Scope Of the Research

The main scope 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.