**Study about customer satisfaction towards mobile taxi booking service in Sri Lanka**

Dear Sir/Madam

I’m ……………………., a student of…………………… 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,

…………………………..,

Undergraduate Research Candidate,

……………………...

**PART A**

**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 mobile taxi booking apps?**

Yes

No

**For what kind of rides do you arrange a taxi through mobile taxi booking apps?**

Personal travel

Business travel

Both

**Why do you prefer mobile taxi booking service over other taxi services?**

Convenient

Safety

Fare chargers

Timeliness

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

**PART B**

**Please indicate the extent to which you consider these factors in selecting mobile taxis over other taxis/transportation modes.**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** |
| **Tangibility** |  |  |  |  |  |
| 1)Taxi booking procedure is easier than other modes |  |  |  |  |  |
| 2)The mobile taxi booking apps can be used at any time without any interruptions |  |  |  |  |  |
| 3)The drivers are well equipped than other taxi service providers  (Mobile phones and required internet connections) |  |  |  |  |  |
| 4)Comfortable is comparably good with other transport services (AC availability, Seat comfort, Radio/TV availability) |  |  |  |  |  |
| 6)The drivers are well dressed and appealing |  |  |  |  |  |
| 13)Vehicles are clean and in good condition to travel |  |  |  |  |  |
| **Reliability** |  |  |  |  |  |
| 5)The drivers do not refuse to come at the last moment |  |  |  |  |  |
| 20)Apps do not take personal Information |  |  |  |  |  |
| 16)Customer Feedback |  |  |  |  |  |
| 7)Apps are very easy to understand |  |  |  |  |  |
| 21)Payments are very secure |  |  |  |  |  |
| 22)Reputation of the company |  |  |  |  |  |
| 27)Accuracy of the map |  |  |  |  |  |
| Responsiveness |  |  |  |  |  |
| 25)Check the availability of offers or coupons |  |  |  |  |  |
| 26)Type of the vehicles available in the app |  |  |  |  |  |
| 28)Functions of the app such as pre booking |  |  |  |  |  |
| 29)Space taken to install the app |  |  |  |  |  |
| 10)Provides prompt & quick service from booking till final destination |  |  |  |  |  |
| 12)The drivers are polite and responsive |  |  |  |  |  |
| 15)Fair estimation |  |  |  |  |  |
| 17)Flexibility |  |  |  |  |  |
| Assurance |  |  |  |  |  |
| 8)Drivers are able to inspire trust and confidence to ensure that their passengers travel to the destination on time safely |  |  |  |  |  |
| 11)The drivers are knowledgeable than other taxi drivers |  |  |  |  |  |
| 23)Past Ratings and Reviews of the company |  |  |  |  |  |
| 24)Past Ratings and Reviews of the driver |  |  |  |  |  |
| Empathy |  |  |  |  |  |
| 9)Drivers are helpful |  |  |  |  |  |
| 14)Rides doesn’t harm the image of the passenger |  |  |  |  |  |
| 18)Courteous |  |  |  |  |  |
| 19)Help the disable |  |  |  |  |  |

**PART C**

**In your point of view, why do you use mobile taxis for your future needs?**

It offers discounts and offers

It provides accurate estimations on the prices

The ability to do card payments

It provides 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 the mobile taxi booking companies?**

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