EXPLORING THE FACTORS AFFECTING ON TOURIST SATISFACTION WITH RIDE-SHARING SERVICES IN SRI LANKA (WITH SPECIAL REFERENCE TO COLOMBO DISTRICT)

K.H. Pavithra and H.F.N.U. Fonseka

University College of Batangala, University of Vocational Technology, Sri Lanka
hasinikottage@gmail.com

Abstract: Smartphones with powerful functionalities and technological growth have given tourists access to a wide range of service apps, which have transformed the tourism industry's business model. Particularly, mobility and transportation apps that assist users in navigating and using different modes of transportation, like ride-sharing services, are growing in popularity as a means of meeting the demand of tourists for urban travel in the absence of sufficient public transportation in developing nations. As a result, ride-sharing has become a necessity in the Sri Lankan economy rather than just an alternative. Since no study in Sri Lanka has examined the tourists' perception regarding the use of ride-sharing services during their trips, the purpose of this research was to investigate the factors influencing tourists' satisfaction with ride-sharing services in Sri Lanka with special reference to the Colombo district. This study used a quantitative approach, and this research was carried out by using primary data collected through self-administered questionnaires. The convenience sampling method was used to select 385 individual tourists who are users of ride-sharing services of two main service providers in the Colombo district. Reliability was confirmed using Cronbach's alpha reliability test, and collected survey data were analyzed using descriptive statistical analysis and Pearson correlation coefficient. The results of the study verified that tourist satisfaction with ride-sharing services has a strong positive correlation with both digital experience and safety. Additionally, this study provided valuable managerial implications that can aid stakeholders, policymakers, and service providers in the transportation and tourism sectors in better meeting tourists' travel needs.

Keywords: Tourist Satisfaction, Digital Experience, Safety, Accessibility, Ride-sharing Services