

# Service Quality and Customer Satisfaction Towards Cab Service Providers in Coimbatore

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**Abstract:-** The research study on service quality and customer satisfaction towards cab service providers in Coimbatore. A taxi or cab is the first thing that Customer look for every day to their work or other necessities. A cab or taxi is a type of vehicle for rendering travel services hire with a chauffeur from one destination to another. A customer is vital role in each and every service providers business. There are two party relationship especially when the first party (Business) always be happy and successful relationship and survive. Customer means “a person of a specified kind with whom one has to deal”. The sample size of 100 respondents was answering through structured questionnaire method in the division of north, south zone of Coimbatore city. A descriptive study of convenient sampling is adopted for the research analysis. The statistical tools like Anova, Factor analysis, Cronbach’s Alpha reliability test. The software like SPSS version 20 is used for data analysis. Ola and followed by Red Taxi cab service is one of the fast-moving cabs booking via mobile apps service and highly customer satisfaction. Ola leads a perfect balance in their excellent service and good quality cab provided followed by Red taxi for their customers in Coimbatore city.

**Keywords:-** Cab, Chauffeur, Service Quality and Customer Satisfaction.

## I. INTRODUCTION

In the modern world the arrival of cab booking facilities and cab service providers are running fast and are more valuable and it attracts more valuable customers in all part of our nation. The cab industry in India was governed by the Central Motor Vehicles (MV) Act of 1988. In India Taxicab was arrived in 1911 to a complement horse wagons. Black and yellow fiat taxis are an integral part of the Mumbai city. Olden days Mumbai was first city to operate taxi cab service in India. In Tamilnadu Chennai was the first city to the service of taxicab and it is the Capital of the state; and the fourth largest city in India. Apart from this, Coimbatore is a major industrial city and the Manchester of Detroit of south India In fact; the customers in this region are mostly preferred by cab service and Majority of the service providers willing to provide services. Coimbatore taxi provides an economical and an efficient taxi service in India. The customers are more aware about the particular cab and frequently book one another.

### A. Service Quality and Customer Satisfaction

Service quality is a measurement tool to understand customers’ needs and wants by analyzing the consumers experience and satisfaction level on the services provided by the customers. Service Quality is a combination of two

different words, “Service” and “Quality”. Service which means as a deed, performance, activities, customer satisfaction or benefits that are offered for sale or provided in connection with the sale of goods. Quality is conformance to requirements. It’s a totality of characteristics and features of a product or service that bear on its ability to satisfy stated or implied needs. Customers are vital role in each and every service providers business. There are two party relationship especially when the first party (Business) always be happy and successful relationship and survive. Customer means “a person of a specified kind with whom one has to deal.”

### B. Cab Services In India

In the early days, players like mega cabs and fast track taxi started operations with their own small fleets, with drivers as employees. Customers could book rides through smart phone, call and a cash payment was done. Each company general way is to buy a car, then train the drivers in soft skills and charge them remunerations per day. The company is always to maintain the car meanwhile the cost of fuel had to bear by the drivers. According to 2010 survey, the taxi business was marked as a historic year. Ola was active in Indian roads and entered the scene with its fleets an aggregation model. Thus, many drivers know this platform and owned a car to join this app to offer their best service to the nation. In India intricately tied the android revolution of the company growth and provides a good service. Customers could simply use their smart phones, and enter the app and book a cab service much better. Finally, a true ride sharing revolution was born.

### C. App Based Taxi Services

App is a short form of “Application” which means a software program. App refers to a program for any hardware platform used to describe a program by a mobile device, such as tablets and smartphone. Tamilnadu government is working on a full-fledged rule book for app-based aggregators on fares, safety standards and drivers’ regulations to codify the regulatory framework for ride hailing app services like Ola and Uber and other services. The Tamilnadu transport regulatory had convened a meeting of representatives of all taxi aggregators to push for installation of GPS systems and panic buttons. are various companies who provide service for cab services in Coimbatore city, but not at all companies offer the best services for their customers. The taxi or cab services offered by them are efficient to go to any destination within the time. Ola, Red taxi, Fast track, Go taxi, Uber and others like various taxi services. Coimbatore taxi or cab service is one of the travel quality service providers in the city.

## II. LITERATURE REVIEW

**Tazyn Rahman (2014)**, they stated that “a study on radio taxi service providers in Guwahati”, International Journal of advance and innovative research, volume-1, issue-1, pp 19-25. In this study 80% of the taxi market area covered by unorganized operators and this industry grew from 30 billion in the financial year 2003 to 200 billion in the financial year 2011, it has the 30 % annual growth. Indian transportation sector has emerged one of the fast-growing radio cab business. 24 hours radio cabs in our country with Delhi based mega corps setting the wheels rolling. On various cities like Mumbai, Kolkata, Bangalore, Chandigarh, Ludhiana and Amritsar, Guwahati is not under the regards. The private taxi in Guwahati is expanding their growth in the absence of state-owned service. Their main motive was every time the customer communicates them free manner as possible.

**Dr. Mona Bhalla (2018)** “An empirical study of the Indian taxi market- With a brief analysis of the emerging taxi aggregator sectors”. Shanlax International Journal of Commerce. Volume:6 issue:1 ISSN: 2320-4168. The Indian taxi market, which was predominantly dominated by the unorganized sectors, has sensed its disruption since the introduction of private players in the form of taxi affiliates and more importantly taxi aggregators. The research aims to study the phenomenal change and there by analyse the factors reinforcing the growth of taxi aggregators.

**Keder Gokhale (2021)**, Cab service quality influence on customer satisfaction- A study conducted on major cab aggregators in Bangalore. IT in industry, Vol-9, issue-2, 2021, pp-338-344. The study stated that to determine relationship between the quality of service and customer satisfaction for cab services in Bangalore city. There are six variables were identified, namely comfort safety, affordability, extent of service, chauffeur’s behavior and reliability. And six hypotheses were tested to study the effects of these variables on customer satisfaction. The research was conducted in Bangalore metropolitan area and the findings shed light on the customer inclination towards the factors which influence overall satisfaction with the cab service. Customer satisfaction is also influenced by safety concerns and the behavior of the driver. Customers felt safe to use the service because the car had seat belts, the driver had knowledge of the route and drove safety, and also handled transactions properly.

### A. Market Research

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Market research is defined as the process of evaluating the feasibility of a new products and service, through research conducted directly with potential consumers. This method allows organizations or businesses to discover their target market, collect and document opinions and make informed decisions. To conducting research is one of the best ways of

achieving customer satisfaction, and reducing customer churn or attrition and elevating business.

### B. Research Objectives

- To know the customer awareness on cab service providers in Coimbatore.
- To ascertain the level of service quality and customer satisfaction in Coimbatore.
- To find out the problems and complaints faced by the customer while using cab service.

### C. Hypothesis

Hypothesis is framed on the basis of the objectives of the study. H1: There is a significant difference between the awareness among cab service providers and the respondents. H2: There is a significant difference between cab service quality and the respondents. H3: There is a significant difference between cab customer satisfaction level and the respondents. H4: There is a significant difference between various cab related problems and the respondents.

## III. METHODOLOGY

| S. No | Particular              | Implementation  |
|-------|-------------------------|---|
| 1     | Source of data          | Primary data/ Secondary data                              |
| 2     | Period of study         | 2020-2021   |
| 3     | Sampling method         | Proportionate Stratified Random sampling                  |
| 3     | Demographical area      | Coimbatore  |
| 4     | Population/ Sample size | 100   |
| 5     | Statistical tools       | Anova, Factor analysis, Cronbach’s Alpha reliability test |

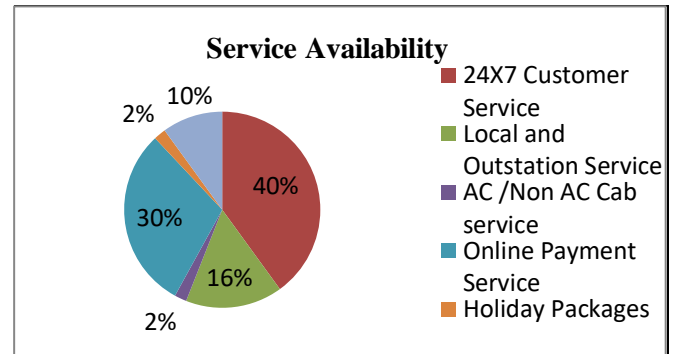
Table-1

### A. Data Analysis and Interpretation

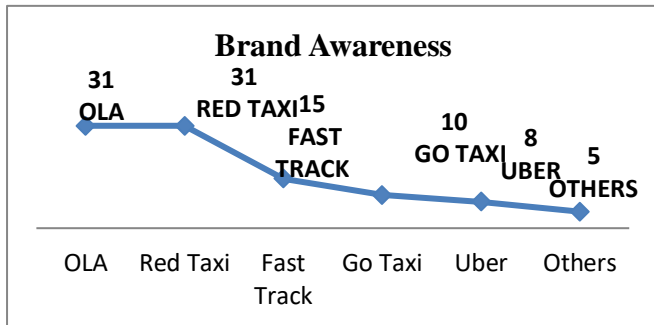
| Particulars                  | No of cab respondents |
|------------------------------|-----------------------|
| Male                         | 58                    |
| Female                       | 42                    |
| Ola                          | 31                    |
| Red taxi                     | 31                    |
| Fast track                   | 15                    |
| Go taxi                      | 10                    |
| Uber                         | 8                     |
| Others                       | 5                     |
| 24X7 Customer service        | 40                    |
| Local and Outstation service | 16                    |
| AC/Non A/C Cab service       | 2                     |
| Online Payment service       | 30                    |
| Holiday packages             | 2                     |
| Micro/Mini/ Prime services   | 10                    |
| Daily                        | 22                    |
| Weekly                       | 43                    |
| Once a month                 | 31                    |
| Occasionally                 | 4                     |

|  |    |
|--|----|
|  |    |
| Price                                      | 28 |
| Punctuality                                | 4  |
| Convenient and Comfortable                 | 21 |
| Safety and Security                        | 37 |
| Efficient to know Pickup and Drop Location | 10 |

Table-2



GRAPH: 2



GRAPH: 1

*B. Interpretation*

Majority of the Male customers were preferring the Ola and followed by Red taxi service in Coimbatore city for their late night and business travel purposes through booking via mobile app. The cab service availability on 24X7 customer service at reasonable price and the customer satisfy on safe and comfortable ride. A best service and good quality cars are available under GPS, CCTV, and panic app option in the city limits.

*C. Reliability And Scale Statistics for Problems Faced by the Cab Customers*

| PROBLEMS        | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted | Comment      |
|-----------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|--------------|
| P1              | 11.9037                    | 15.112                         | 0.650                            | 0.714                            | Accepted     |
| P2              | 11.2022                    | 19.564                         | 0.194                            | 0.849                            | Accepted     |
| P3              | 11.6024                    | 15.868                         | 0.586                            | 0.736                            | Accepted     |
| P4              | 11.4016                    | 14.260                         | 0.655                            | 0.710                            | Accepted     |
| P5              | 11.5020                    | 13.666                         | 0.757                            | 0.672                            | Questionable |
| Mean<br>14.4030 | Variance<br>23.265         | Std.Deviation<br>4.82342       | No:of items<br>5                 |                                  |              |
| COMPLAINTS      |                            |                                |                                  |                                  |              |
| C1              | 11.9077                    | 18.500                         | 0.507                            | 0.868                            | Accepted     |
| C2              | 12.2076                    | 17.151                         | 0.815                            | 0.790                            | Accepted     |
| C3              | 12.0081                    | 18.408                         | 0.588                            | 0.844                            | Accepted     |
| C4              | 11.9077                    | 16.087                         | 0.762                            | 0.798                            | Accepted     |
| C5              | 12.0068                    | 17.395                         | 0.700                            | 0.816                            | Accepted     |
| Mean<br>14.4030 | Variance<br>23.265         | Std.Deviation<br>4.82342       | No:of items<br>5                 |                                  |              |

Table- 3

*D. Interpretation*

It is concluded that, Cronbach’s alpha value of women safety is (0.849) accepted which is more than 0.8. Hence the reliability of the question is proved. Cronbach’s alpha value of comfort of vehicle is (0.672) which is near the value of 0.7. Hence the reliability of the question is proved i.e., the questionnaire is reliable for the purpose of data collection.

It is concluded that, Cronbach’s alpha value of Non availability of cab during rain (0.868) accepted which is more than 0.8. Hence the reliability of the question is proved. Cronbach’s alpha value of Surge pricing is (0.790) which is more than the value of 0.7. Hence the reliability of the question is proved i.e., the questionnaire is reliable for the purpose of data collection.

#### IV. CONCLUSION

In cab industry, the highest level targeted to keep the level of high service quality. The higher will be the service level; greater will be the customer satisfaction as well as profit. A loyal customer is the heartbeat of every business and the first priority of every cab industry is the customer satisfaction. Customer's good happiness will be created higher the brand value and more profitability. Ola and followed by Red Taxi cab service is one of the fast-moving cabs booking via mobile apps service and highly customer satisfaction. Ola leads a perfect balance in their excellent service and good quality cab provided followed by Red taxi for their customers in Coimbatore.

#### SUGGESTIONS

- Cab service providers always placing their logo or wrapping their fleet cab vehicles is a great way to reach out to more customers. Fleet branding is an effective and common method to boost cab business.
- The cab company take further steps or make necessary arrangement to their customers query and complaints as soon as possible.
- The chauffeur should submit a medical certificate for their physical and mental fitness. A cab chauffeurs' providing a working hours of 8 hours per day and 48 hours in a week.
- Many hotels and restaurants, business hubs and malls are glad to have exclusive partnership with ride hailing companies for quick and reliable services for their customer and employees.

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