

## A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE CAB BOOKING WITH OLA AND UBER SERVICE

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### ABSTRACT

In the current situation, travel and transportation are becoming increasingly popular among millions of travellers worldwide. It is also one of the main requirements of many people as traveling around the world is a must for them. The customer plays a key role in the activities of any service provider. Relationships are mostly mutual, with the first party (the company) always being happy and successful in the relationship and surviving. Get to know the customer awareness of taxi service providers. Establish a satisfactory level of customer service and quality. Ola followed by Uber Taxi is one of those who transfer quick taxi booking through mobile application services and many happy customers. The result of this study may help the taxi service industry to design its future marketing strategies.

**Keywords:** Ola service, Uber service, Service Quality, and Customer Satisfaction.

### INTRODUCTION

In the modern world, taxi booking opportunities and taxi companies are rapidly emerging, and valuable others are emerging, attracting more valuable customers across the vast expanse of our country. Previously, the taxi industry in India was regulated by the so-called Intermediate Motor Vehicle (MV) Act, of 1988. Taxis arrived in India in 1911 to supplement horse-drawn carriages. Black and yellow Fiat taxis are an integral part of Mumbai. Earlier, Mumbai was the first city to introduce taxis in India. In Tamil Nadu, Chennai was the first city to operate taxis and is the state capital. And the fourth largest city in India. Call taxis are not officially recognized by watercraft registries. They are offered because they are considered safer, more convenient than regular taxis or rickshaws, and reliable. More customers know a certain taxi and often book it differently. A call taxi is a type of hired driver used as a single passenger or passengers in a small group for a non-shared ride.

Call Taxi transmits the passenger's location through the service provider and not to the passengers, although demand and shared taxis offer a hybrid taxi mode. Ola in particular was brought up harshly in recent years. These radio taxi services, which focus on solving the problems of getting customers around the city, have benefited greatly from the growing interest in smartphones and the need to travel to the monastery at different times of the day in different locations, depending on which the cars are offered ridden. At unfair prices charged by auto

rickshaws. The old S-Taxis were mainly used for airport trips, which has now changed thanks to the unprecedented accessibility of mobile apps. All major companies, including Ola and Uber, run most of their businesses from mobile devices. Applications based on. O la has established itself as number one in the taxi and entertainment market, offering better services in the market than other services in the same segment. Customer satisfaction is a term often used in marketing concepts Describes how the company's products and services meet or exceed customer expectations.

## **QUALITY OF SERVICE**

Quality of Service is a measurement tool that needs to be understood customer needs and desires through consumer analysis experiences and satisfaction with the services of customers. The quality of service is a combination of different words, "service" and "quality". The service then deeds execution, activity, customer satisfaction, or benefits offered for sale or delivered relating to the sale of goods. Quality is conformity requirements. It is the sum of the characteristics and properties of a product or service designed to meet a specific need or hidden needs. Customers play an important role in everyone service provider for companies. There are bilateral relationships, especially if the front page (business) will always be happy and a successful relationship and survive. Customer means " a Person of a certain type to deal with.

## **SERVICES OF OLA CAB**

In addition to the shipping company Ola Cabs, the holding company ANI Technologies serves Ola Fleet, Ola Financial Services, and Ola Foods. Since September 2019 he has also held a 6% stake in the electric scooter company Ola Electric.

## **RIDE-HAILING OF OLA**

Ola Cabs offers different levels of service, from economy to luxury travel. Taxis are booked through their mobile app and their website, and the service accepts cash and online payments. It averages over 150,000 bookings per day and had a 60% market share in India in 2014. As of 20 19; the company has grown to a network of more than 1.5 million drivers in 250 cities. In November 2014, Ola expanded its business by piloting auto-rickshaws in Bangalore. After the testing phase, Ola Auto has expanded to other cities like Delhi, Pune, Chennai as well as Hyderabad Metro since December 2014. In March 2016, it launched a Pedi cab service on its platform. Ola has had legal troubles in many states where it is illegal to ride a Pedi cab.

## **SERVICES OF UBER CAB**

Uber is a technology company on a mission to change the way the world moves for the better. Our technology helps us develop and maintain diverse platforms that appeal to consumers seeking ridesharing, independent transportation providers, and other modes of transportation, including public transit, bicycles, and scooters.

## **RIDE-HAILING OF UBER**

The Uber platform was designed with security in mind. With accident prevention tools, insurance coverage, and connected technology, we help you navigate safely and focus on what matters most.

### **ADVANTAGES OF THE CAB BOOKING SYSTEM**

- Cab booking facility offers an unambiguous and concise method to book cabs online.
- Its User defined functionalities are kept clear and to the point.
- The cab booking facility is offered round-the-clock (i.e. 24/7).
- They can make Changes in cab profiles (cab addition, replacement, de-allocation), route structures, etc., can which be made effective immediately with the appropriate contingency handling.
- It provides complete audit trails for transactions and data access.

### **BENEFITS TO CUSTOMERS**

- The Customers can hire Cabs instantly without even going out of their homes.
- The Customers can receive updated information on cab location and their approximate arrival time.
- It is a trendy Cashless way of payment mean so that passengers need not fuss about cash and change.
- Customers can rate drivers which makes the system more transparent and trustworthy.
- Customers find it convenient to book cabs without waiting on the road and refusing.

### **OBJECTIVES OF THE STUDY**

- To know customer satisfaction with Ola and Uber cabs.
- To know the determinants of Ola and Uber cascading.
- To ascertain the level of service quality and customer satisfaction.
- To find out the problems and complaints faced by the customer while using cab service.

### **SCOPE OF THE STUDY**

The study covers factors like safety, availability, innovativeness, price consciousness, and coupon redemption behaviour of the customer as also the tariff rate fixed on various hours and to know their service level

### **RESEARCH METHODOLOGY**

Non-profit research is the scientific and systematic search for knowledge to obtain relevant information on a specific topic. After defining the goal, the next step is to collect data related to the identified problem and analyze the collected data to find the root causes of the problem. There are two types of data namely

- primary data
- secondary data

## PRIMARY DATA

Raw data is collected by a specific researcher from a project on a specific topic. Therefore, the raw data is original and collected first-hand. There are several methods for collecting raw data, particularly in surveys and descriptive research.

## SECONDARY DATA

It is the data that already exists, and has gone through some standard analysis. Under the secondary data, the company’s annual reports, brochures, pamphlets, newspapers, journals, and internet were taken into consideration.

## TOOLS USED

- Chi-square test
- One-way ANOVA test
- T-test

## QUESTIONNAIRES

With this research method, researchers and respondents come into contact. Surveys are sent to respondents with a request to return them upon completion. It is the most commonly used method in various economic and business studies and research. The questionnaire to be used must be designed with great care to collect the relevant information efficiently.

## ANALYSIS AND INTERPRETATION

### CHI-SQUARE TEST

#### Hypothesis 1:

**H<sub>0</sub>:** There is no significant relationship between gender and the respondents’ journey time.

**H<sub>1</sub>:** There is a significant relationship between gender and the respondents’ journey time.

**Table1 Shows that gender with the journey time of the respondents**

		Gender		Total
		Male	Female	
<b>Journey Time</b>	Below 30 Minutes	18	0	<b>18</b>
	30-40 Minutes	23	7	<b>30</b>
	40-50 Minutes	0	28	<b>28</b>
	50-60 Minutes	0	13	<b>13</b>
	Above 60 Minutes	0	11	<b>11</b>
<b>Total</b>		<b>41</b>	<b>59</b>	<b>100</b>

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	77.815 <sup>a</sup>	4	.000
Likelihood Ratio	102.775	4	.000
Linear-by-Linear Association	58.702	1	.000
N of Valid Cases	100		

a. 1 cell (10.0%) have an expected count of less than 5. The minimum expected count is 4.51.

Since the calculated value (**0.00**) is less than the table value (**0.05**), so we accept the Alternate Hypothesis and Reject the Null Hypothesis. Hence there is a significant relationship between gender and the respondents' journey time.

### Hypothesis 2

H<sub>0</sub>: There is no significant relationship between the usage of ola cabs with the purpose of travel by the respondents.

H<sub>1</sub>: There is a significant relationship between the usage of ola cabs with the purpose of travel by the respondents.

**Table 2 shows the usage of ola cabs for travel by the respondents.**

Often travel ola cab * usage of travel Cross tabulation					
		Usage of travel			Total
		Personal Travel	Professional Travel	Both	
Often travel ola cab	everyday	6	8	11	<b>25</b>
	Every week	15	13	26	<b>54</b>
	Every 2-3 weeks	4	6	10	<b>20</b>
	Every month	0	0	1	<b>1</b>
Total		<b>25</b>	<b>27</b>	<b>48</b>	<b>100</b>

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.030 <sup>a</sup>	6	.917
Likelihood Ratio	2.417	6	.878

Linear-by-Linear Association	.407	1	.523
N of Valid Cases	100		
a. 3 cells (25.0%) have an expected count of less than 5. The minimum expected count is .25.			

Since the calculated value (**0.917**) is greater than the table value (**0.05**), so we accept the Null Hypothesis and Reject the Alternate Hypothesis. Hence there is no significant relationship between the usage of Ola cab with the purpose of travel by the respondents.

### Hypothesis 3

H<sub>0</sub>: There is no significant relationship between the usage of Uber cabs with the purpose of travel by the respondents.

H<sub>1</sub>: There is a significant relationship between the usage of Uber cabs with the purpose of travel by the respondents.

Table 3 shows the usage of Uber cabs for travel by the respondents.

Often travel uber cab * usage of travel Cross tabulation					
Count					
		Usage of travel			Total
		Personal Travel	Professional Travel	Both	
Often travel by uber cab	everyday	2	3	4	9
	Every week	11	12	23	46
	Every 2-3 weeks	9	11	16	36
	Every month	3	1	5	9
Total		25	27	48	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.721 <sup>a</sup>	6	.943
Likelihood Ratio	1.923	6	.927
Linear-by-Linear Association	.044	1	.834
N of Valid Cases	100		
a. 6 cells (50.0%) have an expected count of less than 5. The minimum expected count is 2.25.			

Since the calculated value (**0.943**) is greater than the table value (**0.05**), so we accept the Null Hypothesis and Reject the Alternate Hypothesis. Hence there is no significant relationship between the usage of Uber cab with the purpose of travel by the respondents

### ONE-WAY ANOVA TEST

#### Hypothesis 1:

H<sub>0</sub>: There is no significant influence between the usage of Ola cab booking and the income level of the respondents.

H<sub>1</sub>: There is a significant influence between the usage of Ola cab booking and the income level of the respondents.

**Table 4 shows the usage of Ola Cab booking and the income level of the respondents**

ANOVA					
Often travel ola cab					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.819	2	.409	.707	.496
Within Groups	56.171	97	.579		
Total	56.990	99			

The above table found the influence between the amount spent for ordering food and the income level of the respondent. Hence F value (0.707) and the significant value (0.496) hence it concludes this is statistically significant, so the alternate hypothesis is accepted at the 5% level.

#### Hypothesis 2:

H<sub>0</sub>: There is no significant influence between money spent on Uber cab booking and the income level of the respondents.

H<sub>1</sub>: There is a significant influence between money spent on Uber cab booking and the income level of the respondents.

**Table 4 shows the money spent on Uber Cab booking and the income level of the respondents**

ANOVA					
Often travel by uber cab					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.297	2	.149	.238	.788
Within Groups	60.453	97	.623		
Total	60.750	99			

The above table found the influence between the amount spent for ordering food and the income level of the respondent. Hence F value (0.238) and the significant value (0.788) hence it concludes this is statistically not significant, so the null hypothesis is accepted at the 5% level.

### T-TEST

$H_0$ : There is no difference between the gender and the purpose of travel chosen by the respondents.

$H_1$ : There is a difference between the gender and the purpose of travel chosen by the respondents.

**Table 5. shows the gender and the purpose of travel**

One-Sample Statistics					
	N	Mean	Std. Deviation	Std. Error	
Usage of travel	100	2.23	.827	.083	

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Usage of travel	26.965	99	.000	2.230	2.07	2.39

The calculated test statistics is  $t=26.965$  at 99 degrees of freedom, and the p-value is 0.00, which is greater than the default level of significance= 0.05, this implies that we reject the null hypothesis and conclude that the data provided no sufficient information to reject  $H_0$ . We are 95% confident that the mean score for the entire class is equivalent to 6. The 95% calculated is for the mean difference between the observed sample mean (2.23) and hypothesized population mean (2.230) we are 95% confident that the mean difference between the observed sample mean and the hypothesized population mean is low as 2.07 and high as 2.39.

### FINDINGS

- Majority of respondents use Uber cab every month and very few respondents use Ola cab daily.
- From the total respondent around half of the respondent's average Uber cab journey time is 30-44 minutes.
- Majority of respondents use Uber cabs for personal travel.
- Most of the respondent feels safe in Ola and Uber cab during day time.
- Greater number of respondents feel that Uber cab traveling is safe at night time and less number of respondents feel unsafe.



- Respondents mostly don't like to have conversations with Uber cab drivers.
- Maximum rating of the quality of booking services of the Ola app is good.
- The majority of the respondents are choosing uber cab because of its cost-effectiveness and faster.
- The respondents are moderately satisfied with Ola cab services.
- More than half of the respondents feel Uber cab pricing is competitive.
- Satisfaction level of respondents with upfront pricing of Uber rides is high.

## CONCLUSION

A study on customer satisfaction with Ola and Ubercab concluded that Uber taxis received a good response from customers in Chennai city. No additional amenities are required in the Ola and Uber cabins. But taxi prices should be cheap rather than competitive. Due to the ease of use of the Ola and Uber apps, uber taxi services are the most preferred. This property offers better service than auto rickshaws and buses. People regard online taxi booking services as a luxury necessity and feel justified for the fare they charge. Generally, nowadays everyone prefers the online taxi booking service.

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