



## **A STUDY ON CUSTOMER SATISFACTION TOWARDS UBER CAB SERVICES IN COIMBATORE CITY**

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### **ABSTRACT**

*Every other day in India, there is a new startup offering efficient cab services to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible Cab Revolution??? In this paper an attempt has been made to study the customer satisfaction level of the people who are using UBER cabs in Coimbatore city. In the paper it shows the convenience and Service quality in Uber cabs. This articles seeks to understand the dynamics of market pricing, service quality, and various factors, etc. For the purpose of the study, a convenient sampling survey was conducted among 120 respondents in Coimbatore city with the help of e-questionnaire. The tools used for this study are simple percentage analysis, Likert scale analysis, and Rank analysis.*

**KEYWORDS:** *Service quality, UBER, Cab Services, Simple percentage analysis, Likert scale analysis, Rank analysis.*

### **INTRODUCTION**

The Indian cab marketing is forecast to grow at a GAGR of 76% during 2017-2021. The organized sector in the recently emerged segment in the market scenario. In the past decade the transportation facilities in urban areas have undergone tremendous changes of transportation the cabs have become important among various modes mode of transportation in metropolitan and urban cities in India.

The growth of organized cab rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at any time and from any place in urban areas. The pricing strategy of cab operators had been positively influencing customers to book a cab instead of traditional mode of transportation like autos and local buses etc. Like most of the industries the cab industry

had underwent lots of transformation with internet technology. The consumers are able to access book cabs at competitive prices because of tough competition among the organized cab operators. In this regard the present paper briefs about the behavior of consumers while booking cabs. The variables like coupon redemption, innovativeness and price consciousness.

### **STATEMENT OF THE PROBLEM**

Coimbatore has a lot of UBER call cabs which are facing tough competition in today's world. The competition among all the cabs have also improved and lost in the best services to their expecting Customer. The study is to put light on the need of the public for cabs and valuable services provided by all cabs. This also help to know about the psychology of the people in preferring a Particular cab services. The study is to



know people prefer UBER call taxis, than other modes of the transport and impact made by the cab services on the public.

### OBJECTIVES OF THE STUDY

- To study the factors influencing the choice of UBER cab services.
- To analysis the level of satisfaction of the customers towards UBER cab services.
- To know the problems faced by the customers while using the UBER cab services.

### RESEARCH METHODOLOGY

#### SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filled by the respondents. The e-questionnaire comprises of close ended.
- The secondary data was collected from various possible records like books, magazines, periodicals and websites.

#### RESAERCH DESIGN

- **Sampling technique**  
The sampling technique used in this study was convenient sampling.
- **Sample size**  
The study was conducted with a sample size of 120 respondents.
- **Area of study**  
The study was undertaken in Coimbatore city.

#### TOOLS FOR ANALYSIS

- Simple percentage method
- Likert scale analysis
- Rank analysis

#### LIMITATIONS

- The study is limited to 120 respondents.
- The study was focused only in the Coimbatore city

- Finding of the study purely depend upon the responses given by the respondents.

### REVIEW OF LITERATURE

**Ashish avinash khade(2018)** – Thus, 1992 define relationship marketing as-an integrated effort to identify, maintain and build up to Network with the individual customers and to intensity and continuously strengthen the Network in mutual benefit of both side through interactive and individually and value added contracts over a long period of time. Customer so that company better utilize its resources on those customer it can maintain it serve better and create mutual value.

**S. M. Yamuna, (2019)** –In the current Scenario he best and the way to travel to the bus stand, Railways stations and the airports and to the other places and the by call taxi. There is the as Coimbatore in the 40 and 50 call taxi and the other places and maintain available and maintain the subsrbs and the mostly 4 hours within the day. And the people and maintain the confident way to travel and influencing and the choice maintain the problem faced by people satisfaction and the taxi and the problem and people using call taxi services.

**Rukhsana Rasheed (2006)** – Satisfaction is an individual perception either they are satisfy or dissatisfy based and the expectation towards and the product and the maintain service performance. In line with the perception and customer satisfaction and the reflect of from the disconfirmation theory of customer expectation and the maintain the positive disconfirmation and the negative satisfaction leads to dissatisfaction.

### DATA ANALYSIS AND INTERPRETATION

The chapter deals with analysis and interpretation of the study “A Study on customer satisfaction towards Uber cab services in Coimbatore City”. Based on the data collected, the collected data have been analyzed using the following statistical tools.

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Analysis



**TABLE 1 - TABLE SHOWING RESPONDENTS AWARENESS OF CAB/TAXI SERVICES**

Kinds of cab	No. of Respondents	Percentage %
Red taxi	16	13.3
Ola cab	40	33.3
Uber cab	53	44.2
Fast track taxi	11	9.2
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data

**Interpretation**

The table reveals that 44.2% of the respondents are aware about the Uber cabs, 33.3% of the respondents are aware about ola cab, 13.3% of the respondents are aware about the red taxi and 9.2% of

the respondents are aware about the fast track taxi.

- Majority 44.2% of the respondents have aware about the Uber cab services.

**TABLE 2 - TABLE SHOWING THE RESPONDENTS WITH SATISFACTION LEVEL OF UBER CAB SERVICES**

Factors	No. of respondents	Likert's scale	Total score (fx)
Highly satisfied	10	5	50
Satisfied	60	4	240
Neutral	35	3	105
Dissatisfied	15	2	30
Highly dissatisfied	0	1	0
<b>Total</b>	<b>120</b>	<b>15</b>	<b>425</b>

Source: Primary Data

$$\begin{aligned} \text{Likert scale} &= \sum(\text{fx}) / \text{Total number respondents} \\ &= 425/120 \\ &= 3.6 \end{aligned}$$

**Interpretation:**

Likert's scale value is 3.6 is more than mid value (3). Hence the majority of the respondents are satisfied in using their cab service provided by uber cabs.



## RANK ANALYSIS

**TABLE – 3 SHOWING RESPONDENTS WITH RESPECT TO THEIR OPINION ABOUT THE UBER CAB SERVICES**

Factors	R1	R2	R3	R4	R5	Total	Final Rank
Fast pickup /drop	52(5)	35(4)	28(3)	5(2)	0(1)	494	2
Comfort	50(5)	45(4)	15(3)	10(2)	0(1)	495	1
Convenience of booking	55(5)	10(4)	25(3)	18(2)	12(1)	438	4
Diver interaction	35(5)	47(4)	10(3)	5(2)	23(1)	426	5
Reasonable fare	27(5)	53(4)	25(3)	10(2)	5(1)	447	3

Source: Primary Data

### Interpretation

The above table shows that, comfort is ranked first (1), fast pickup and drop is ranked second (2), Reasonable fare is ranked third (3), convenience of booking is ranked fourth (4), driver interaction is ranked fifth(5).

### Inference:

The Comfort of travel have been ranked 1<sup>st</sup> by the respondents and their opinion while travelling.

## FINDINGS

### SIMPLE PERCENTAGE ANALYSIS

- 77% of the respondents are in the age group of 20 -35 years.
- 55% of the respondents are male.
- 73% of the respondents are unmarried.
- 78 % of the respondents educational qualification is graduate level.
- 44% of the respondents are student.
- 32% of the respondents earn less than Rs.10000.
- 44% of the respondents have aware about the Uber cab services.
- 46% of the respondents are booking over the mobiles.
- 41% of the respondents are travel on the cab during the occasions.
- 35% of the respondents are using for the purpose of doorstep pickup and drop.
- 37.5% of the respondents think of comfortable travel.

- 31% of the respondents are using the reason for comfort travelling.
- 37% of the respondents are getting offers in sometimes while travelling.
- 31% of the respondents are using frequently for comfortable travelling. 34.5% of the respondents are pay through all the above methods.
- 42.4% of the respondents prefer uber cab arrive on time for pickup and drop.
- 53.3% of the respondents are not facing the major problems while travelling on the uber cabs.
- 59.2% of the respondents are spending amount Rs. 200 -400 for uber cab services.
- 40.7% of the respondents are prefer for easy availability services.

### LIKERT SCALE ANALYSIS

- Likert's scale value is 3.6 is more than mid value (3). Hence the majority of the respondents are satisfied in using their cab service provided by uber cabs.

### RANK ANALYSIS

- It is observed that the **Comfort** is ranked first.

### SUGGESTIONS

There are a few suggestions made to improve the service quality of Uber Cab service.

- The offers and discounting on fare should



be improved in services provided by Uber Cabs.

- Advertisement through various media's can be made to make the customer to recall the uber cab services. The suggestion is made from this study is that, the interaction of cab driver.
- attitude and way of treat the customers and behaviour should be reverence.
- To improve some technology in the application for customer convenience of booking Uber Cabs.
- To provide better deals for customers and offer/ discount while travelling in the cab.
- To make the proper guidance in online transactions.
- Cleanliness should be maintained in the cab services.
- Respondents feels that the price of Uber cabs is too high. They anticipate a reduction in price, which can be affordable in the common class people.
- They feels that the speed level in the cab should be increased.
- The above factors can be helps in frame a new image and make a attention among the customers for its services.
- The innovative customers are interested to adopt for new technology like use apps for booking cabs and other services.

## CONCLUSION

Now- a- days cab is the best way to transport, while comparing to another mode of transport, cab services is the best and safest mode of transport. There is stringent competition in the organized cab services industry need to motivate customers through the services. There is many cab services provided the services towards the customers and their satisfactions. The brand image also plays a vital role in customer retention apart from offering the services. Currently Uber is a major player in the organized cab sector in India. In spite of that there is some negative responses were come from the respondents about the Uber Cab services like speed level of pickup, quality of services, provide discount and offers on fare, accessibility. Thus, the recommends helps to frame image and survive among the customers for its services. The report also concluded that Uber is Best cab services with high customer satisfaction, economy, safety and recommend to friends and family across India.

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