

A Study On Service Quality Practices And Customer Attractiveness On Mobile Application Based Cab Services

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1.1 Overview of the Study :

Taxicab it is also called as a taxi or a cab, is a type of vehicle used for hire with a driver, used by a single passenger or small group of passengers, it is often used for a non-shared ride.

In recent years, mobile app base taxi services have become well established. This pattern allows people to take benefit of comfortable ride rather than using personal vehicles and security troubles There are a number of mobile apps-based taxi services offering their services to connect smartphone users seeking taxi services in their locality. These smart apps operate in a manner: locate passengers, drop them to their destinations and according to fare structure based on time and distance collect money from passengers.

Industry Profile:

OLA:

Ola Cabs (stylised as OLA), is an Indian origin online transportation network company developed by ANI Technologies Pvt. Ltd. As of December 2018, Ola was valued at about \$5.7 billion. Ola Cabs was founded on 3 December 2010 as an online cab aggregator in Mumbai, and is now based in Bangalore. As of 2018, the company has expanded to a network of more than 10, 00,000 vehicles across 169 cities. In January 2018, Ola extended into its first overseas market, Australia, and in New Zealand in September 2018

UBER :

Uber Technologies, Inc. provides e-commerce services for car hire. Uber Technologies serves customers worldwide. Uber headquartered in San Francisco, California. Uber offers services including peer-to-peer ridesharing, taxi cab

hailing, food delivery, and a bicycle-sharing system. The company has operations in 785 metropolitan areas worldwide..Uber is estimated to have 100 million worldwide users and a 69% market share in the United States..

Need for the Study:

In these modern times, firms are exposed to various macro environment forces which include fierce competition, globalization, rapid changes in customer preference and taste, changes in technology and swift innovation. To cope with these challenges firms should pursue to establish and maintain loyal customer base through customer satisfaction. To achieve this, firms need to understand customer's specific requirement, improve on existing service feature, and adopt new or unique ways of service delivery. The industry players are also engaged in price wars and competition is getting stiffer by the day. This has led to the exit of some players.

Objective of the Study:

Primary Objective :

- The general objective of this study is to determine the effect of service quality practices and customer Attractiveness.

Secondary Objectives:

- To analyze whether passenger are satisfied from mobile app-based taxi services.
- To examine relationship between service quality factors and taxi passenger satisfaction.
- To suggest better regulations for transportation authority's regarding customer protection and effective monitoring of taxi services.

Scope of the Study :

This study was conducted to establish the effect and relationship of service quality in relation to attractiveness of customer towards the mobile based taxi services. This study was motivated by the fact that there is limited research on the relationship between service quality and customer attractiveness in taxi industry. Further the only research done on taxi companies either focused on a single firm or looked at other concepts.

Source of Data :

Data collection methods are an integral part of research design. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., Primary and Secondary.

Primary data :

It is **data** that is **collected** by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. ...

Secondary data :

It is **data** gathered from studies, surveys, or experiments that have been run by other people or for other research.

Tools for Analysis :

• Percentage analysis

The expression of data in terms of percentage is one of the simplest statistical devices used in the interpretation of business and economic statistics. Percentage is used chiefly for the purpose of aiding comparison.

• Chi-square Test

A chi-square test (chi squared test or χ^2 test) is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

$$\text{FORMULA: } \chi^2 = \sum \frac{(O-E)^2}{E}$$

Percentage Analysis :

Gender of the Respondent :

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative percent
1	Female	68	68	68	68
2	Male	32	32	32	100
3	Total	100	100	100	

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative percent
1	Below 20	46	46	46	46
2	21 – 30	32	32	32	78
3	31 – 40	11	11	11	89
4	41 -50	10	10	10	99
5	Above 50	1	1	1	100
	Total	100	100	100	

Age of the Respondent:**Occupation of the Respondent :**

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Salaried	34	34	34	34
2	Professional	1	1	1	35
3	Self Employed	1	1	1	36
4	Student	60	60	60	96
5	Others	4	4	4	100
6	Total	100	100	100	

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Every Day	11.8	11.8	11.8	11.8
2	Every Week	12.9	12.9	12.9	24.7
3	Every 2 - 3 Week	8.6	8.6	8.6	33.3
4	Every Month	24.7	24.7	24.7	58
5	Every 2 - 3 Months	17.2	17.2	17.2	75.2
6	Less than every 2 - 3 Months	24.7	24.7	24.7	100
7	Total	100	100	100	

Often Travel Using Taxi of the Respondent :**Taxi Booking of the Respondent :**

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Call a Taxi Company	22.1	22.1	22.1	22.1
2	Taxi app	72.6	72.6	72.6	94.7
3	Taxi website	5.3	5.3	5.3	100
4	Total	100	100	100	

Feels Safety when using Taxi of the Respondent :

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Yes	73.1	73.1	73.1	73.1
2	No	26.9	26.9	26.9	100
3	Total	100	100	100	

On Demand of the Respondent :

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Ola	38	38	38	38
2	Uber	33	33	33	71
3	Taxi for sure	19	19	19	90
4	Others	10	10	10	100
5	Total	100	100	100	

On Time Pickup of the Respondent :

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Highly Dissatisfied	5	5	5	5
2	Dissatisfied	14	14	14	19
3	Neutral	22	22	22	41
4	Satisfied	28	28	28	69
5	Highly Satisfied	31	31	31	100
6	Total	100	100	100	

Reasons for not Using Taxi of the Respondent :

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Price	57	57	57	57
2	Bad Past Experience with Drivers	15	15	15	72
3	Discomfort	16	16	16	88
4	Others	12	12	12	100
5	Total	100	100	100	

Traceability and Safety of the Respondent :

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Highly Dissatisfied	5	5	5	5
2	Dissatisfied	7	7	7	12
3	Neutral	21	21	21	33
4	Satisfied	40	40	40	73
5	Highly Satisfied	27	27	27	100
6	Total	100	100	100	

S.No	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1	Highly Dissatisfied	4	4	4	4
2	Dissatisfied	4	4	4	8
3	Neutral	20	20	20	28
4	Satisfied	45	45	45	73
5	Highly Satisfied	27	27	27	100

6	Total	100	100	100	
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Overall Rating of the Respondent :

Chi-square Test-1:

On_time_pickup * Safety_at_NightCrosstabulation				
		Safety_at_Night		Total
		Yes	No	
On_time_pickup	Highly dissatisfied	5	0	5
	Dissatisfied	8	6	14
	Neutral	14	8	22
	Satisfied	20	8	28
	Highly satisfied	27	4	31
Total		74	26	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.912 ^a	4	.095
Likelihood Ratio	9.304	4	.054
Linear-by-Linear Association	1.852	1	.174
N of Valid Cases	100		

Chi-Square Test 2		
overall_rating * traceability_safetyCrosstabulation		
	traceability_safety	Total

		Highly dissatisf ied	Dissatisfi ed	Neutral	Satisfied	Highly satisfied	
ove rall _rat ing	Highly dissatis fied	0	0	1	1	2	4
	Dissati sfied	0	0	1	1	2	4
	Neutral	0	2	9	7	2	20
	Satisfie d	4	1	5	22	13	45
	Highly Satisfie d	1	4	5	9	8	27
Total		5	7	21	40	27	100

Chi-Square Tests			
	Value	df	Asymptotic Significanc e (2-sided)
Pearson Chi-Square	20.814 ^a	16	.186
Likelihood Ratio	21.925	16	.146
Linear-by-Linear Association	.219	1	.640
N of Valid Cases	100		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .20.			

FINDINGS AND SUGGESTIONS :**FINDINGS :**

- Most (32.5%) of the respondents are in the age group of 21-30 years.
- Majority (61%) are female. 35% of the respondents are with private employment.
- Majority (60%) are qualified with under graduation. The income level is 6-9lacks that accounts to 40%.

- Majority (70%) feel that the taxi are easily accessible.
- 45% of the respondents feel that they prefer taxi rather than public transport.
- Most (40%) of the respondents feel that the taxi reach the right place at the right time, which is closely followed by sometimes it reaches at the right time as opined by 38%.
- Majority (78%) of the respondents are not ok for paying high fare on peak hours, and 70% of them feel that the tariff system is clear and transparent.
- Majority (80%) feel that the drivers are respectable to the customers, and 60% of them are helpful and guide the customers to reach their place.
- Majority (86%) of the respondents did not face any embarrassing situation with the driver..
- Majority (75%) of the respondents feel safe while travelling alone, and 45% of them feel they can provide better infrastructure facilities.

SUGGESTIONS :

- The drivers and the call centre executives are to be trained in well in communication and multi-linguistic proficiency to attract new markets.
- The service providers shall provide more facilities and for their privileged customers.
- They drivers are to be properly trained on various routes and driving efficiency, so that they maintain promptness in reaching the place and guiding the customers.
- The tariff rates are bit higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy, and it should be made clear to the passengers..
- The infrastructure facilities are to be increased to give the passengers to pleasant travel.
- Some of the common suggestions is to maintain cleanliness of the vehicle, the vehicle has to be properly painted, proper grooming of the drivers, vehicle sticker (Brand), Well versed in route, Card payments, Discounts, etc.

CONCLUSION :

The study reveal the service quality practices and customer attractiveness about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services... Women in India are not as comfortable in travelling in taxis alone. Hence, reliability or the trust factor is low in India when compared to other countries.

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