



CUSTOMER SATISFACTION TOWARDS ONLINE CAB BOOKING WITH SPECIAL REFERENCE TO 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.

KEYWORDS: Taxi, Transportation, Employment

INTRODUCTION

Urban transportation infrastructure has seen significant alterations over the last ten years. The use of taxis has grown in importance among the many modes of transportation in India's urban and metropolitan areas. With the aid of technology, the organized automobile rental market is constantly expanding. The pricing strategy of cab operators has been positively influencing customers to book a cab instead of traditional modes of transportation like autos and local buses etc. In the modern era, customers use mobile apps to book a cab at any time and from one location in urban areas. Like most industries, the car rental industries have undergone significant transformation with internet technology. Customers can reserve cabs at reasonable prices. Pricing as a result of intense rivalry between the early cab drivers. Call taxis are a service available in several Indian cities. They are treated as tourist vehicles for hire in some cities while operating under a conventional taxi authorization in others. They frequently provide services throughout the entire day. The Water Vehicles Act does not formally recognize call taxi services. They are suggested because they are thought to be more dependable, convenient, and safe than regular taxis or auto rickshaws. In Mumbai, regular taxi cabs can be reserved over the phone or online. A call taxi is a specific kind of hired car with a driver that a single person or a small group of people uses for pricing as a result of intense rivalry between the early cab drivers. The services in a private journey are call taxis. In marketing concepts, the word "customer satisfaction" is frequently employed.

STATEMENT OF THE PROBLEM

There are several call taxis in Coimbatore, but they are up against stiff competition in the modern market. Customers can choose any taxi service today, but the most essential thing is that they like the service that is provided. Customers' expectations and levels of satisfaction should be given more thought in order to retain a brand. Therefore, it is now necessary to determine the degree of consumer satisfaction with taxis and to understand why individuals favour them.

SCOPE OF THE STUDY

This study is useful in determining the variables influencing client satisfaction with the city of Coimbatore's taxi services. It focuses on the resonance's perception of cab services. Research is also useful in determining how satisfied various members of Indian society, particularly those in Coimbatore city, are with taxi services.



OBJECTIVES OF STUDY

- To analyses the customer satisfaction towards cabs in Coimbatore city.
- To study the factors which influence people to use cabs in Coimbatore City.
- To ascertain the customer view towards the driver behavior.
- To know the problem faced by customers while using cabs in Coimbatore city.

LIMITATION OF STUDY

- This study is carried out only in Coimbatore City.
- Findings of the study are purely depending on the responses provided by the respondents.
- The sample size taken for the study is limited only to 150 respondents.

DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can; be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.

- Percentage analysis.

PERCENTAGE ANALYSIS

The primary purpose of the percentage analysis is to identify the proportion of respondents in the sample that fall into each category. Additionally, it serves as a benchmark for comparisons. The distribution of respondents' responses reveals the number of frequencies in different classes, which aids in providing a general understanding of the study's aims. Percentage values are produced to allow for complete findings interpretation.

ITERPRRETATION

The table shows that out of 120 respondents, 55% of the respondents are aware of Ola cabs, 15%of the respondents are aware of Uber cabs taxi, 21% of the respondents are using Red taxi, and 9% of the respondents are using Fast track.

S.NO	BOOKING THROUGH	NO.OF. RESPONDENTS	PERCENTAGE
1	Customer Care	18	15
2	Taxi company Website	12	10
3	Taxi app	82	67
4	Others	10	8
	Total	120	100

ITERPRRETATION

The table shows that out of 120 respondents, 45% of the respondents are average journey time are less than 1 hours, 43% of the respondent's average journey time are 1 to 2 hours, 6% of the respondent's average journey time are 2 to 3 hours, 6% of the respondents average journey time are more than 3 hours.

S.NO	Purpose of using taxi series	No. of Respondents	Percentage
1	Personal travel	62	51
2	Professional travel	17	14
3	Both	43	35
	Total	120	100

INTERPRETATION

The table shows that out of 120 respondents 54% of the respondents said Ola, 16% of the respondents said Uber, 21% of the respondents said Red, 9% of the respondents said Fast track.



S. No	Mostly prefer to ride in	No. of respondents	Percentage
1	Micro	25	20
2	Mini	33	27
3	Prime	40	33
4	Share	17	14
5	Rentals	3	3
6	Outstation	4	3
	Total	120	100

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority 55% of the respondents are aware of Ola taxi.
- Majority 45% of the Respondents average journey time are less than 1 hours.
- Majority 54% of the respondents are said Ola.

SUGGESTIONS

Respondents provided their insightful views in the survey. The list of proposed comments provided by responders is provided below.

- For the sake of discipline and safety, the service providers may use audio recording technology. may allow for heart rate monitoring or motion sensors, which wouldn't necessarily invade a passenger's privacy but would still offer security in dire circumstances.
- May Taxis can avoid charging high rates for brief rides and can prevent overcharging at peak hours.
- Cab companies should increase automobile availability in remote areas and enhance customer service.
- The driver needs to be more responsible when transporting the passengers.
- Every driver ought to respect women and take extra care around children and women. Thus, a female driver should be assigned. When travelling at night, pay more attention to security and give women special respect.
- While riding in cabs, passengers should have the opportunity to remotely turn off the engine in an emergency.
- Continually offer your services at the same price, even during strong downpours.

CONCLUSION

Overall, taxi companies do a great job of offering high-quality service to tourists. Customers who use taxis are continually changing their attitudes and anticipating many more benefits in the future. According to a poll on the taxi sector, Indian society is experiencing a slow decline in revenue. In Coimbatore, half of the passengers are willing to use cabs rather than the public transportation system, and they do not take into account the cost of cab services. Every firm always prioritises its customers. To raise revenue for this market, taxi companies must compete and adopt to supply numerous cutting-edge amenities for clients.

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