**FACTORS CONSIDERED WHEN SELECTING A TAXI SERVICE IN COLOMBO, SRI LANKA**

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# **Title Page**

# **DECLARATION**

# **ABSTRACT**

The purpose of this study is to examine the factors that passengers consider when selecting a taxi service in Sri Lanka. The study also examines how the considered factors can be used to achieve customer satisfaction in taxi services.

The survey was performed within the city of Colombo in Sri Lanka. The sample of the survey included 299 Pick me users in Colombo. Primary data were collected based on a simple random sampling method using a self-administered online questionnaire and secondary data were collected based on other related literature. The research questionnaire was designed based on the previous literature related to SERVQUAL model to understand the customer satisfaction in different aspects.

Findings of the study reveals that quality and convenience, customization and reliability are the factors that passengers consider when selecting a taxi service. Through the study it was sufficiently proved that these factors have a positive relationship with customer satisfaction. Further, the findings of this study provide useful implications to managers of taxi services to improve the quality of their taxi service based on these factors.

The constraints of the study were identified since the research is limited to only Pick me users in Colombo area, which hinders the potential to grab an overall view of the study. Therefore, future researches can be conducted in other areas while obtaining the responses from other available taxi services in Sri Lanka.

Further, studies can also be carried out to investigate the relationship between related variables such as customer behavior, customer loyalty towards taxi service industry in Sri Lanka.

**Key words** – Taxi Industry Quality and Convenience, Customization, Reliability, Customer Satisfaction

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# **INTRODUCTION**

## **Background of the Study**

The initiation of traveler transport by three wheelers that are currently working in Sri Lanka goes back to the history until last piece of 1978. After the open monetary economy policy adopted by the government of Sri Lanka during that period, many changes have occurred in almost all the divisions, including work, merchandise and enterprises. The administration which is involved in procuring three wheelers can also be named as one such division. Morris Minor was the vehicle that had turned out to be the most frequent as an employing auto around back then. The taxi benefit was worked by sole proprietors and companies that owned vehicles through recruiting drivers.

Three wheelers were familiarized among the population since it is found to be a littler vehicle which satisfies the transportation needs of the people for a less charge than transporting through high comfortable vehicles. This familiarization demonstrated that three wheelers could be purchased at a less cost than an auto vehicle due to several reasons.

In the recent years, the number of organized taxi services have increased as a result of the stringent competition among various taxi operators such as Kangaroo cabs, Nano cabs, Budget taxi, Fair taxi, Pick me and Uber etc. In this regard, it is important to understand the behavior of customers during the past decade since the facilities of transportation have undergone tremendous changes in urban areas. Out of all the available modes of transportation, the three wheelers and cabs have become the most popular and frequently used mode of transportation in metropolitan and urban cities in Sri Lanka.

As a result of the development in technology, the taxi service industry is currently growing at a rapid pace. In the present era, the customers have the facility to book a cab or three wheeler using mobile applications at any time given the location of the passenger. The pricing strategies of the taxi operators have influenced the demand of the customers in making a choice over a traditional mode of transportation such as auto vehicles, public and private buses etc. Similar to most of the industries, the taxi service industry also has undergone many transformations in internet technology.

The intense competition among the taxi operators have led the customers to book taxies at competitive prices which is affordable. In this regard, the present study briefs about the behavior of customers when booking cabs. The variables such as coupon redemptions, innovativeness and price consciousness can be considered as important factors in formulating business strategies. This study provides ideas and factors for marketing managers and academicians in taxi services industry to gain insights of consumer behavior towards cab services.

## **Problem Statement**

The purpose of this research is to examine the factors that influence the customers when choosing a taxi service in Colombo, Sri Lanka and how these factors can be used to achieve customer satisfaction.

Relatively few studies have focused on the factors that influence the customer satisfaction in taxi services like Uber and other relevant local taxi services in countries such as India, Indonesia, and Vietnam etc.

In the recent years, wide range of taxi providers have identified the importance of customer satisfaction towards the sustainable survival of the companies. According to ( Khuong & Dai, 2016) one of the main challenges in achieving customer satisfaction is through effective management of service quality. Therefore, it is important to focus on the factors that satisfy the customers in terms of service quality.

Even though previous studies have been done to examine the factors influencing the customer satisfaction in taxi services in different countries, sufficient studies have not been conducted in the Sri Lankan context using the SERVQUAL model for the same. Therefore this study fulfills this gap by investigating the factors influencing the customers when selecting a taxi service in Sri Lankan context by relating the SERVQUAL model (Parasuraman et al., 1988) to it and presenting how these factors can be used to achieve customer satisfaction.

## **Research Questions**

The following research questions can be developed based on the research problem done in the previous section

1. What are the factors considered by customers when selecting a taxi service in Colombo, Sri Lanka?
2. How these factors can be used to achieve customer satisfaction?

## **Research Objectives**

The objectives which are expected to materialize by conducting this research are as follows

* To identify the factors considered by customers when selecting taxi services in Colombo, Sri Lanka.
* To identify how these factors can be used to achieve customer satisfaction

## **Significance of the Research**

The scope of this research is to study the factors influencing the customers when selecting taxi services in the context of Sri Lanka. The study is based on the Pick me users in the area of Colombo which is considered as the busiest commercial city in Sri Lanka.

Even though the taxi services are extensively used by the population of Sri Lanka, studies have not been conducted to investigate the factors that customers consider when selecting a taxi service and how these factors can be used to achieve customer satisfaction.

Therefore, this study will identify the factors influencing the customers when selecting taxi services and how these factors can be used to achieve customer satisfaction in the Sri Lankan context by providing a significant theoretical contribution itself.

In present, customers are more knowledgeable, thus they expect a better professional service other than the high quality. Therefore, it is important to provide a superior service to achieve customer satisfaction. According to ( Khuong & Dai, 2016) one of the key drivers to prosper in the taxi industry is customer satisfaction. The happier the customers can be through the service provided, the greater the yield that the company can gain.

Thus, this study provides managerial implications for the marketing managers of taxi industry to better identify the factors that drives customer satisfaction and improve them further for the sustainable survival of the company.

# **LITERATURE REVIEW**

## **Chapter Overview**

This chapter focuses on the literature review conducted by the researchers. It includes a review of the various studies that have been conducted by other researchers on taxi services in global and Sri Lankan context, passenger satisfaction, and SERVQUAL model which are outlined in this chapter under subtopics.

## **Taxi Service**

During the past 10 years, the facilities of transportation in urban areas have encountered vast changes. Taxis can be identified as the private and customized vehicles which are used by passengers to transport from one destination to another. Thereby the taxis are considered as a key mode of transportation in urban areas of countries. According to (Kumar & Namavaram, 2016) passengers of the modern era prefers taxis in facilitating their transportation requirements due to many reasons such as on time availability and high flexibility in changing routes .

According to (Gwilliam, 2005) demand of taxis vary from one country to another based on the time of the day. Peak demand for taxis can be noticed during evenings, late nights or public holidays when public transportation is limited.

The demand for taxi services have been emerged in the modern world due to the verified security of taxi service passengers acquired through global positioning system (GPS) (Hanif & Sagar) . In addition, passengers select taxi service over other mode of transportation since they there have the option to travel to any place at any time of the day despite the gender barriers

As a result of the rapid development of technology, the modern customers have the facility to book a cab or three wheeler using mobile applications at any time given the location of the passenger (Chen, 2014).

Moreover, the taxi industry around the world has grown similarly along with global taxi services such as Uber. (Harding, 2016) explains that three wheelers are mostly used in transportation that take place in urban areas before the popularity for cabs and cars. Anyway due to well-planned and systemized aspects of taxi services, there is high growth encountered globally around many countries.

According to (Aarhaug, 2016) most of the tourists in Qatar use taxis for their outings to fulfill their entertainment and retail needs. Also (Dachyar & Rusydina, 2015) states in their research that Taxi has been raised very fast in tourist desirability areas in Indonesia. In countries like Singapore, Hong Kong, Hangzhou quality of taxi services is a key area to focus due to intensive competition among taxi service providers (Zhi & Xiao, 2011) proving above has mentioned that in those countries, taxi service providers compete in the market in areas of safety, cleanliness and comfort, knowledge of routes, fare meters and convenient booking methods to provide a superior serviced to their customers.

As explained by (Lin, 2014) in urban and municipal cities across the world, taxis have been identified as a nuisance as they cause heavy traffic jams and expressively contaminated the air resulting in environmental pollution. Therefore, most of the countries have focused on controlling the quantity of taxis imported, have taken actions to control the prices within taxi services and have limited issuing licenses and tenders (Gwilliam, 2005)

In addition, (Gwilliam, 2005) states that the taxi service industry is covered by many regulations such as vehicles safety and emission control and vehicle cleanliness, driver’s eccentric and route knowledge, safe driving skills. (Dempsey, Shapiro, & Benjamin, 1987) predict in his research that the burden will be passed on to the passengers if the taxi service continuously gets bounded by rigorously rules and regulation.

However, in business cities the traffic is mainly created by the idling taxi drivers moving around in the city looking a passenger and by Passengers who can stand on the road waiting for a taxi (da Silva & Balassiano, 2011). Researchers proposes that it is imperative to use map or app to find both passenger and idling taxi drivers, which will empty taxi location and eliminate the traffic jam and the pollution created.

## **Taxi Service in Sri Lanka**

High Proportion of Sri Lankan transportation system is dominated by the taxi service providers. In the Sri Lankan context taxis have been evolved since 1980s and presently, the industry comprises more than 300, 000 three-wheelers and cabs (Kumarage, Bandara, & Munasinghe, 2010) have described that vehicles are becoming a popular mode of transportation due to their availability, provision of door to door service, ease in contacting and perception of being “affordable”

However, taxis in Sri Lanka are mostly individually operated with most owned by the operator and others hired on a monthly or daily basis. Inability of school leavers to find a job, the attraction of a self-employed job, status of driving a vehicle and relatively easy work are the major attractions that foster entry to the industry (Dharmartne & Ameratunga, 2004). Even though the industry is attractive the incomes are comparatively low compared to other jobs these young individuals can engage in.

Barriers exist to enter the market from unionized parking places and drivers but no formal barriers can be identified in the Sri Lankan context. The fact that this industry being highly un-regulated has led to the entry of large number of individual operators in the market.

On other hand, (Akalanka et.al, 2016) claims that the public have a negative perception on this industry due to the traffic congestions created, sound and air pollution involved, price irregularities and mostly due to the associated illegal activities conducted by the taxi drivers. However, according to the Daily Mirror (2016) article author explained that these perceptions were addressed by Uber and Pick me by introducing mobile apps which assured more security and regularity in fares.

“Uber” Company has launched mobile app and website for passenger to book a taxi without facing any doubts. The company has mainly focused on professional travelers who use taxi service for significant meeting, appointment, visit to airports and stations. Also “Pick Me” Company has launched mobile app for Sri Lankan people to find their taxis easily. “Pick Me” has already stretched more than 800,000 local users and 30,000 taxi vehicles, and they have been setup 70 per cent three wheels in their operation.

## **Passenger Satisfaction Related to Taxi Service**

As in other industries the survival of a taxi service provider significantly depends on the extent to which they address their customer requirements. Therefore, customer centric perspective is adopted by most of the taxi drivers to retain their customers loyal whilst achieving a competitive advantage. Accordingly, as earlier literature indicates, taxi drivers and companies should pay attention on improving quality of service and charging fare prices from passengers for their rides (Gustafsson, Johnson, & Roos, 2005).

By improving the quality of the service customer satisfaction can be achieved. Therefore, it is critical to focus on improving the service quality of the taxi services. (Horsu & Yeboah, 2015)did a study that focused on the impact of service quality and customer satisfaction in the minicab taxi services in Ghana and found out that service quality variables especially reliability, influenced the customer satisfaction. Through a similar study conducted by (Techarattanased, 2015)it was revealed that the service quality of Metered taxi services in Bangkok, Thailand was significantly affected by responsiveness aspect of service quality.

In addition, research conducted by (Dachyar & Rusydina, 2015) to identify the link between customer satisfaction and service quality in Jakarta’s taxi industry in Indonesia found that customer satisfaction is greatly affected by 6 factors; company image, perceived value and perceived quality, customer expectations, customer trust and customer complaints. (Horsu & Yeboah, 2015)highlighted with their view point traveler fulfillment is profoundly affected by comfort which was determined by comfortable seating, cleanliness of the vehicle and proper conditioned vehicles, sensible entertainment and Air condition could be impacted to passenger satisfaction. However, researcher’s points out that availability of taxis, well-timed departure at destinations and safety factors can be taken as vehicles having functioning seat belt, drivers driving carefully and having excellent knowledge of route have been enclosed in passenger approximation of satisfaction.

Accordingly, extensive review carried out on the earlier studies reveal that customer satisfaction in taxi industry is determined by numerous factors. Therefore, through this study researcher identifies the factors that consumer perceive to be present in a quality taxi service and how these factors can be used to achieve customer satisfaction.

## **SERVQUAL Model to Measure Customer Satisfaction**

(Parasuraman et al., 1988) developed the SERVQUAL model to identify a quality elements of a service. Through his studies he explored 10 elements that determine service quality and later they were refined to 5 main components of high quality service. These components are reliability, assurance, tangibles, empathy and responsiveness which are known as the “RATER”. In each of the components, the consumer’s anticipation and what they perceive of the final outcome determined and measured. Reliability measures the ability in which the services are provided accurately and on schedule while assurance deals with the confidence and competence of the employees in providing the services. Tangibles and Empathy are all about the physical facilities and ability to provide individualized attention to the customers respectively. The last dimension of the RATER —Responsiveness— measures the ability of the firm to assist its clients promptly.

The SERVQUAL model is criticized because of its poor validity and reliability. Syed et. al (1998) argued that despite the enthusiasm in pursuing a research utilizing this model, there were still need of using empirical framework while Rowley (1976) raised an issue about the ability of an instrument neither being reliable nor unreliable. Despite the criticism, the RATER is widely recommended and used to determine and establish service quality in different industries and countries due to its simplicity given that the adaptable questionnaire is provided.

Thereby through the SERVQUAL model this study identifies the factors passengers consider in selecting a taxi service. And extensively studies how those factors can be used to achieve customer satisfaction.

# **METHODOLOGY**

## **Chapter Overview**

This chapter gives an overview of the methodology, which includes sampling, operationalization, instrumentation and the methodology which is used.

## **Research Design**

The growth of technology and market trend have enhanced the competition in the taxi service industry. Through this research the factors that consumers consider in selecting a taxi service will be studied within the Sri Lankan context. The study is a case base examination, that examines the factors affecting customer’s selection of a taxi service based on the pick me taxi service users in Sri Lanka

Therefore, the research was designed to collect data from both primary and secondary sources.The study will be based on a survey which involved developing a questionnaire based on previous literature. A self-administered structured questionnaire was developed and circulated among the consumers. Simple random sampling method was intended to use in data collection. In addition, the study would test the two hypotheses developed by the questionnaire. Therefore, the questionnaire is design related to independent and also dependent variable.

However, to support the findings the researcher utilizes the secondary sources such as the census and statistic data and data about pick me consumer base by referring to particular company’s websites and management.

## **Conceptual Framework**

The applied system of the exploration of conceptual framework has been produced utilizing the reviews that have been summarized in Chapter 2. Figure 3.1 illustrates the conceptual framework which makes the base for the study by holding the relationship, the concepts and the research context used in the study.

**Factors considered in selecting a taxi service**

* **Responsiveness and empathy**
* **Tangibility and Reliability**
* **Assurance**

**Customer Satisfaction**

Figure 3.1 – Conceptual Framework

## **Identification of the Variables**

The main objective of this study is to identify the factors affecting customer’s selection of Taxi services. And also to identify how these factors could be used to achieve customer satisfaction. Thereby, following dependent and independent variables are identified with relevant to the study.

### **Dependent Variable**

Determination of level of customer satisfaction is one of the key goals of this research paper. Therefore, the study predicts the level of customer satisfaction as the dependent variable and estimate how the changes of independent variables affect the customer satisfaction. Thus customer satisfaction is measured through the following:

* The reason for selecting pick me over other taxi services
* Why the customers stay loyal
* Overall satisfaction

### **Independent Variables**

Based on the wealth of previous literature, the study has identified several independent variables. These Independent variables are as follows:

* Tangibility
* Reliability
* Assurance
* Responsiveness
* Empathy

**3.5 Design of the Questionnaire**

This study used a structured questionnaire which is believed to be the most suited for self-completion questionnaires (Bryman and Bell, 2007). Therefore, questionnaire was developed to assess the independent and dependent variable by several questions. This questionnaire was basically circulated among the consumers through an online link. The questionnaire was designed with an introduction to gain an overall understanding of the study. Allocated time to complete the survey range from 5-7 minutes.

Moreover, the first section of the questionnaire focus on the general demographic factors relevant to the respondents. Secondly, questions relevant to public transportation and the choice of taxies over public transportation methods were assessed. After developing questions to better understand the industry, the questions were developed to study the customer’s relationship with pick me, their selection of pick me and attributes that determine their satisfaction. The later part of the questionnaire includes questions relevant to customer satisfaction where overall satisfaction was assessed using a 5 point Likert-scale questions which were required to be rank from 1-5 by the respondent indicating 1=Highly satisfied” and 5= “Highly dissatisfied”.

More over the questionnaire includes several other 5 point Likert scale questions that included answers from 1-5 indicating level of agreement to ranging from Strongly agree to strongly disagree.

## **Measurements**

Nominal, Interval and Likert scale questions were used in this questionnaire.

Nominal scale is a naming scale, which are used to measure categorical variables in the study where variables are simply “named “or labeled with no specific order.

|  |  |
| --- | --- |
| Nominal scale measures used | Responses |
| Gender | Male |
| Female |
| Occupation | Student |
| Employed |
| Self-employed |
| Unemployed |
| Retired |
| Frequency of use | Daily |
| Once a week |
| Once a month |
| other |
| Ownership of a private vehicle | Yes |
| No |
| Methods of arranging a taxi | Hail the taxi on the street |
| Online booking by using the websites |
| Taxi app |
| Phone driver directly |
| The respondent use pick me | Yes |
| No |
| Types of rides | Personal travel |
| Business travel |
| Both |
| Preference on pick me over other taxis | Convenient |
| Safety |
| Fare chargers |
| Timeliness |
| Other |
| Why pick me is used in future | Pick me offers discounts and offers |
| Pick me provides accurate estimations on the prices |
| Due to the reliability of the service and the safety |
| The ability to do card payments |
| Pick me provide individual attention on customer feedbacks |

Interval Scale measure

Items used in this category measure an order. The difference between each of the variable in such measures can identified. Thus this study contains 3 such questions.

|  |  |
| --- | --- |
| Interval scale measures used | Responses |
| Age | 16-25 |
| 26-35 |
| 36-50 |
| 51 and above |
| number of times you use taxi services per month over the public transportation | Less than 10% |
| 10%-25% |
| 26%-50% |
| 51% and above |
| Monthly Income | Less than 10000 |
| 10000-30000 |
| 31000-60000 |
| 61000-90000 |
| 100000 and above |

Dichotomous Questions

Moreover, the study contains two dichotomous questions, such as below

|  |  |
| --- | --- |
| measures used | Responses |
| The respondent use pick me | Yes |
| No |
| Ownership of a private vehicle | Yes |
| No |

Complying with most of the studies carried under social science the study measured several dimensions through Likert scale measures. Where respondents were asked to rank the level of agreement with relevant to the specified statements in following order:

1. **Strongly Agree 2) Agree 3) Neither agree nor disagree 4) Disagree 5) Strongly Disagree**

|  |  |
| --- | --- |
| General perception on the industry | The taxis are always available when in need |
| Government should involve for the regulation of taxi services |
| Traffic congestion is mainly created by the taxis in the road |
| Taxis cause high emission and environment pollution in Sri Lanka |

|  |  |
| --- | --- |
| Factors considered in selecting pick me over other taxis/ modes | Taxi booking procedure is easier than other modes |
| The pick me app can be used at any time without any interruptions |
| The drivers are well equipped than other taxi service providers  (Mobile phones and required internet connections) |
| Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability) |
| The drivers do not refuse to come at the last moment |
| The drivers are well dressed and appealing |
| Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely |
| Pick me drivers are helpful |
| Provides prompt & quick service from booking till final destination |
| The drivers are knowledgeable than other taxi drivers |
| The drivers are polite and responsive |
| Pick me vehicles are clean and in good condition to travel |
| Pick me rides doesn’t harm the image of the passenger |
| Pick me provides a fair estimation |
| Pick me is more concerned on customer feedback |
| Pick me follow up customer inquiries |
| Pick me drivers are flexible in changing routes and according to circumstances |
| Drivers are more courteous than other taxies |
| Pick me drivers are helpful for the disable |

In a different Likert-scaling overall satisfaction about taxi service provided by pick me was assessed as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 5  Strongly Satisfied | 4 Satisfied | 3  Neutral | 2  Dissatisfied | 1  Strongly Dissatisfied |

## **Sample Design**

### **Scope of the research**

The sample considered in carrying out this study was limited to passengers in the Colombo city. Colombo is the main commercial city of Sri Lanka including plenty of government and private sector offices, schools, banks, hotels and etc. Thus people from many economic classes are centered in the city for different purposes. Traffic jams created in the narrow roads of the city is a main concern in the city. Due to the availability of poor public transportation services within the country people use private vehicles for their day to day activities causing the traffic a main issue that drags even foreign attention.

However, under the prevailing conditions the use of taxis have become a trend among the citizens. Taxis as a family vehicle was first introduced by David Pieris motor company (David web) and today have evolved to web based applications that provided many business opportunities and modes of transportation to Sri Lankan.

### **Population and the sample of the study**

The passengers in Colombo city who use taxis services is the population of this study. From this population a sample of passengers who use the pick me taxi service is selected as the focal group. Thus the passengers who use pick me amount to be inferential therefore according to a similar study carried out by (Kumar & Namavaram, 2016) a sample of 310 was used to conduct the study

#### **Sampling Method**

Simple random sampling method was used as a part of this examination which has contributed to conduct the research in an unbiased manner. The sampling techniques also have enable to obtain singular thoughts from passenger randomly to give a superior value to the research.

## **Data Collection Method**

### **Primary Data**

Primary data was collected through on line questionnaires disseminated among the passengers through google forms send via social media, e-mails and etc. Initially a primary study was conducted by collecting data from 131 respondents. Consequently, a pilot data study was conducted to ensure the validity and reliability through which the final survey was originated.

### **Secondary Data**

The study was supported by secondary data sources such as scholar articles, journals, reports and web pages. Secondary sources have also used for conceptualization and determination of the key components of the study such as sample size, development of the questionnaire, scaling and analysis.

### **Validity and Reliability**

Validity involves in measuring the extent to which the study actually measures what the researcher was intending to measure. Reliability ensures the internal consistency by assuring that indicator that are related to each other under the same variable while they produce stable and consistent results. The Cronbach alpha value is used as a threshold in assessing the reliability when the value resulted in 0.7 or above the questionnaire is determined as a reliable questionnaire that can be used for further study on the conceptualized research

## **Statistical Methods of Data Analysis**

### **Descriptive statistics**

SPSS 23.0 (Statistical Package for Social Science) is used in analyzing the collected data to determine the factors affecting customer satisfaction of pick me users. Thus these statistical analyses involve in identifying specific patterns, relationships and impact among the variable.

Initially the measure of central tendency such as mean, median, mode was analyzed then the range and variability relevant to the variables were studied. In an overall point of view descriptive statistics enables the researcher to present a quantifiable sample in an expressive way.

### **Factor analysis**

Since the study is on identifying the factors that passengers consider in selecting a taxi service and determining how to use them to achieve customer satisfaction a factor analysis is critical in this research. Factor analysis technique add values to this research by identifying the latent variables or by reducing number of individual variables into fewer number of dimensions.

Factor analysis involves exploratory and confirmatory analysis. In exploratory factor analysis, all measured variables are related to all latent variable while in confirmatory factor analysis (CFA), researchers determine which measured variable is related to which latent variable.

This research proceeds with exploratory factor analysis to construct a solid relationship between the factors. To proceed with factor analysis Kaiser-Mayer-Olkin (KMO) and Bartlett’s Test was conducted in order to assess the sample adequacy and the inter-item correlations of the scales. If the KMO measure of sampling adequacy indicates values greater than 0.7. This implies that items which have been included in each variable contain an adequate sample. Moreover, the Bartlett’s test values less than 0.05 implies that factor analysis is useful with the collected data set.

# **DATA ANALYSIS**

## **Chapter Overview**

This chapter comprehensively study the outputs generated by feeding the data collected to the analysis tool. The research conducts the analysis of collected data using SPSS 23.0 as mentioned in methodology of the paper. Thus the chapter depicts the outcomes of data collected using descriptive statistics and inferential statistics. Pie charts, bar charts, cross tabulations are used in elaborating the finding while using hypotheses to identify relationships among the factors.

## **Analysis of the Demographic Profile of the Respondents**

The focal point of this study is the pick me users in the Colombo district. Initially the questionnaire collect data about the respondent to observe the consumer behavior. Thereby the characteristics of the Pick me users are identified through the collected data to statistical add value to the study.

### **Gender wise analysis.**

Out of 299 respondents who use Pick me in the Colombo district majority was represented by males. A higher percentage of 53.2% was denominated by males’ whiles the female’s representation was only 140. Females users were mainly identified in the 16-25 category,35-50 years old category and 51 and above age group. A minority percentage of females can be observed in the age group 25-35. Accordingly, the data collected reveal that males in the Colombo district tend to use service offered by pick me than females.

### **Age analysis**

Figure 4.1 illustrate that more than half of the respondent who use pick me were in the age group of 16-25 years. Out of which approximately 35% of the passengers were males while 18% were females. In contrast, figure depicts that passengers above 36 years included more of female’s respondents than males in the same age group. However approximately 60% of the users were below 35 years old suggesting the fact that most of the young generation tend to use service.

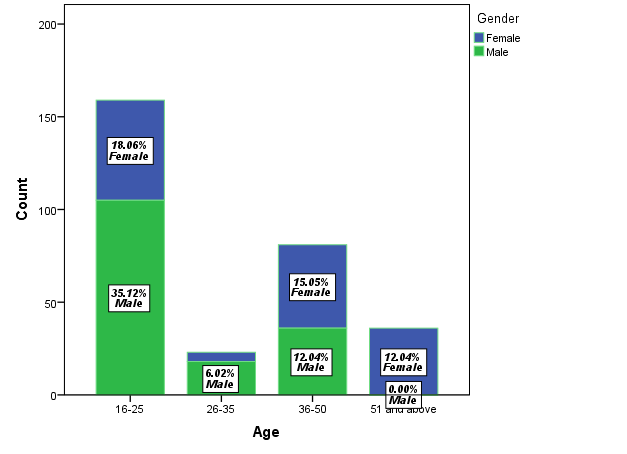


Figure 4.1 - Gender and age of the respondents

### **Occupation of the respondents**

Almost 90% of the surveyed sample were employed while only 1 was unemployed. The results also illustrate that 110 of the 299 respondents were students. While other 18% represented retired and self-employed people.

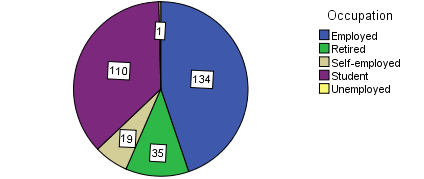


Figure 4.2 - Occupation of the respondents

### **Income breakdown of respondent**

According to the survey carried out one third of the passengers earned a salary less than 10000 while almost 30% earned an income above 100000.however, a minority of 5% of the sample earned an income of 61000-90000.

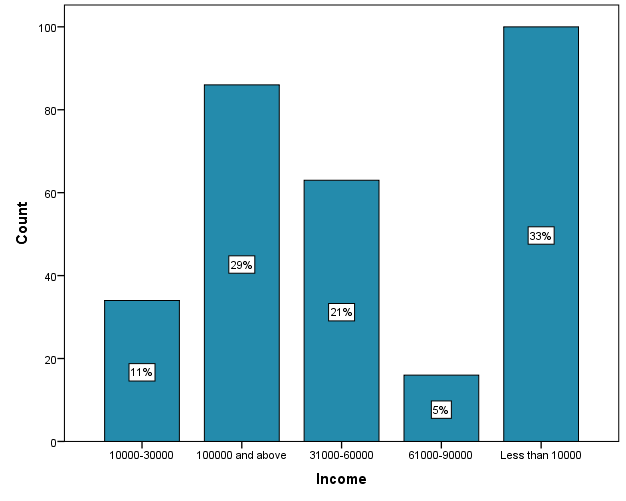


Figure 4.3 - Income

### **Analysis of passenger views and use of public transportation methods and taxies.**

The analysis of demographic profile leads to the understanding of passenger behavior related to different transportation system in Sri Lanka. Thus 91 of the respondents indicate that they are very dissatisfied with the prevailing public transportation system in the country. Another 90 holds a neutral opinion towards the satisfaction level associated with the public transportation system. In an overall perspective the 299 sample shows a dissatisfaction towards the public transport system of the country and approximately only 28% of the respondents have shown that they are satisfied with the system.

However, this higher dissatisfaction towards the public transportation have caused passengers to use Taxies in their day to day activities. Proving the fact table 4.1 illustrates that majority of the studied sample use taxies over public transportation modes 25% of the times, out of which 36.1% have responded that they use taxies approximately 26%-50% of the time while 26.4% have respondents have voted that they use taxies over public modes 51% times or above. The passengers who rarely use taxies were indicated by the 85 respondents who have corresponded that they use taxies only 10% of the times over public transport modes. Moreover, these 65 of these passengers’ states that they are satisfied with the system whilst only 3.7% use the public transportation regardless the fact they are dissatisfied with it. However, the cross tabulation of the two variables show that even the passengers who says that their level of satisfaction is neutral towards the public transportation system they use taxis 51% or more times than the public modes of transportation in their day to day activities.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.1 - Pub\_\_Transport \* Times - Cross tabulation | | | | | | | |
|  | | | Times | | | | Total |
| 10% - 25% | 26% - 50% | 51% and above | Less than 10% |
| Pub Transport | Dissatisfied | Count | 7 | 11 | 10 | 6 | 34 |
| % of Total | 2.3% | 3.7% | 3.3% | 2.0% | 11.4% |
| Neutral | Count | 11 | 15 | 55 | 9 | 90 |
| % of Total | 3.7% | 5.0% | 18.4% | 3.0% | 30.1% |
| Satisfied | Count | 8 | 9 | 2 | 35 | 54 |
| % of Total | 2.7% | 3.0% | 0.7% | 11.7% | 18.1% |
| Very dissatisfied | Count | 1 | 73 | 12 | 5 | 91 |
| % of Total | 0.3% | 24.4% | 4.0% | 1.7% | 30.4% |
| Very satisfied | Count | 0 | 0 | 0 | 30 | 30 |
| % of Total | 0.0% | 0.0% | 0.0% | 10.0% | 10.0% |
| Total | | Count | 27 | 108 | 79 | 85 | 299 |
| % of Total | 9.0% | 36.1% | 26.4% | 28.4% | 100.0% |

The questionnaire targeted the passengers in the commercial city of the country who included majority of middle and upper level income earning individuals. Yet the table 4.2 illustrate that prevailing unfavorable economic conditions and heavy traffic jams in roads have caused passengers to use taxis than their own vehicles.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
| Table 4.2 - Personal vehicle \* PICKME Cross tabulation | | | | |
|  | | PICKME | | Total |
| No | Yes |
| Personal vehicle | No | 4 | 56 | 60 |
| Yes | 28 | 211 | 239 |
| Total | | 32 | 267 | 299 |
|  | |  |  |  |

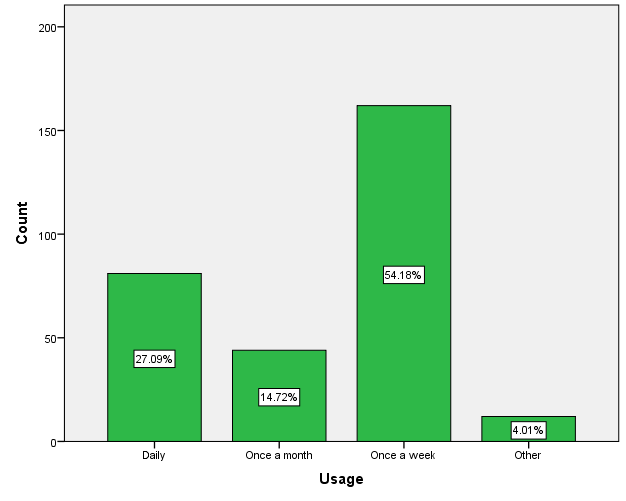


Figure 4.4 - Usage

When considering the usage of taxies by the passengers in the Colombo district of Sri Lanka it is evidenced from the figure 4.4 shows that more than half of the respondents in the sample use taxies once a week, while 27% use on a daily basis.

### **General views on the taxi industry.**

In order to obtain a better understanding of the industry following were examined. When Sri Lankan taxi industry is considered, it was observed that majority of the sampled passengers agree the fact that taxies are always available when in need thus resulting heavy traffic congestions in the road. However, this has ultimately caused high levels of emission and environmental pollution in the country. Thus majority of the respondents agree with the fact that it is essential for the government to regulate this industry.

Although more than half of the respondents agree with the fact that taxies cause traffic and environmental pollution, 133 and 96 of respondents respectively agree and strongly agree that taxi service as one of a flexible transportation mode than other public transport modes

Table 4.3 – General view

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Variable | level of agreement | Frequency | Percent | Valid Percent | Cumulative Percent |
| The taxis are always available when in need | Agree | 115 | 38.5 | 38.5 | 38.5 |
| Disagree | 58 | 19.4 | 19.4 | 57.9 |
| Neutral | 111 | 37.1 | 37.1 | 95 |
| Strongly agree | 8 | 2.7 | 2.7 | 97.7 |
| Strongly disagree | 7 | 2.3 | 2.3 | 100 |
| Government should involve for the regulation of taxi services | Agree | 155 | 51.8 | 51.8 | 51.8 |
| Disagree | 48 | 16.1 | 16.1 | 67.9 |
| Neutral | 62 | 20.7 | 20.7 | 88.6 |
| Strongly agree | 23 | 7.7 | 7.7 | 96.3 |
| Strongly disagree | 11 | 3.7 | 3.7 | 100 |
| Traffic congestion is mainly created by the taxis in the road | Agree | 146 | 48.8 | 48.8 | 48.8 |
| Disagree | 23 | 7.7 | 7.7 | 56.5 |
| Neutral | 112 | 37.5 | 37.5 | 94 |
| Strongly agree | 13 | 4.3 | 4.3 | 98.3 |
| Strongly disagree | 5 | 1.7 | 1.7 | 100 |
| Taxis cause high emission and environment pollution in Sri Lanka | Agree | 189 | 63.2 | 63.2 | 63.2 |
| Disagree | 20 | 6.7 | 6.7 | 69.9 |
| Neutral | 75 | 25.1 | 25.1 | 95 |
| Strongly agree | 9 | 3 | 3 | 98 |
| Strongly disagree | 6 | 2 | 2 | 100 |
| Taxi service is one of a flexible transportation mode than other public transport modes | Agree | 133 | 44.5 | 44.5 | 44.5 |
| Disagree | 12 | 4 | 4 | 48.5 |
| Neutral | 50 | 16.7 | 16.7 | 65.2 |
| Strongly agree | 96 | 32.1 | 32.1 | 97.3 |
| Strongly disagree | 8 | 2.7 | 2.7 | 100 |
| Total | 299 | 100 | 100 |  |

Industry is today governed by the evolution of the internet and technology. Till the recent years’ taxies were mainly arranged by hailing on the road, but with the high usage of advances mobile phones and technologies today passengers tend to arrange taxis through taxi apps. This is depicted in the below figure 4.5.

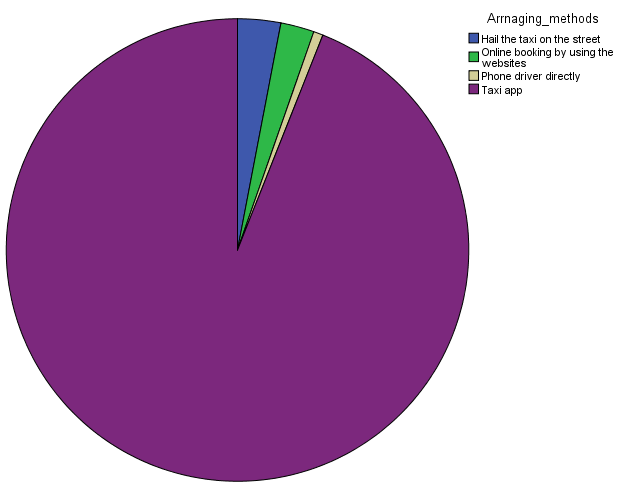


Figure 4.5 – Arranging Methods

## **Analysis**

Through cross tabulation factors influencing customer selection is assessed. Thereby the questions developed using SERVQUAL model against customer satisfaction is examined. Under the analysis 19 factors were cross tabulated against overall satisfaction to study the relationships.

### **Cross Tabular analysis between Passenger Satisfaction and Variables**

The cross tabular analysis through SPSS identifies the level of satisfaction against different factors passengers consider in selecting a taxi service. Variables are recorded in 5 different scales ranking from 1-5 indicating strongly agree to strongly disagree. Whilst satisfaction is recorded from highly satisfied to highly dissatisfied.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.4 - Customer satisfaction VS. Taxi booking procedure is easier than other modes | | | | | | | | |
|  | | | Taxi booking procedure is easier than other modes | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 0 | 7 | 0 | 0 | 0 | 7 |
| % of Total | 0.0% | 2.3% | 0.0% | 0.0% | 0.0% | 2.3% |
| Satisfied | Count | 51 | 29 | 0 | 11 | 0 | 91 |
| % of Total | 17.1% | 9.7% | 0.0% | 3.7% | 0.0% | 30.4% |
| Neutral | Count | 0 | 6 | 1 | 0 | 0 | 7 |
| % of Total | 0.0% | 2.0% | 0.3% | 0.0% | 0.0% | 2.3% |
| Dissatisfied | Count | 0 | 41 | 20 | 1 | 0 | 62 |
| % of Total | 0.0% | 13.7% | 6.7% | 0.3% | 0.0% | 20.7% |
| Very dissatisfied | Count | 0 | 115 | 0 | 1 | 16 | 132 |
| % of Total | 0.0% | 38.5% | 0.0% | 0.3% | 5.4% | 44.1% |
| Total | | Count | 51 | 198 | 21 | 13 | 16 | 299 |
| % of Total | 17.1% | 66.2% | 7.0% | 4.3% | 5.4% | 100.0% |

The two factors cross tabulated in table 4.4 show that 26.8% of the studied sample agree that the taxi booking procedure is easier and that they are satisfied. Even 11 out of 29 passengers who says that the booking procedure is not easier has stated that they are satisfied with the service.

#### **Customer satisfaction VS. The pick me app can be used at any time without any interruptions**

The cross tabulation between passenger satisfaction and pick me can be used at any time without any interruptions explains that 214 agree that the app can be used without interruptions out of which 23.7% is satisfied while 13% are dissatisfied. However, 3.7% disagree that the variable pick app can be used without any interruption have stated regardless of it they are satisfied with the service.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.5 - Customer satisfaction VS. The pick me app can be used at any time without any interruptions | | | | | | | | |
|  | | | The pick me app can be used at any time without any interruptions | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 1 | 0 | 0 | 0 | 7 |
| % of Total | 2.0% | 0.3% | 0.0% | 0.0% | 0.0% | 2.3% |
| Satisfied | Count | 9 | 71 | 0 | 11 | 0 | 91 |
| % of Total | 3.0% | 23.7% | 0.0% | 3.7% | 0.0% | 30.4% |
| Neutral | Count | 0 | 6 | 1 | 0 | 0 | 7 |
| % of Total | 0.0% | 2.0% | 0.3% | 0.0% | 0.0% | 2.3% |
| Dissatisfied | Count | 0 | 39 | 22 | 1 | 0 | 62 |
| % of Total | 0.0% | 13.0% | 7.4% | 0.3% | 0.0% | 20.7% |
| Very dissatisfied | Count | 17 | 97 | 1 | 1 | 16 | 132 |
| % of Total | 5.7% | 32.4% | 0.3% | 0.3% | 5.4% | 44.1% |
| Total | | Count | 32 | 214 | 24 | 13 | 16 | 299 |
| % of Total | 10.7% | 71.6% | 8.0% | 4.3% | 5.4% | 100.0% |

#### 

#### **Customer satisfaction VS. The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections**

Majority of 197 respondents agree with the fact that pick me drivers are well equipped than other taxi service providers (Mobile phones and required internet connections). Out of the 14 respondents who are disagree with the aforementioned fact only 0.7% are dissatisfied with the service.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.6 – Customer Satisfaction Vs. The drivers are well equipped than other service providers | | | | | | | | |
|  | | | The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections) | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 5 | 1 | 0 | 1 | 0 | 7 |
| % of Total | 1.7% | 0.3% | 0.0% | 0.3% | 0.0% | 2.3% |
| Satisfied | Count | 9 | 71 | 0 | 11 | 0 | 91 |
| % of Total | 3.0% | 23.7% | 0.0% | 3.7% | 0.0% | 30.4% |
| Neutral | Count | 5 | 0 | 2 | 0 | 0 | 7 |
| % of Total | 1.7% | 0.0% | 0.7% | 0.0% | 0.0% | 2.3% |
| Dissatisfied | Count | 5 | 32 | 23 | 2 | 0 | 62 |
| % of Total | 1.7% | 10.7% | 7.7% | 0.7% | 0.0% | 20.7% |
| Very dissatisfied | Count | 20 | 93 | 2 | 0 | 17 | 132 |
| % of Total | 6.7% | 31.1% | 0.7% | 0.0% | 5.7% | 44.1% |
| Total | | Count | 44 | 197 | 27 | 14 | 17 | 299 |
| % of Total | 14.7% | 65.9% | 9.0% | 4.7% | 5.7% | 100.0% |

#### **Customer satisfaction VS. Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability**

Table 4.7 suggests that majority of 72.2% agree with the higher comfortability, but greater proportion of 33.4% have mentioned that they are dissatisfies with the overall service. Thus suggesting that comfortability does not affect customer selection of taxis.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.7 - Customer satisfaction VS. Comfortable is comparably good with other transport services | | | | | | | | |
|  | | | Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability) | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 5 | 2 | 0 | 0 | 0 | 7 |
| % of Total | 1.7% | 0.7% | 0.0% | 0.0% | 0.0% | 2.3% |
| Satisfied | Count | 9 | 71 | 0 | 11 | 0 | 91 |
| % of Total | 3.0% | 23.7% | 0.0% | 3.7% | 0.0% | 30.4% |
| Neutral | Count | 0 | 5 | 1 | 1 | 0 | 7 |
| % of Total | 0.0% | 1.7% | 0.3% | 0.3% | 0.0% | 2.3% |
| Dissatisfied | Count | 1 | 38 | 3 | 20 | 0 | 62 |
| % of Total | 0.3% | 12.7% | 1.0% | 6.7% | 0.0% | 20.7% |
| Very dissatisfied | Count | 15 | 100 | 1 | 0 | 16 | 132 |
| % of Total | 5.0% | 33.4% | 0.3% | 0.0% | 5.4% | 44.1% |
| Total | | Count | 30 | 216 | 5 | 32 | 16 | 299 |
| % of Total | 10.0% | 72.2% | 1.7% | 10.7% | 5.4% | 100.0% |

#### **Customer satisfaction VS. The drivers do not refuse to come at the last moment**

Out of the 30.5% who are satisfied with the service 11 neither agree nor disagree on the fact that driver do not refuse to come at last moment while approximately 26.8% of the respondents agree with the same. 33.9% indicated that the service is very dissatisfied but they agree with the fact that drives do not refuse to come at the last minute.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.8 - Customer satisfaction VS. The drivers do not refuse to come at the last moment | | | | | | | |
|  | | | The drivers do not refuse to come at the last moment | | | | Total |
| Strongly Agree | Agree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 5 | 2 | 0 | 0 | 7 |
| % of Total | 1.7% | 0.7% | 0.0% | 0.0% | 2.3% |
| Satisfied | Count | 9 | 71 | 11 | 0 | 91 |
| % of Total | 3.0% | 23.8% | 3.7% | 0.0% | 30.5% |
| Neutral | Count | 5 | 1 | 1 | 0 | 7 |
| % of Total | 1.7% | 0.3% | 0.3% | 0.0% | 2.3% |
| Dissatisfied | Count | 6 | 35 | 20 | 0 | 61 |
| % of Total | 2.0% | 11.7% | 6.7% | 0.0% | 20.5% |
| Very dissatisfied | Count | 15 | 101 | 0 | 16 | 132 |
| % of Total | 5.0% | 33.9% | 0.0% | 5.4% | 44.3% |
| Total | | Count | 40 | 210 | 32 | 16 | 298 |
| % of Total | 13.4% | 70.5% | 10.7% | 5.4% | 100.0% |

#### **Customer satisfaction VS. Drivers are well dressed and appealing**

275 respondents agree with drivers’ dress while 18 of the respondents disagree. Customer satisfaction is independent of it as 132 passengers are dissatisfied with the overall service regardless of the fact that they agree with drivers’ dress.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.9 - Customer satisfaction VS. Drivers are well dressed and appealing | | | | | | | |
|  | | | The drivers are well dressed and appealing | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 1 | 0 | 0 | 7 |
| % of Total | 2.0% | 0.3% | 0.0% | 0.0% | 2.3% |
| Satisfied | Count | 0 | 91 | 0 | 0 | 91 |
| % of Total | 0.0% | 30.4% | 0.0% | 0.0% | 30.4% |
| Neutral | Count | 0 | 1 | 5 | 1 | 7 |
| % of Total | 0.0% | 0.3% | 1.7% | 0.3% | 2.3% |
| Dissatisfied | Count | 3 | 41 | 1 | 17 | 62 |
| % of Total | 1.0% | 13.7% | 0.3% | 5.7% | 20.7% |
| Very dissatisfied | Count | 25 | 107 | 0 | 0 | 132 |
| % of Total | 8.4% | 35.8% | 0.0% | 0.0% | 44.1% |
| Total | | Count | 34 | 241 | 6 | 18 | 299 |
| % of Total | 11.4% | 80.6% | 2.0% | 6.0% | 100.0% |

#### **Customer satisfaction VS. Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time**

Out of 7 customers who are very satisfied with the overall service all agree on the Pick me driver’s ability to inspire trust and confidence to ensure that their passengers travel to the destination on time. On other hand out of 62 passengers who are dissatisfied with the overall satisfaction 25 agree on driver’s ability to inspire trust and confidence while 16 are neither agree nor disagree on the same.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.10 - Customer satisfaction VS. Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time | | | | | | | |
|  | | | Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 5 | 2 | 0 | 0 | 7 |
| % of Total | 1.7% | 0.7% | 0.0% | 0.0% | 2.3% |
| Satisfied | Count | 0 | 91 | 0 | 0 | 91 |
| % of Total | 0.0% | 30.4% | 0.0% | 0.0% | 30.4% |
| Neutral | Count | 0 | 6 | 0 | 1 | 7 |
| % of Total | 0.0% | 2.0% | 0.0% | 0.3% | 2.3% |
| Dissatisfied | Count | 1 | 25 | 16 | 20 | 62 |
| % of Total | 0.3% | 8.4% | 5.4% | 6.7% | 20.7% |
| Very dissatisfied | Count | 16 | 114 | 1 | 1 | 132 |
| % of Total | 5.4% | 38.1% | 0.3% | 0.3% | 44.1% |
| Total | | Count | 22 | 238 | 17 | 22 | 299 |
| % of Total | 7.4% | 79.6% | 5.7% | 7.4% | 100.0% |

#### **Customer satisfaction VS Drivers are helpful**

It is evidenced from the below table that pick me drivers are helpful as none of the 299 respondents have disagree with it. Out of the 22.1% of the passenger who neither agree nor disagree with the variable majority of 14% have stated that in an overall perspective they are satisfied with the service.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 4.11 - Customer satisfaction VS Drivers are helpful | | | | | | |
|  | | | Pick me drivers are helpful | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree |
| Overall satisfaction | Very satisfied | Count | 5 | 2 | 0 | 7 |
| % of Total | 1.7% | 0.7% | 0.0% | 2.3% |
| Satisfied | Count | 0 | 49 | 42 | 91 |
| % of Total | 0.0% | 16.4% | 14.0% | 30.4% |
| Neutral | Count | 0 | 6 | 1 | 7 |
| % of Total | 0.0% | 2.0% | 0.3% | 2.3% |
| Dissatisfied | Count | 6 | 34 | 22 | 62 |
| % of Total | 2.0% | 11.4% | 7.4% | 20.7% |
| Very dissatisfied | Count | 20 | 111 | 1 | 132 |
| % of Total | 6.7% | 37.1% | 0.3% | 44.1% |
| Total | | Count | 31 | 202 | 66 | 299 |
| % of Total | 10.4% | 67.6% | 22.1% | 100.0% |

#### **Customer satisfaction VS Provides prompt & quick service from booking till final destination**

Out of the 91 customers who are satisfied with the service 30.4% have agree that the pick me provides prompt & quick service from booking till final destination while none of the 299 respondents have disagree with the same.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 4.12 - Customer satisfaction VS Provides prompt & quick service from booking till final destination | | | | | | |
|  | | | Provides prompt & quick service from booking till final destination | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 1 | 0 | 7 |
| % of Total | 2.0% | 0.3% | 0.0% | 2.3% |
| Satisfied | Count | 71 | 20 | 0 | 91 |
| % of Total | 23.7% | 6.7% | 0.0% | 30.4% |
| Neutral | Count | 0 | 7 | 0 | 7 |
| % of Total | 0.0% | 2.3% | 0.0% | 2.3% |
| Dissatisfied | Count | 2 | 44 | 16 | 62 |
| % of Total | 0.7% | 14.7% | 5.4% | 20.7% |
| Very dissatisfied | Count | 44 | 88 | 0 | 132 |
| % of Total | 14.7% | 29.4% | 0.0% | 44.1% |
| Total | | Count | 123 | 160 | 16 | 299 |
| % of Total | 41.1% | 53.5% | 5.4% | 100.0% |

#### **Customer satisfaction VS The drivers are knowledgeable than other taxi drivers**

More than half of the respondents agree about the driver’s knowledge out of which 91 together have stated they are satisfied with the service while minority of 50 have stated that they are dissatisfied with the service since drivers are not knowledgeable.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 4.13 - Customer satisfaction VS The drivers are knowledgeable than other taxi driver | | | | | | |
|  | | | The drivers are knowledgeable than other taxi drivers | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 1 | 0 | 7 |
| % of Total | 2.0% | 0.3% | 0.0% | 2.3% |
| Satisfied | Count | 71 | 20 | 0 | 91 |
| % of Total | 23.7% | 6.7% | 0.0% | 30.4% |
| Neutral | Count | 0 | 6 | 1 | 7 |
| % of Total | 0.0% | 2.0% | 0.3% | 2.3% |
| Dissatisfied | Count | 7 | 43 | 12 | 62 |
| % of Total | 2.3% | 14.4% | 4.0% | 20.7% |
| Very dissatisfied | Count | 44 | 88 | 0 | 132 |
| % of Total | 14.7% | 29.4% | 0.0% | 44.1% |
| Total | | Count | 128 | 158 | 13 | 299 |
| % of Total | 42.8% | 52.8% | 4.3% | 100.0% |

#### **Customer satisfaction VS The drivers are polite and responsive**

Almost 62.6% of the passengers disagree with the fact that drivers are polite and responsive while approximately 33.1% have agree with it. However, the 27 have stated that they are dissatisfied with the overall service even the drivers are polite and responsive. Thus indicating that driver’s politeness and responsiveness does not affect the satisfaction.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.14 - The drivers are polite and responsive | | | | | | | |
|  | | | The drivers are polite and responsive | | | | Total |
| Strongly Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 1 | 0 | 6 | 0 | 7 |
| % of Total | 0.3% | 0.0% | 2.0% | 0.0% | 2.3% |
| Satisfied | Count | 71 | 0 | 20 | 0 | 91 |
| % of Total | 23.7% | 0.0% | 6.7% | 0.0% | 30.4% |
| Neutral | Count | 0 | 1 | 6 | 0 | 7 |
| % of Total | 0.0% | 0.3% | 2.0% | 0.0% | 2.3% |
| Dissatisfied | Count | 0 | 11 | 50 | 1 | 62 |
| % of Total | 0.0% | 3.7% | 16.7% | 0.3% | 20.7% |
| Very dissatisfied | Count | 27 | 1 | 83 | 21 | 132 |
| % of Total | 9.0% | 0.3% | 27.8% | 7.0% | 44.1% |
| Total | | Count | 99 | 13 | 165 | 22 | 299 |
| % of Total | 33.1% | 4.3% | 55.2% | 7.4% | 100.0% |

#### **Customer satisfaction VS Pick me vehicles are clean and in good condition to travel**

Out of 99 respondents who believe that pick me vehicles are in good condition to travel 72 are satisfied while only 27 are very dissatisfied with the overall service. This evidence that better the condition of the vehicle higher the satisfaction.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 4.15 - Customer satisfaction VS Pick me vehicles are clean and in good condition to travel | | | | | | |
|  | | | Pick me vehicles are clean and in good condition to travel | | | Total |
| Strongly Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 1 | 0 | 6 | 7 |
| % of Total | 0.3% | 0.0% | 2.0% | 2.3% |
| Satisfied | Count | 71 | 0 | 20 | 91 |
| % of Total | 23.7% | 0.0% | 6.7% | 30.4% |
| Neutral | Count | 0 | 0 | 7 | 7 |
| % of Total | 0.0% | 0.0% | 2.3% | 2.3% |
| Dissatisfied | Count | 0 | 1 | 61 | 62 |
| % of Total | 0.0% | 0.3% | 20.4% | 20.7% |
| Very dissatisfied | Count | 27 | 1 | 104 | 132 |
| % of Total | 9.0% | 0.3% | 34.8% | 44.1% |
| Total | | Count | 99 | 2 | 198 | 299 |
| % of Total | 33.1% | 0.7% | 66.2% | 100.0% |

#### **Customer satisfaction VS Pick me rides doesn’t harm the image of the passenger**

Out of 30.4 % of the sampled passengers who are satisfied with the service, majority of 23.7% say that they agree while only minority of 6.7% disagree with the statement that Pick me rides doesn’t harm the image of the passenger.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.16 – Customer Satisfaction VS. Pick me rides doesn’t harm the image of the passenger | | | | | | | |
|  | | | Pick me rides doesn’t harm the image of the passenger | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 1 | 0 | 0 | 6 | 7 |
| % of Total | 0.3% | 0.0% | 0.0% | 2.0% | 2.3% |
| Satisfied | Count | 71 | 0 | 0 | 20 | 91 |
| % of Total | 23.7% | 0.0% | 0.0% | 6.7% | 30.4% |
| Neutral | Count | 0 | 0 | 0 | 7 | 7 |
| % of Total | 0.0% | 0.0% | 0.0% | 2.3% | 2.3% |
| Dissatisfied | Count | 0 | 0 | 1 | 61 | 62 |
| % of Total | 0.0% | 0.0% | 0.3% | 20.4% | 20.7% |
| Very dissatisfied | Count | 27 | 1 | 0 | 104 | 132 |
| % of Total | 9.0% | 0.3% | 0.0% | 34.8% | 44.1% |
| Total | | Count | 99 | 1 | 1 | 198 | 299 |
| % of Total | 33.1% | 0.3% | 0.3% | 66.2% | 100.0% |

#### **Customer satisfaction VS Fair estimation**

182 of customers disagree that pick me gives fair estimations. While 104 out of it stated that they are dissatisfied with the overall service offered Thus suggesting that lower the accuracy of estimations lower the satisfaction.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 4.17 - Customer satisfaction VS fair estimation | | | | | | |
|  | | | Fair estimation | | | Total |
| Strongly Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 1 | 0 | 6 | 7 |
| % of Total | 0.3% | 0.0% | 2.0% | 2.3% |
| Satisfied | Count | 71 | 0 | 20 | 91 |
| % of Total | 23.7% | 0.0% | 6.7% | 30.4% |
| Neutral | Count | 0 | 0 | 7 | 7 |
| % of Total | 0.0% | 0.0% | 2.3% | 2.3% |
| Dissatisfied | Count | 0 | 17 | 45 | 62 |
| % of Total | 0.0% | 5.7% | 15.1% | 20.7% |
| Very dissatisfied | Count | 27 | 1 | 104 | 132 |
| % of Total | 9.0% | 0.3% | 34.8% | 44.1% |
| Total | | Count | 99 | 18 | 182 | 299 |
| % of Total | 33.1% | 6.0% | 60.9% | 100.0% |

#### **Customer satisfaction VS Customer feedback**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.18 – Customer satisfaction VS. Customer feedback | | | | | | | |
|  | | | Customer Feedback | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 1 | 0 | 0 | 6 | 7 |
| % of Total | 0.3% | 0.0% | 0.0% | 2.0% | 2.3% |
| Satisfied | Count | 71 | 0 | 0 | 20 | 91 |
| % of Total | 23.7% | 0.0% | 0.0% | 6.7% | 30.4% |
| Neutral | Count | 0 | 1 | 0 | 6 | 7 |
| % of Total | 0.0% | 0.3% | 0.0% | 2.0% | 2.3% |
| Dissatisfied | Count | 0 | 20 | 1 | 41 | 62 |
| % of Total | 0.0% | 6.7% | 0.3% | 13.7% | 20.7% |
| Very dissatisfied | Count | 27 | 0 | 1 | 104 | 132 |
| % of Total | 9.0% | 0.0% | 0.3% | 34.8% | 44.1% |
| Total | | Count | 99 | 21 | 2 | 177 | 299 |
| % of Total | 33.1% | 7.0% | 0.7% | 59.2% | 100.0% |

33.1% strongly agree with the company’s attention on customer’s feedback to improve the service while 7% agree the same. However, summing of both categories amounts to 120 respondents out of which higher proportion of 71 customers are satisfied with the overall service. Thus suggesting that higher the service provider concern on customer feedback and use them to improve their service the customers feel much valued and satisfied

#### **Customer satisfaction Vs. Inquiries follow up**

Majority of 57.2% have disagree with the fact that pick me concern about passenger complains and inquiries while only 120 out of 299 sample agreed that pick me is concern on passenger complains and inquiries. 46.8% are dissatisfied with the service as pick me doesn’t pay necessary attention on their problems while approximately 23.7% are satisfied with the overall service because the company is concerned in solving their problems.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.19 - Customer satisfaction Vs. Inquiries follow up | | | | | | | |
|  | | | Inquiries follow up | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree |
| Overall satisfaction | Very satisfied | Count | 1 | 0 | 0 | 6 | 7 |
| % of Total | 0.3% | 0.0% | 0.0% | 2.0% | 2.3% |
| Satisfied | Count | 71 | 0 | 0 | 20 | 91 |
| % of Total | 23.7% | 0.0% | 0.0% | 6.7% | 30.4% |
| Neutral | Count | 0 | 1 | 1 | 5 | 7 |
| % of Total | 0.0% | 0.3% | 0.3% | 1.7% | 2.3% |
| Dissatisfied | Count | 14 | 6 | 6 | 36 | 62 |
| % of Total | 4.7% | 2.0% | 2.0% | 12.0% | 20.7% |
| Very dissatisfied | Count | 27 | 0 | 1 | 104 | 132 |
| % of Total | 9.0% | 0.0% | 0.3% | 34.8% | 44.1% |
| Total | | Count | 113 | 7 | 8 | 171 | 299 |
| % of Total | 37.8% | 2.3% | 2.7% | 57.2% | 100.0% |

#### **Customer satisfaction VS flexibility**

Majority of 156 respondents’ states that the drivers are flexible on changing the route and in other circumstances. Out of the 156 approximately 97 states that they are satisfied or very satisfied with the overall service since the flexibility they experience.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.20 - Customer satisfaction VS flexibility | | | | | | | | |
|  | | | Flexibility | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 0 | 0 | 1 | 0 | 7 |
| % of Total | 2.0% | 0.0% | 0.0% | 0.3% | 0.0% | 2.3% |
| Satisfied | Count | 71 | 20 | 0 | 0 | 0 | 91 |
| % of Total | 23.7% | 6.7% | 0.0% | 0.0% | 0.0% | 30.4% |
| Neutral | Count | 0 | 7 | 0 | 0 | 0 | 7 |
| % of Total | 0.0% | 2.3% | 0.0% | 0.0% | 0.0% | 2.3% |
| Dissatisfied | Count | 1 | 19 | 0 | 41 | 1 | 62 |
| % of Total | 0.3% | 6.4% | 0.0% | 13.7% | 0.3% | 20.7% |
| Very dissatisfied | Count | 27 | 5 | 1 | 84 | 15 | 132 |
| % of Total | 9.0% | 1.7% | 0.3% | 28.1% | 5.0% | 44.1% |
| Total | | Count | 105 | 51 | 1 | 126 | 16 | 299 |
| % of Total | 35.1% | 17.1% | 0.3% | 42.1% | 5.4% | 100.0% |

#### **Customer satisfaction VS Courteous of the drivers**

More than half of the respondents of the sample agree with the courtesy of the drivers. Only 17.7% are dissatisfied with the overall service even the drivers are courteous. Suggesting the fact that courtesy leads to higher satisfaction

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.21 - Customer satisfaction VS Courteous of the drivers | | | | | | | | |
|  | | | Courteous | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 0 | 0 | 1 | 0 | 7 |
| % of Total | 2.0% | 0.0% | 0.0% | 0.3% | 0.0% | 2.3% |
| Satisfied | Count | 71 | 20 | 0 | 0 | 0 | 91 |
| % of Total | 23.7% | 6.7% | 0.0% | 0.0% | 0.0% | 30.4% |
| Neutral | Count | 0 | 6 | 1 | 0 | 0 | 7 |
| % of Total | 0.0% | 2.0% | 0.3% | 0.0% | 0.0% | 2.3% |
| Dissatisfied | Count | 20 | 0 | 1 | 35 | 6 | 62 |
| % of Total | 6.7% | 0.0% | 0.3% | 11.7% | 2.0% | 20.7% |
| Very dissatisfied | Count | 27 | 6 | 2 | 81 | 16 | 132 |
| % of Total | 9.0% | 2.0% | 0.7% | 27.1% | 5.4% | 44.1% |
| Total | | Count | 124 | 32 | 4 | 117 | 22 | 299 |
| % of Total | 41.5% | 10.7% | 1.3% | 39.1% | 7.4% | 100.0% |

#### **Customer satisfaction VS. Help the disable**

Almost 50.8 % of the passengers sampled agree that driver’s help the disabled while only 41.2 % disagree. Thus all who have stated that they are satisfied with the service because the drivers are helpful to the disable.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.22 - Customer satisfaction VS. Help the disable | | | | | | | | |
|  | | | Help the disable | | | | | Total |
| Strongly Agree | Agree | Neither agree nor disagree | Disagree | strongly Disagree |
| Overall satisfaction | Very satisfied | Count | 6 | 0 | 0 | 0 | 1 | 7 |
| % of Total | 2.0% | 0.0% | 0.0% | 0.0% | 0.3% | 2.3% |
| Satisfied | Count | 71 | 20 | 0 | 0 | 0 | 91 |
| % of Total | 23.7% | 6.7% | 0.0% | 0.0% | 0.0% | 30.4% |
| Neutral | Count | 0 | 0 | 6 | 1 | 0 | 7 |
| % of Total | 0.0% | 0.0% | 2.0% | 0.3% | 0.0% | 2.3% |
| Dissatisfied | Count | 15 | 7 | 2 | 33 | 5 | 62 |
| % of Total | 5.0% | 2.3% | 0.7% | 11.0% | 1.7% | 20.7% |
| Very dissatisfied | Count | 27 | 6 | 16 | 73 | 10 | 132 |
| % of Total | 9.0% | 2.0% | 5.4% | 24.4% | 3.3% | 44.1% |
| Total | | Count | 119 | 33 | 24 | 107 | 16 | 299 |
| % of Total | 39.8% | 11.0% | 8.0% | 35.8% | 5.4% | 100.0% |

## **Hypotheses Testing**

**H1: Passenger satisfaction on taxi service is independent from the ith factor**

**H2: Passenger satisfaction on taxi service is dependent from the ith factor**

Where ith factor= (Taxi booking procedure is easier than other modes, The pick me app can be used at any time without any interruptions, The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections),Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability),The drivers do not refuse to come at the last moment, The drivers are well dressed and appealing, Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time, Pick me drivers are helpful, The drivers are knowledgeable than other taxi drivers, The drivers are polite and responsive, Pick me vehicles are clean and in good condition to travel, Pick me rides doesn’t harm the image of the passenger, Provides prompt & quick service from booking till final destination, pick me vehicles are clean and in good condition to travel, fair estimation, customer feedback, inquiries follow up, flexible, courteous, help the disable.

Table 4.23 – Hypothesis Testing

|  |  |  |
| --- | --- | --- |
| **Factor** | **Test Value** | **P value** |
| Taxi booking procedure is easier than other modes | 254.366 | .000 |
| The pick me app can be used at any time without any interruptions | 162.980 | .000 |
| The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections | 160.215 | .000 |
| Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability | 110.101 | .000 |
| The drivers do not refuse to come at the last moment | 107.625 | .000 |
| The drivers are well dressed and appealing | 302.226 | .000 |
| Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time | 196.455 | .000 |
| Pick me drivers are helpful | 107.415 | .000 |
| Provides prompt & quick service from booking till final destination | 150.683 | .000 |
| The drivers are knowledgeable than other taxi drivers | 121.004 | .000 |
| The drivers are polite and responsive | 173.637 | .000 |
| Pick me vehicles are clean and in good condition to travel | 128.303 | .000 |
| Pick me rides doesn’t harm the image of the passenger | 131.847 | .000 |
| Fair estimations | 178.415 | .000 |
| Customer feedback | 191.873 | .000 |
| Inquiries follow up | 131.909 | .000 |
| flexible | 217.66 | .000 |
| Courteous | 193.802 | .000 |
| Help the disable | 201.256 | .000 |

Through the Pearson chi square test independence between two variables are assessed. Thus the P value is used to examine the substantial correlation between two variables. The result of these two values are depicted as above where test statistic values are significant at 5% confidence interval with all P values been less than 0.05. Therefore, it is evidenced that above variable are independent from each other while they adopt a better relationship with the overall satisfaction.

## **Factor Analysis**

### **Reliability test for the overall data set**

|  |  |  |
| --- | --- | --- |
| Table 4.24 – Reliability Statistics (Overall data set) | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .937 | .934 | 18 |

The Cronbach Alpha value of the overall data set suggest a value of 0.937 which is greater than the threshold 0.5. Therefore, internal consistency is proved and it can be concluded that the reliability is achieved.

**4.6.2 KMO (Kaiser-Meyer-Olkin) and Bartlett’s Test**

Kaiser-Meyer-Olkin (KMO) and Bartlett's test is used to check test sufficiency of the sample. In the usual scenario KMO test measurement should be more than 0.6. However, as specified by the below table it is observable that estimation of Kaiser-Meyer-Olkin is 0.828. Therefore, the sample is adequate for the factor analysis.

|  |  |  |
| --- | --- | --- |
| Table 4.25 – KMO and Bartlett's test | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .828 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 14365.904 |
| df | 171 |
| Sig. | .000 |

In addition, following hypothesis can be examined:

**H0: Correlation matrix is an identity matrix.**

**H1: Correlation matrix is not an identity matrix.**

P-value of the Bartlett’s test value amounts to be 0.000. Therefore, null hypothesis is rejected. So correlation matrix is not an identity among variables used in factor analysis matrix which additionally bolsters the strength of the relationship.

## **Communalities**

Communalities explains the common variance shared by the factors with given variables. Higher variance is indicated by higher communalities the threshold value is that communalities should indicate a figure greater than 0.4. Thus all the factors depicted shows a value greater than 0.4 in this study thus suggesting that large variance is extracted by the factor solution.

|  |  |  |
| --- | --- | --- |
| Table 4.26 - Communalities | | |
|  | Initial | Extraction |
| The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections) | 1.000 | .891 |
| Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability) | 1.000 | .971 |
| The drivers are well dressed and appealing | 1.000 | .869 |
| Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely | 1.000 | .804 |
| Provides prompt & quick service from booking till final destination | 1.000 | .848 |
| The drivers are knowledgeable than other taxi drivers | 1.000 | .841 |
| The drivers are polite and responsive | 1.000 | .922 |
| Pick me vehicles are clean and in good condition to travel | 1.000 | .954 |
| Pick me rides doesn’t harm the image of the passenger | 1.000 | .952 |
| Fair estimation | 1.000 | .964 |
| Customer Feedback | 1.000 | .948 |
| Inquiries follow up | 1.000 | .936 |
| Taxi booking procedure is easier than other modes | 1.000 | .933 |
| The pick me app can be used at any time without any interruptions | 1.000 | .939 |
| The drivers do not refuse to come at the last moment | 1.000 | .953 |
| Pick me drivers are helpful | 1.000 | .703 |
| flexible | 1.000 | .832 |
| Courteous | 1.000 | .786 |
| Help the disable | 1.000 | .824 |
| Extraction Method: Principal Component Analysis. | | |

## **Total Variance Explained**

Table below determines the eigenvalues for each factor. SPSS software has distinguished 19 factors inside the data set. Additionally, above 1 value of initial eigenvalues can be considered as factors of this study. Furthermore, point from where the shape of the scree plot flatten can be used to identify the number of factors. Thereby considering both Eigen values and scree plot 3 factors can be identified in this study.

Additionally, identifying the factors total variance explained also can be considered in identifying the factors. Total variance explained are respectively for the 3 variables can be observed below.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 4.27 – Total Variance Expected | | | | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 9.563 | 50.332 | 50.332 | 9.563 | 50.332 | 50.332 | 9.229 | 48.573 | 48.573 |
| 2 | 5.335 | 28.079 | 78.410 | 5.335 | 28.079 | 78.410 | 4.670 | 24.581 | 73.154 |
| 3 | 1.973 | 10.384 | 88.794 | 1.973 | 10.384 | 88.794 | 2.972 | 15.640 | 88.794 |
| 4 | .842 | 4.432 | 93.226 |  |  |  |  |  |  |
| 5 | .393 | 2.066 | 95.292 |  |  |  |  |  |  |
| 6 | .251 | 1.322 | 96.614 |  |  |  |  |  |  |
| 7 | .190 | 1.002 | 97.616 |  |  |  |  |  |  |
| 8 | .137 | .721 | 98.338 |  |  |  |  |  |  |
| 9 | .092 | .484 | 98.822 |  |  |  |  |  |  |
| 10 | .080 | .420 | 99.242 |  |  |  |  |  |  |
| 11 | .050 | .264 | 99.507 |  |  |  |  |  |  |
| 12 | .029 | .151 | 99.658 |  |  |  |  |  |  |
| 13 | .019 | .101 | 99.759 |  |  |  |  |  |  |
| 14 | .018 | .096 | 99.854 |  |  |  |  |  |  |
| 15 | .014 | .072 | 99.927 |  |  |  |  |  |  |
| 16 | .008 | .044 | 99.971 |  |  |  |  |  |  |
| 17 | .003 | .017 | 99.988 |  |  |  |  |  |  |
| 18 | .002 | .009 | 99.997 |  |  |  |  |  |  |
| 19 | .001 | .003 | 100.000 |  |  |  |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

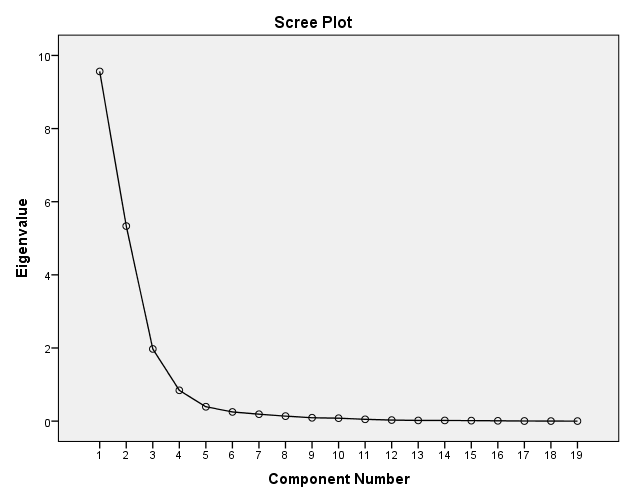


Figure 6-Scree plot

Rotated component matrix is helpful to break down variables into small factors. Significant factors can be recognized in the rotated component matrix. 19 variables are categorized into 3 type of factors which shown as in below table. Varimax rotation method is used in this study. Extraction method is principal component analysis.

According to the Table 4.29, drivers provide prompt & quick service from booking till final destination, the drivers are knowledgeable than other taxi drivers, the drivers are polite and responsive, pick me vehicles are clean and in good condition to travel, pick me rides doesn’t harm the image of the passenger, fair estimation, Customer Feedback, flexible, courteous, help the disable have higher loadings compared to others within the component. Thereby taking all these factors as a whole can be defined as responsiveness and empathy

The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections), taxi booking procedure is easier than other modes, the pick me app can be used at any time without any interruptions, the drivers do not refuse to come at the last moment, comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability)

have higher loadings compared to others within the component 2 which can be defined as level of tangibility and reliability

The drivers are well dressed and appealing, pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely, pick me drivers are helpful

have higher loadings compared to others within the component 3. Thereby component 3 can be defined as assurance

|  |  |  |  |
| --- | --- | --- | --- |
| Table 4.28 – Rotated Component Matrix | | | |
|  | Component | | |
| 1 | 2 | 3 |
| The drivers are well equipped than other taxi service providers (Mobile phones and required internet connections) | .040 | .934 | .130 |
| Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability) | .057 | .930 | .320 |
| The drivers are well dressed and appealing | -.087 | .235 | .898 |
| Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely | .037 | .239 | .863 |
| Provides prompt & quick service from booking till final destination | .716 | .230 | .531 |
| The drivers are knowledgeable than other taxi drivers | .755 | .247 | .459 |
| The drivers are polite and responsive | .955 | .099 | .015 |
| Pick me vehicles are clean and in good condition to travel | .964 | .133 | .084 |
| Pick me rides doesn’t harm the image of the passenger | .963 | .133 | .084 |
| Fair estimation | .976 | .105 | -.034 |
| Customer Feedback | .951 | .054 | -.202 |
| Inquiries follow up | .919 | .031 | -.301 |
| Taxi booking procedure is easier than other modes | .307 | .915 | -.040 |
| The pick me app can be used at any time without any interruptions | .039 | .960 | .125 |
| The drivers do not refuse to come at the last moment | .029 | .927 | .304 |
| Pick me drivers are helpful | -.434 | .114 | .708 |
| Flexible | .907 | .067 | -.073 |
| Courteous | .871 | .037 | -.160 |
| Help the disable | .893 | -.089 | -.136 |
|  | | | |
|  | | | |

## **Reliability of the three factors identified**

### **Responsiveness and assurance**

The Cronbach Alpha related to component 1 amounts to 0.970 suggesting the fact that it is reliable.

|  |  |  |
| --- | --- | --- |
| Table 4.29 – Reliability Statistics (Responsiveness and assurance) | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .970 | .975 | 10 |

### **Tangibility and reliability**

Second factor results in a higher Cronbach’ Alpha value of 0.975 which is significantly higher than 0.7. thus the internal consistency is achieved in the 2nd factor.

|  |  |  |
| --- | --- | --- |
| Table 4.30 – Reliability Statistics (tangibility and reliability) | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .975 | .975 | 5 |

### **Assurance**

Thus the 3 factors under this variable result in a higher reliability value of 0.838 indicating high level of reliability.

|  |  |  |
| --- | --- | --- |
| Table 4.31 - Reliability Statistics (Assurance) | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .838 | .836 | 3 |

## **Hypothesis testing between factors identified and customer satisfaction.**

Since the 3 variables are not normally distributed to examine the relationship spearman’s correlation is used.

Following hypothesis were developed to analyze the linear relationship among the variables.

**H0: There is no relationship between ith factor and customer satisfaction**

**H1: There is a relationship between ith factor and customer satisfaction**

ith factor = (Quality and convenience, customization, reliability)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 4.32 - Correlations | | | | | | |
|  | | | Overall satisfaction | NEWF3 | NEWF2 | NEWF1 |
| Spearman's rho | Overall satisfaction | Correlation Coefficient | 1.000 | -.369\*\* | .220\*\* | .566\*\* |
| Sig. (2-tailed) | . | .000 | .000 | .000 |
| N | 299 | 299 | 299 | 299 |
| NEWF3 | Correlation Coefficient | -.369\*\* | 1.000 | .228\*\* | -.310\*\* |
| Sig. (2-tailed) | .000 | . | .000 | .000 |
| N | 299 | 299 | 299 | 299 |
| NEWF2 | Correlation Coefficient | .220\*\* | .228\*\* | 1.000 | .096 |
| Sig. (2-tailed) | .000 | .000 | . | .096 |
| N | 299 | 299 | 299 | 299 |
| NEWF1 | Correlation Coefficient | .566\*\* | -.310\*\* | .096 | 1.000 |
| Sig. (2-tailed) | .000 | .000 | .096 | . |
| N | 299 | 299 | 299 | 299 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

The table results show that there is a significant linear relationship between customer satisfaction and the three independent variables responsiveness and empathy, tangibility and reliability, assurance. Thus responsiveness and empathy, tangibility and reliability adopts a positive linear relationship with customer satisfaction, assurance adopts a negative relationship with customer satisfaction.

When considering the relationship among independent variables it is identifiable factor 1 and factor 2 does not adopt a linear relationship even though there is a positive relationship. On contrary, factor 1 adopts a significant linear relationship with factor 3 but the relationship between the two variables is negative. When considering Factor 2 and 3 a positive and linear relationship can be identified among the two variables.

Thus in conclusion when responsiveness and empathy increase as tangibility and reliability increase but they do not increase them in a linear nature. While responsiveness and empathy increase when the level of assurance decrease. However, tangibility and reliability adopts a weak positive linear relationship with assurance.

# **CONCLUSION & RECOMMENDATIONS**

## **Discussion on Findings**

Chapter 4 of the research includes the analysis of the collected data, through which the following result were observed, as the starting point the researcher identifies the demographic characteristics of the passengers. The charts analyzed in chapter 4 depicts that males use pick me more than females. According to the sample studied the usage of pick me service is high among the young generation majority of which are employed or else still engage in their studies, thus as a cost effective and convenience mode taxies were used by aforementioned segment of the economy who owns an income less than 10000.

When considering the public transportation system in Sri Lanka approximately 30% have responded that they are dissatisfied with the system. However majority of28% of the sample passengers use taxies less than 10% of the time for their day to day travelling purposes. Thus the economic condition has caused the passengers to utilize the public transportation system regardless of the fact that they are dissatisfied with it.

However, 211 out of 299 respondents use pick me even though they own a vehicle and majority tend to use taxis at least once a week in their daily routine. The analysis of the industry reveals that the society has a bad attitude and perception on it as a cause of heavy traffic congestions in the roads and high levels of emission and environmental pollution in the country. Thus majority of the respondents agree with the fact that it is essential for the government to regulate this industry. In contrary the study shows that irrespective of these conditions sampled passengers view taxies as readily available and flexible mode of transportation than other public transport modes.

The core objective of this analysis is to identify the factors passengers consider in selecting a taxi service. Thus initially 19 factors affecting customer satisfaction was developed using the SERVQUAL model, then through the factor analysis these initial factors were classified into 3 main factors as responsiveness and empathy, tangibility and reliability, assurance.

Consequently, the reliability of these factors were examined and revealed that three factors are reliable and produce consistence results. In an overall point of view, it was identified that customers seek for responsiveness and empathy, tangibility and reliability, assurance in selecting the taxi service.

Secondary objective of this study is to identify how these factors can be used to achieve customer satisfaction. Thus through the correlation analysis it was observed that there is a significant linear relationship between customer satisfaction and the three independent variables responsiveness and empathy, tangibility and reliability, assurance. Thus customer satisfaction increase when the responsiveness and empathy, tangibility and reliability increases and while assurance decreases in the Sri Lankan context. Therefore, in an overall perspective two objectives intended to be studied were covered in this paper.

## **Recommendations**

Sri Lankan transportation industry has developed at a fast pace with the high usage of mobile phones and internet. As a result, many taxi services have been introduced to the market under different names. Thus the competition has increased significantly causing the service providers to consider on how to be competitive in their market place.

Thereby, tacking pick me as the focal service provider the study identifies responsiveness and empathy, tangibility and reliability and assurance are the factors passengers seek in selecting a taxi service. Therefore, companies should consider on how to customize the service by fitting into their customer’s shoes. Provision of accurate estimate that matches the passengers’ budget, providing facilitates to disabled, ensuring the service is catered to all classes of passengers are some of the outcomes of this study that is recommended to the taxi services to implement in order to achieve higher customer satisfaction.,

In addition, the amount of security that can be ensured, assurance, empathy, reliability of the drivers along with the tangible facts such as good conditions of vehicles, ease of use are key considerations that would help companies to enhance their profitability in the market.

Thus in a nutshell aforementioned can be recommended but there are more of the factors the study recommends to improve the quality of the service to achieve customer satisfaction.

However, the gaps identified in the Sri Lankan context especially with relevant to aspects such as quality of the driver reflected through reliability, assurance and empathy can be recommended to be used by an infant organization who wish to enter the market in a more competitive way.

In addition, the study recommends the authorities to regulate this industry to minimize its negative effects such as creation of traffic congestions and environment pollution as taxies are a flexible as well as an effective transportation mode that is used by all citizens who belong to all income levels

Moreover, the study suggest that Sri Lankan today use online application in arranging taxies than hailing on the road thus the usage of this system should be encouraged among the taxi service providers.

## **Limitations**

There are specific limitations related with the study. This research is primarily based on the respondents within the area of Colombo, which limits the access of data related to respondents from other areas.

The questionnaires were randomly distributed only among the users of Pick Me taxi service which limits the responses of customers who use other taxi services such as Uber, Kangaroo cabs, Budget taxi and other taxi services. Therefore, it has limited the research in obtaining an overall picture of the whole industry

The respondents may seem to be casual while answering the questionnaires. Therefore, it has restrained the researcher in getting a better understanding of the study.

## **Future Research Areas**

For better understanding of the study, future researches can be conducted in other suburbs and areas, such as Negombo, Kaluthara, Kaduwela and Kandy where Pick me taxi service is available.

An exclusive model can be developed to understand the dynamic behavior of the customers towards taxi services in Sri Lanka through using a longitudinal research.

Moreover, future studies can be conducted using all the taxi services in Sri Lanka that will help to get an overall understanding about the industry.

Since taxi services are extensively used by customers, another future research can be carried out in improving the customer loyalty towards the taxi services in Sri Lanka

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# **APPENDIX**

**Study about customer satisfaction towards Pick me taxis**

Dear Sir/Madam

I’m Vishva, a student of CINEC Campus following B.Sc. in Logistics and Transportation degree program. The purpose of my study is to measure the level of customer satisfaction against the service offered by Taxi services. You are part of a representative sample on whose responses this research is based and I believe your attitudes and opinions regarding the subject matter are critical to the success of my study. Individual responses are anonymous and data will be held in confidence.

Thank you for taking the time to assist me in my educational endeavors. I recognize the value of your time and gratefully appreciate your efforts in completing this questionnaire.

Thank you,

Vishva,

Undergraduate Research Candidate,

CINEC Campus.

**What is your gender?**

Male

Female

**Age category you belong to:**

16-25

26-35

36-50

51 and above

What is your satisfaction level with regard to public transportation system in Sri Lanka (Trains & Buses)?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

Mention number of times you use taxi services per month over the public transportation methods as a percentage

Less than 10%

10%-25%

26%-50%

51% and above

**Occupation category you belong to:**

Student

Employed

Self-employed

Unemployed

Retired

**How often do you use taxis?**

Daily

Once a week

Once a month

Other (Please Specify)

………………………………………………………………………………………………………………………………………………………………

**What is your monthly income level?**

Less than 10000

10000-30000

31000-60000

61000-90000

100000 and above

**Do You Own a personal vehicle?**

Yes

No

**How do you normally arrange a taxi?**

1 Hail the taxi on the street

2 Online booking by using the websites

3 Taxi app

4 Phone driver directly

**Please mention the relevant number in front indicating the level to which you agree with the mentioned statements.**

1- Strongly disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly agree

|  |
| --- |
| The taxis are always available when in need |
| Government should involve for the regulation of taxi services |
| Taxi service is one of a flexible transportation mode than other public transport modes   |  | | --- | | Traffic congestion is mainly created by the taxis in the road | | Taxis cause high emission and environment pollution in Sri Lanka | |

**Do you book vehicles through pick me?**

Yes

No

**For what kind of rides do you arrange a taxi through pick me?**

Personal travel

Business travel

Both

**Why do you prefer pick me over other taxi services?**

Convenient

Safety

Fare chargers

Timeliness

Other………………………………………………………………………………………

**Please indicate the extent to which you consider these factors in selecting pick me over other taxis/transportation modes using “x”**

1. **Strongly Agree 2) Agree 3) Neither agree nor disagree 4) Disagree 5) strongly Disagree**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** |
| Taxi booking procedure is easier than other modes |  |  |  |  |  |
| The pick me app can be used at any time without any interruptions |  |  |  |  |  |
| The drivers are well equipped than other taxi service providers  (Mobile phones and required internet connections) |  |  |  |  |  |
| Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability) |  |  |  |  |  |
| The drivers do not refuse to come at the last moment |  |  |  |  |  |
| The drivers are well dressed and appealing |  |  |  |  |  |
| Pick me drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely |  |  |  |  |  |
| Pick me drivers are helpful |  |  |  |  |  |
| Provides prompt & quick service from booking till final destination |  |  |  |  |  |
| The drivers are knowledgeable than other taxi drivers |  |  |  |  |  |
| The drivers are polite and responsive |  |  |  |  |  |
| Pick me vehicles are clean and in good condition to travel |  |  |  |  |  |
| Pick me rides doesn’t harm the image of the passenger |  |  |  |  |  |
| Fair estimation |  |  |  |  |  |
| Customer Feedback |  |  |  |  |  |
| Flexibility |  |  |  |  |  |
| Courteous |  |  |  |  |  |
| Help the disable |  |  |  |  |  |

**In your point of view, why do you use pick me for your future needs?**

Pick me offers discounts and offers

Pick me provides accurate estimations on the prices

The ability to do card payments

Pick me provide individual attention on customer feedbacks

Due to the reliability of the service and the safety

W**hat is your overall satisfaction about taxi service provided by pick me?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 5  Strongly Satisfied | 4 Satisfied | 3  Neutral | 2  Dissatisfied | 1  Strongly Dissatisfied |