



A Study on User Satisfaction Towards Rapido Bike Taxi Services in Urban and Rural Areas of Coimbatore

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ABSTRACT

The rapid growth of app-based transportation services has significantly changed the urban and rural mobility landscape in India. Among these services, Rapido Bike Taxi has emerged as a popular and affordable mode of transportation, especially for short- distance travel. This study aims to analyze the level of user satisfaction towards Rapido Bike Taxi Services in the urban and rural areas of Coimbatore district. The research focuses on key factors influencing satisfaction such as service availability, pricing, safety, convenience, rider behavior, and overall customer experience. Primary data for the study was collected through a structured questionnaire administered to Rapido users, while secondary data was gathered from journals, reports, and online sources. The collected data was analyzed using percentage analysis and simple statistical tools. The findings reveal that users prefer Rapido mainly due to its low cost, time efficiency, and ease of booking. However, issues related to safety and limited service availability in rural areas were identified as major concerns. The study concludes that while overall user satisfaction towards Rapido Bike Taxi Services is high, improvements in safety measures and rural coverage can further enhance customer satisfaction and service quality.

INTRODUCTION

In recent years, the transportation sector in India has undergone significant changes due to the growth of digital platforms and mobile-based applications. App- based transport services have become popular as they provide convenient, affordable, and time-saving travel options. Among these services, bike taxi services have emerged as an efficient solution for short-distance travel, especially in areas with heavy traffic congestion.

Rapido Bike Taxi Services is one of the leading bike taxi service providers in India. It offers

easy booking through a mobile application, reasonable pricing, and quick travel, making it popular among students, office-goers, and daily commuters. Compared to traditional modes of transport such as buses, auto-rickshaws, and cabs, Rapido provides greater flexibility and accessibility for users.

Coimbatore is an important industrial, educational, and commercial city in Tamil Nadu, with both urban and rural areas experiencing increasing transportation needs. While Rapido services are widely used in urban areas, their usage and user satisfaction levels in rural areas require further study. Understanding customer satisfaction is important as it helps service providers improve service quality and meet customer expectations.

This study focuses on analyzing user satisfaction towards Rapido Bike Taxi Services in the urban and rural areas of Coimbatore. The study examines factors such as service availability, cost, safety, convenience, and overall user experience.

RESEARCH OBJECTIVES

- To study the demographic profile of Rapido Bike Taxi users in Coimbatore.
- To analyze the level of user satisfaction towards Rapido Bike Taxi Services.
- To compare user satisfaction between urban and rural areas of Coimbatore.
- To identify the key factors influencing user satisfaction such as cost, safety, and availability.

SCOPE OF THE STUDY

The scope of the present study is limited to users of Rapido Bike Taxi Services in the urban and rural areas of Coimbatore district. The study focuses on analyzing the level of user satisfaction with respect to various factors such as pricing, service availability, safety, convenience, rider behavior, and overall service quality. It aims to compare the satisfaction levels of users in urban and rural areas to understand regional differences in service usage and perception.

The study is based on primary data collected from Rapido users during the period of study and secondary data obtained from journals, articles, and online sources. The findings of the study are useful for understanding customer expectations and identifying areas where improvements can be made to enhance the quality of Rapido Bike Taxi Services. However, the results are confined to the selected sample and geographical area and may not be applicable to other regions.

STATEMENT OF THE PROBLEM

The rapid growth of app-based transportation services has increased the demand for convenient and affordable travel options in both urban and rural areas. Rapido Bike Taxi

Services have emerged as a popular mode of transport due to their low cost, quick service, and ease of access. However, despite their increasing usage, users often face various issues related to safety, service availability, pricing fluctuations, rider behavior, and technical problems with the mobile application.

In rural areas, limited availability of bike taxi services and network issues further affect user satisfaction. In urban areas, traffic congestion, safety concerns, and inconsistent service quality influence customer experience. Understanding user satisfaction is essential for identifying these problems and improving service quality.

Therefore, this study seeks to analyze the level of user satisfaction towards Rapido Bike Taxi Services in the urban and rural areas of Coimbatore. The study aims to identify the problems faced by users and provide suitable suggestions to enhance customer satisfaction and improve the effectiveness of Rapido Bike Taxi Services.

REVIEW OF THE LITERATURE

- **Sharma (2021)** “customer satisfaction towards bike taxi services in metropolitan cities” found that affordability and time efficiency were the primary reasons for increased usage. The study emphasized that bike taxis are especially preferred by students and working professionals for short-distance travel.
- **Kumar and Reddy (2022)** “user perception of app-based transportation services” concluded that service availability, ease of booking, and rider behavior significantly influence customer satisfaction. The study highlighted the importance of maintaining consistent service quality.
- **Ramesh (2023)** “A study on bike taxi services in semi-urban and rural areas” identified limited service coverage and poor network connectivity as major challenges faced by rural users. The study suggested expanding operational areas to improve rural customer satisfaction.
- **Patel and Mehta (2020)** “Factors affecting customer satisfaction in online transportation platforms” found that pricing transparency and fare affordability play a crucial role in building user trust and loyalty.
- **Suresh (2022)** “Safety concerns in bike taxi services” reported that helmet availability, rider training, and adherence to traffic rules significantly affect users’ perception of safety.

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS**AGE OF THE RESPONDENTS**

| S.no | Age | No.Of Respondents | Percentage(%) |
|------|--------------|-------------------|---------------|
| 1 | Below 20 | 25 | 25% |
| 2 | 21-30 | 40 | 40% |
| 3 | 31-40 | 20 | 20% |
| 4 | Above 40 | 15 | 15% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The table indicates that 40% of the respondents belong to the age group of 21– 30 years, followed by 25% who are below 20 years of age. About 20% fall under the age group of 31– 40 years, while only 15% are above 40 years.

GENDER OF THE RESPONDENTS

| S.no | Gender | No. of Respondents | Percentage(%) |
|------|--------------|--------------------|---------------|
| 1 | Male | 75 | 75% |
| 2 | Female | 25 | 25% |
| 3 | Others | 0 | 0% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The above table shows that 75% of the respondents are male and 25% are female, while no respondents belong to other categories. The majority of the respondents are male, indicating higher participation of male consumers using rapido services.

OCCUPATION OF THE RESPONDENTS

| S.no | Occupation | No. of Respondents | Percentage(%) |
|------|--------------|--------------------|---------------|
| 1 | Student | 20 | 20% |
| 2 | Employee | 45 | 45% |
| 3 | Business | 25 | 25% |
| 4 | Others | 10 | 10% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The table indicates that 45% of the respondents belongs to the of employees, 25% of respondents used for rapido services. About 20% and 10% belongs to the student and others used respectively.

AREA-WISE DISTRIBUTION OF RESPONDENTS

| S.no | Area | No.Of Respondents | Percentage(%) |
|------|-------|-------------------|---------------|
| 1 | Urban | 60 | 60% |
| 2 | Rural | 40 | 40% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The above table shows that 60% of the respondents belong to urban areas, while 40% are from rural areas. This indicates higher usage of Rapido Bike Taxi Services in urban regions compared to rural areas.

FREQUENCY OF USAGE OF RAPIDO SERVICES

| S.no | Frequency | No.Of Respondents | Percentage(%) |
|------|--------------|-------------------|---------------|
| 1 | Daily | 25 | 25% |
| 2 | Weekly | 40 | 40% |
| 3 | Occasionally | 30 | 30% |
| 4 | Rarely | 5 | 5% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The table reveals that the majority of respondents (40%) use Rapido services on a weekly basis, followed by occasional users (30%). This shows that Rapido is commonly used for regular short-distance travel.

SATISFACTION WITH PRICING OF RESPONDENTS

| S.no | Satisfaction | No.Of Respondents | Percentage(%) |
|------|------------------|-------------------|---------------|
| 1 | Highly satisfied | 35 | 35% |
| 2 | Satisfied | 45 | 45% |
| 3 | Neutral | 15 | 15% |
| 4 | Dissatisfied | 5 | 5% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

From the above table, it is clear that 80% of the respondents are either satisfied or highly satisfied with the pricing of Rapido services. This indicates that affordability is one of the

major strengths of Rapido Bike Taxi Services.

SATISFACTION WITH SAFETY MEASURES

| S.no | Safety satisfaction | No.Of Respondents | Percentage(%) |
|------|---------------------|-------------------|---------------|
| 1 | Highly satisfied | 20 | 20% |
| 2 | Satisfied | 40 | 40% |
| 3 | Neutral | 25 | 25% |
| 4 | Dissatisfied | 15 | 15% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The table shows that 60% of the respondents are satisfied with safety measures, while 15% are dissatisfied. This indicates that although safety is acceptable for most users, improvements are still required to increase user confidence.

OVERALL SATISFACTION LEVEL OF RESPONDENTS

| S.no | Overall Satisfaction | No. of Respondents | Percentage(%) |
|------|----------------------|--------------------|---------------|
| 1 | Highly satisfied | 30 | 30% |
| 2 | Satisfied | 50 | 50% |
| 3 | Neutral | 15 | 15% |
| 4 | Dissatisfied | 5 | 5% |
| | Total | 100 | 100.00 |

Source: Primary data INTERPRETATION

The table shows that 80% of the respondents are satisfied or highly satisfied with Rapido Bike Taxi Services. This indicates a positive overall perception among users in both urban and rural areas of Coimbatore.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority(40%) of the respondents are the age between 21-30.
- Majority(75%) of the respondents are the male.
- Majority(45%) of the respondents are the employees using rapido.
- Majority(60%) of the respondents are the urban areas.
- Majority(40%) of the respondents are the frequency of usage rapido services.
- Majority(45%) of the respondents are the satisfaction with pricing.
- Majority(40%) of the respondents are the satisfaction with safety measures.

- Majority(50%) of the respondents are the overall satisfaction level.

SUGGESTIONS

- Rapido should strengthen safety measures by ensuring proper helmet usage and regular rider verification.
- Service coverage should be expanded in rural areas to improve accessibility.
- Training programs should be provided to riders to improve behavior and customer interaction.
- Price transparency should be maintained to avoid dissatisfaction due to sudden fare changes.
- Customer support services should be improved to handle complaints and grievances effectively.

CONCLUSION

The study concludes that Rapido Bike Taxi Services have become an important mode of transportation for users in the urban and rural areas of Coimbatore. The service is widely preferred due to its low cost, convenience, and ease of booking through mobile applications. The overall level of user satisfaction is found to be high. However, issues related to safety and service availability in rural areas need greater attention. By addressing these challenges and implementing the suggested measures, Rapido can further enhance customer satisfaction and strengthen its position in the competitive app- based transportation market.