. The online taxi services market in India was valued at INR 29.75 Bn in FY 2019. The market is anticipated to expand at a compound annual growth rate (CAGR) of ~16.60% to reach a sales value of INR 61.59 Bn by 2024.

Market Size

The online taxi services market in India is mainly driven by two major players - ANI Technologies Private Limited (Online Booking Cabs) and Uber India Systems Private Limited (Uber India). In FY 2019, Online Booking Cabs accounted for almost 72.44% of the total revenue generated by the online taxi services market in India, whereas, Uber India held a share of ~21.01%. Other players in the market include Meru Mobility Tech Private Limited, Mega Cabs Private Limited and Carzonrent (India) Private Limited, and together they held ~6.55% of the overall market in FY 2019. The transition from the radio signal-based tracking system to GPS and GPRS-based tracking system was introduced by the market leader, ANI Technologies Private Limited. The company's extensive geographical reach within India (152 cities), coupled with its wide range of services available for customers belonging to different income profiles has helped the company to fetch such a high market share. Large scale investments by big private equity firms on major players of the market and introduction of new customer-friendly features in their applications by the companies are anticipated to further accelerate their market growth.

ADVANTAGES OF ONLINE CAB BOOKING SERVICES

In today's fast-paced world, we all value convenience and ease of use. One area that has seen a significant shift toward digitalization is transportation. Online booking has become increasingly popular, providing people with a seamless and hassle-free experience.

- Transparent booking system
- Real-time tracking
- Constant availability
- Customer satisfaction is the goal
- Simple payment methods
- Customer feedback

PROBLEMS FACED BY A CUSTOMER THROUGH ONLINE CAB SERVICES

Application Usage Training

Miscommunication can lead to a very common mistakes like cancelling a ride even Before it started, having trouble understanding map directions / Customer's location, etc. This leads to a bad customer experience.

Multiple Collaborative actions

Several drivers being active in several platforms at a time causes lots of inconvenience for the customers.

Unethical Extra Charges

Most of the drivers were charging extra amount more than the actual travel fare. This occurrence makes the people to have bad judgemental about online cab services.

DESCRIPTIVE ANALYSIS

Table 1.1
Gender Wise Classification of Respondents

Gender	Frequency	Percent
Male	45	45.0
Female	55	55.0
Total	100	100.0

Source: Primary Data

Interpretation:

From the above Table No 4.1 deal with gender of the respondents, the most of 55% of the respondents are female and 45% of the respondents are male.

Majority (55%) of the respondents are female.

Table 1.2
Age Group of Respondents

Age	Frequency	Percent
15-20	5	5.0
20-30	28	28.0
30-40	32	32.0
40 and above	35	35.0
Total	100	100.0

Source: Primary Data

Interpretation:

From the above Table No 4.2 shows that, the most of 28% of the respondents are under the age group of between 20-30 years, 35% of the respondents are under the age group of above 40 years, 5% of the respondents are under the age group of between 15-20 years and 32% of the respondents are under the age group of between 30-40 years.

Most(35%) of the respondents belongs to the age group of 40 and above.

Table 1.3
Use By Online Booking

Use by online Booking	Frequency	Percent
Daily	3	3.0
Weekly	31	31.0
Monthly once	50	50.0
More than once in a month	16	16.0
Total	100	100.0

Source: Primary Data

Interpretation:

From the above Table No 4.5 deals with using by online booking for travelling of the respondents, the most of 50% of the respondents are monthly once, 31% of the respondents are weekly, 16% of the respondents are more than once in a month and remaining 3% of the respondents are daily.

Half (50%) of the respondents are monthly once.

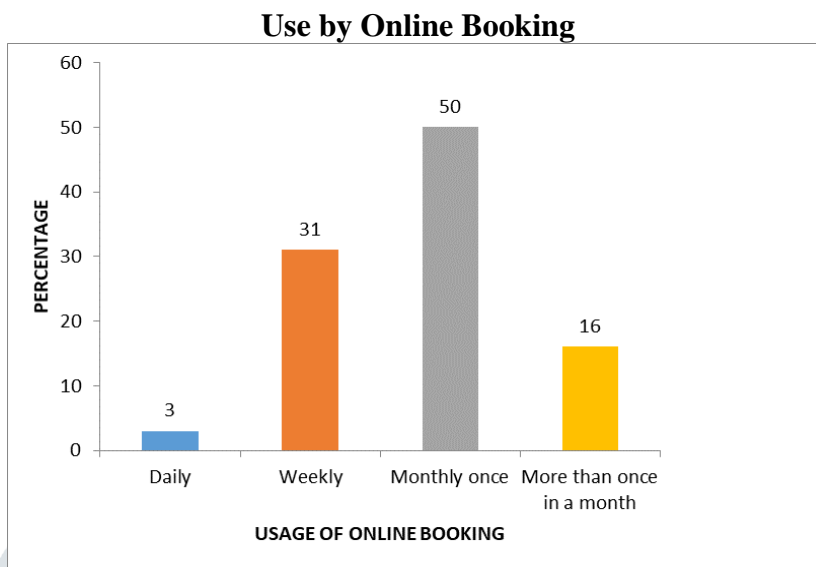


Table 1.4
Source of Awareness

Source of Awareness	Frequency	Percent
Advertisement	27	27.0
Friends/Relatives	48	48.0
Personal Observation	25	25.0
Total	100	100.0

Source: Primary Data

Interpretation:

The above table shows that 48% of respondents are aware through friends and relatives, 27% of respondents are aware through advertisement, 25% of respondents are aware through personal observation.

Most (48%) of respondents are aware through personal observation.

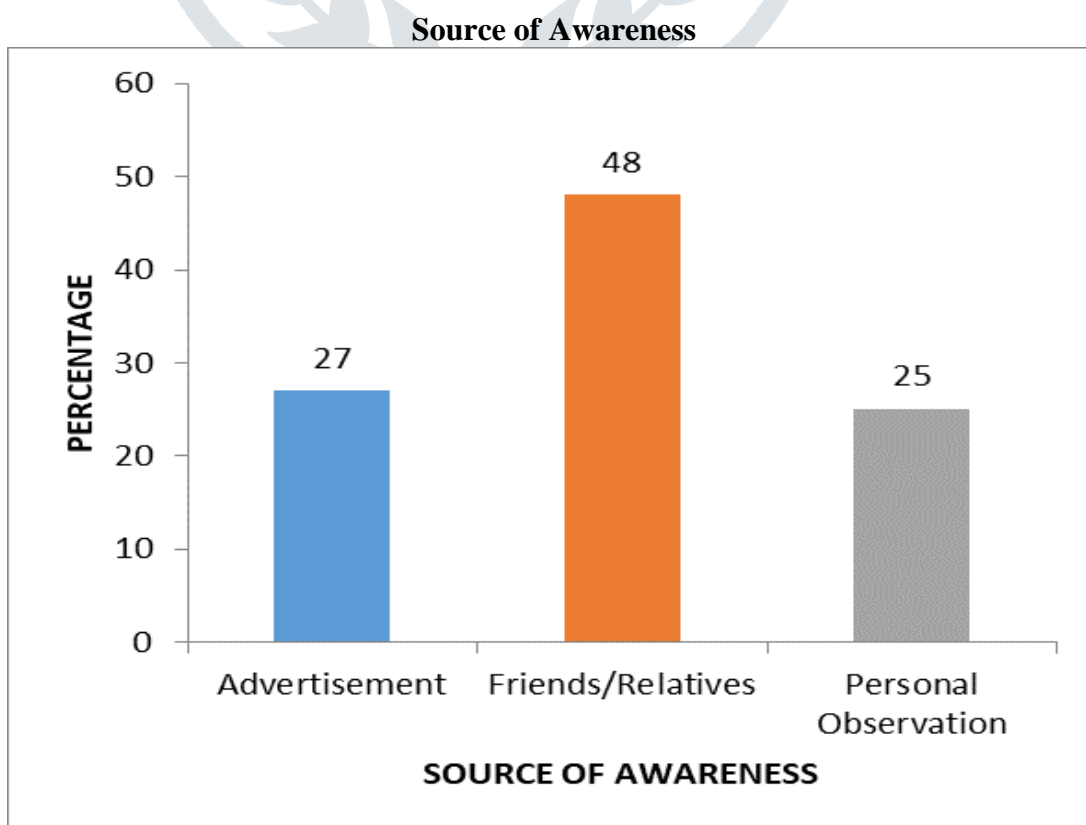


Table 1.5

Quality of Booking Service Through Online Booking

Quality of Booking	Frequency	Percent
Excellent	32	32.0
Good	38	38.0
Average	18	18.0
Poor	12	12.0
Total	100	100.0

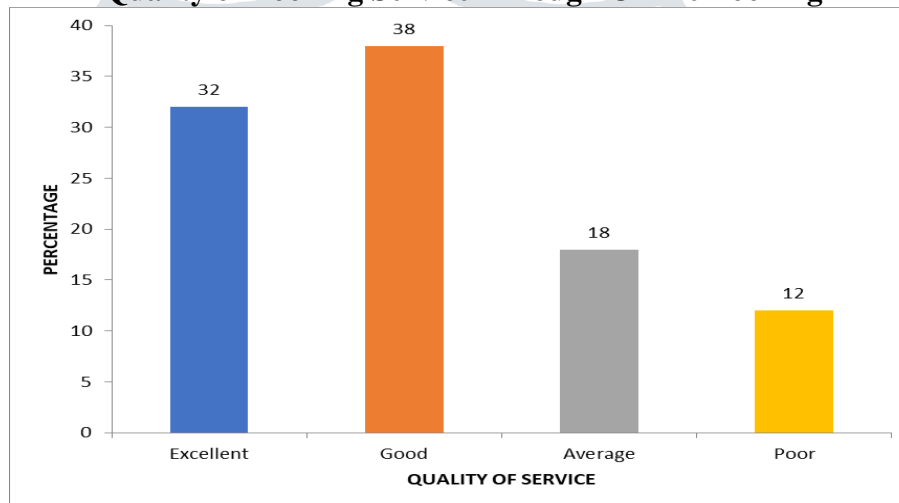
Source: Primary Data

Interpretation:

The above table shows that 32% of the respondents are choose excellent, 38% of respondents are choose good, 18% of the respondents are choose average, 12% percent of respondents are choose poor.

Mostly (38%) of respondents choose good quality of booking service.

Quality of Booking Service Through Online Booking



SUGGESTIONS

- To train the cab drivers with mobile application usage.
- To maintain proper time management
- If any changes in the cab number it should be specified.
- Provide with free calls while connecting to the driver.
- Charges on tariffs should be properly fixed, especially during peak hours.
- The vehicles should be properly maintained.
- The company logo and the sticker should be visible.
- Card payments must be accessible in the near future.
- To increase the infrastructure of the vehicles.
- To provide with offers and discounts on festival seasons.

CONCLUSION

The study concludes that, due to a large number of benefits provided to the travellers, app-based taxis are being very popular day by day, not only in the metro cities of India but also in the other urban areas. However, a consistency in quality will make them able to survive in future. So online booking has been and will be a great technology platform for transportation and offering flexible options of booking and payment to customers and flexible timings and facilities to drivers. And shortly, we are going to experience a big boom and great facility of getting our grocery delivered to us with ease.

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