A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE CAB BOOKING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

In the present situation, travel and transportation is becoming very popular amongst millions of travelers around the world. It is also one of the biggest demands of many people since it is compulsory for them to travel around the world. We need to travel from one place to another place in our daily life due to many factors. For making travels, you need to hire cab. Are you looking for the best step to have cab booking strategy? If yes, then you have arrived here at the right online portal where you could get the best cab services online.

INTRODUCTION

In the past decade the transportation facilities in urban areas have undergone tremendous changes. Among various modes of transportation the cabs have become important mode of transportation metropolitan cities and urban cities in India. The growth of organized car 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 one place in urban areas, the pricing strategy of cab operators had been positively influencing customers book a cab instead of traditional mode of transportation like autos and local buses etc., like most of the industries the car rental industries had underwent lot of transformation with internet technology. The customers are able to access book cabs at competitive prices because of tough competition among the original cab operators.

Call taxis are the services in India in several cities in India. In some cities, they operate under a regular taxi permit, while in some cities; they are treated as tourist vehicle for hire. They often offer services at all times of the day. Call taxi services are not officially recognized by the water vehicles act. They are proffered as they are considered as safer as, more convenient than ordinary taxis or auto rickshaws and reliable. In Mumbai, ordinary taxi cabs can be booked over the internet or with a phone.

A call taxi is a type of vehicle for hire with a driver, used by a single passenger or small group of passenger for a non-shared ride. A call taxi conveys passenger's location by the services provider, not by the passenger, although demand and share taxis provide a hybrid taxi mode.

Ola in particular, has been grown explosively over the past years. Aimed at solving the intra city commuting problems of, customers, these radio cab services have perfectly capitalized

on the growing engagement with the smart phones and the need for convent to commute to different destinations at different times of the day, by offering car rides at prices lower than the fairer charges charged by auto rickshaws. Earlier cabs were mostly used for airports rides that as changes now because of the unrivalled ease of access offered by mobile apps.

All the large companies including Ola and Uber get a majority of their business form mobile based apps. Establishing a number one position in the taxi market and maintaining it indicates that Ola has service to offer to the market which are better than the other services provides form the same segment. The customer satisfaction is the term often used in marketing concept. It is a measure of how products and services supplied by a company meets or exceed customer expectation. Thus, expectation of the customers is the key factor behind the level of satisfaction.

STATEMENT OF THE PROBLEM

Coimbatore has the lot of call taxis which are facing tough competition in our today's world. Nowadays, the customers can prefer any call taxi but the important thing is that they want to like the service rendered by them. In order to maintain its brand, expectation and the level of satisfaction of its customers should be considered more. So the necessity has arises the identify the level of customers satisfaction towards Ola cabs and to know about the psychology of the people in preferring the Ola cabs.

SCOPE OF STUDY

This study is helpful in knowing the factors responsible are gaining customer satisfaction towards cabs services in Coimbatore city. It focuses on the opinion of the resonance regarding cab services. Research is also helpful in understanding the customer satisfaction of the different people in Indian society especially Coimbatore city towards cabs services.

OBJECTIVE 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.

STATISTICAL TOOL USED

✓ Simple percentage analysis
✓ Liker scale analysis

LIMITATION OF STUDY

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

REVIEW OF LITERATURE

Mr. MAI NGOC KHUONG and **NGO QUANG DAI**, **(2016)** entitled in "The Factors affecting customer satisfaction and customer loyalty. A study of local taxi companies in Ho Chi Minh city, Vietnam. They have followed on; one of their key challenges they face is how to manage service quality, which is provided for satisfaction customers, retaining them and creating loyalty among customers. The satisfy the basic mobility need of the individual, the demand for transport services come into play. The business of transportation is developed with severe competitions, fluctuations, and new challenges. Nowadays, consumer becomes wiser and they require not only high quality but also better, more professional in service. The local companies are facing with the new companies which are Uber, Grab and Easy.

Mr.DIPESH BHAWANANI, DIMPLE BOHRA (2015), entitled in "Big Data Analytics on cab company's customer dataset using Hive and Tableau", The company has focused on analysing the dataset of the customer which help in analyse their frequent customers, The company has understand and provided the offers to them and they also analysed travel and package used by the customers. Cab companies will be able to manage its vendors and about Customer cancellations. Their goal is to reduce their cost. The company could make necessary arrangement of particular cab like small cabs, luxury cabs, buses etc.

Dr.ASHOKKUMAR PANIGRAHI AMAR SINGH RATHORE, (2018) entitled in "Success story of a start up a case study of OLA cabs. They have focused on start-up has failed because the founders get boxed, discouraged or something else. Ola has seen a tremendous growth in taxi market. It is the largest cab in the country. As the competition in the Radio Taxi market is increasing at a very faster rate where several brands are providing cabs to the customer as per the

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requirements, this paper is designed to study the success story of Ola cabs which has the greater market share and provides services in an efficient manner along with customer satisfaction. Ola picked Facebook over advanced media implies in light of the fact that it has biggest client base crosswise over India. Today it is the largest, cab service provider in the country.

Mr.SAI ALYAN KUNAR SARVEPALLI, Dr. N.R. MOHAN PRAKASH (2016)

entitled in "Cab aggregation industry in Indian an overview, current scenario, issues and possible for consolidation. They focused on there are usually referred to as taxi aggregates, cab aggregators or car aggregators and management research termininology. The arrival of Uber and Ola service become very popular in all major cities. The taxi aggregation industry in India how the aggregation innovatively provided the solution innovatively using technology.

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
- Likert scale analysis

PERCENTAGE ANALYSIS:

The percentage analysis is mainly used to specify the number of respondents in the sample falling in each category. Further, it is also used as a standard for comparison purpose. A number of respondents distribution shows the number of frequencies in various classes, which helps to get preliminary idea with respect to objectives under study. To interpret the results comprehensively percentage value are computed.
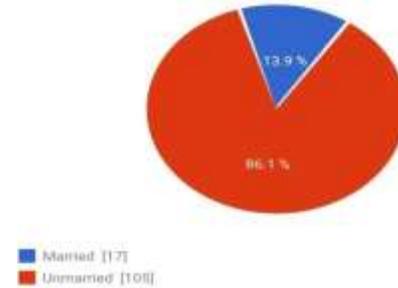
FORMULA
PERCENTAGE =
Number of respondents

_____ * 100

Total number of respondents

TABLE NO: 1
GENDER OF THE RESPONDENTS

| SI.NO	Gender	NO. OF. RESPONDENT	PERCENTAGE
1	MALE	50	41%
2	FEMALE	72	59%
	TOTAL	120	100

Married [17]
Unmarried [105]

ITERPRRETATION

The above table shows that Gender of the respondents. Out of total 120 respondents, 41% of the respondents are male and 59% of the respondents are female.

Table 2:

S. No	Factors	No.of Respondent	Percentage
1	Married	15	14
2	Unmarried	105	86
	Total	120	100

Female [72]
Male [50]
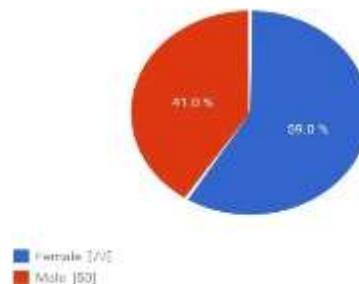
ITERPRRETATION

The above table 4.1.3 indicate that marital Status of the Respondents. Out total 120 respondents 14% of the respondents are married and 86% of the respondents are unmarried.

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement, ordered in hierarchical from strongly negative to strongly positive. Used mainly in behavioural science, in likert's method a person's attitude is measured by combining (additional or averaging) their responses all items

FORMULA:
Likert scale =
∑ (FX)/Total number of respondents
F   = Number of Respondents
X   = Likert Scale Value
(FX)   = Total Scale

Table 4:
TABLE SHOWS THE TIMELY ARRIVAL OF THE CAB

S. No	Factors	No. of Respodents	Likert scale	Total
1	Strongly agree	16	5	80
2	Agree	64	4	256
3	Neutral	39	3	117
4	Disagree	3	2	6
5	Strongly disagree	0	1	0
	Total	120		459

Likert Value= fx/no. of respondents
            = 459/120
            = 3.76

INTERPRETATION

Likert scale value is 3.76 is greater than the mid value (3) so the respondents agree that cab arrive in time.

FINDINGS, SUGGESTIONS AND CONCLUSION
Finding

➢ Majority 59% of the respondents are female.
➢ Majority 86% of the respondents are between 18-25 Years.
➢ Majority 86% of the respondents are unmarried.
➢ Majority 64% of the respondents' are in nuclear family.
➢ Majority 38% of the respondents are professional.

➢ Majority 72% of the respondents are under graduates.
➢ Majority 55% of the respondents' are earning an annual income less than Rs.100, 000.
➢ Majority 55% of the respondents are aware of Ola cabs.
➢ Majority 67% of the respondents is booking through taxi app.
➢ Majority 71% of the respondents travel occasionally.
➢ Majority 45% of the respondent's average journey time is less than 1 hour.
➢ Majority 51% of the respondents using taxi for personal travel.
➢ Majority 43% of the respondents are using taxi for convenience.
➢ Majority 60% of the respondents prefer A/C taxi.
➢ Majority 78% of the respondents are influenced price for choosing transport.
➢ Majority 72%of the respondents receivethe money back after cancellation.
➢ Majority 54% of the respondents prefer Ola.
➢ Majority 33% of the respondents prefer to travel in Prime.
➢ Majority 62% of respondents are not aware of feedback line.

SUGGESTIONS

Respondents have suggested their valuable comments in questionnaire. The following are the list of suggested comments by respondents

▪ The service providers can have audio recording service to ensure safety and discipline. May accommodate motion sensors or heart rate monitors may not breach passenger's privacy but provide security in extreme conditions.
▪ May cabs can avoid high prices for short rides and Avoid Peak time over charge.
▪ Cab providers to improve availability of cars in rural areas and improve customer services.
▪ Need to improve taxi availability at 24/7 duration and transparent fare system when compared to various other providers.

- Driver should be more responsible in taking the passengers to destinations.
- Every driver should respect women and also need special care for women and kids. So, lady driver should be allotted. Concentrate more on security and special consideration should be taken for women during night travel.
- Passengers should have option to cease engine remotely in case of emergency while travelling in cabs.
- Provide your services continuously even during heavy rains and at same available pricing.

CONCLUSION

On the whole, Cab providers are excellently providing quality service to travellers. Customers using cabs attitude are changing consistently and expecting many more add-on benefits in future. As per survey on Taxi industry revenues are gradually declining in Indian Society. In Coimbatore half of the passengers are ready to access cabs than using public transport mode and they are not considering the cost charged by cab services. Customers are always king in every business. So, cab providers have to run in the race and adopt to offer many innovative facilities for customers to increase revenue for this industry.

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