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A STUDY ON CUSTOMER SATISFACTION TOWARDS TRADITIONAL TAXIS IN SOUTH MUMBAI

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Abstract

Human life has become much simpler, quicker, and more productive thanks to digitization. One of the biggest and most significant revolutions in human history. Digitization has had an impact on practically all industries, not only the IT sector, as a means of completing tasks swiftly and effectively with the least amount of human interaction. The transportation infrastructure in metropolitan areas has changed significantly over the last ten years. In India's metropolitan and urban cities, taxis have emerged as a key means of transportation among the many others. Taxi services are a private, typically door-to-door service that is mostly provided to the general public at the local level. Horse wagons were the predominant means of transportation in the first decade of the 20th century, but in 1911 Taxi Cabs (conventionally known as Taxis) took their place due to their inefficiency. The study is aimed at identifying customer satisfaction towards Traditional taxis. The study investigated the variables that influenced customer satisfaction based on different parameters. Independent Sample t-test and One-way Anova has been applied for the purpose of statistical analysis of the findings of the research.

Keywords: *Customer Behavior, Metered Taxi, Satisfaction, Transport Industry*

Introduction:

A taxi, often known as a taxicab or just a cab, is a kind of hired car with a driver that is employed by one person or a small group of people, frequently for a private ride. A taxicab takes people to and from the destinations of their choice. Urban transportation infrastructure has seen significant alterations over the last ten years. In India's metropolitan and urban cities, taxis have emerged as one of the most popular ways of transportation. Since people's lifestyles are changing and their disposable income is rising, there is a tremendous rise in the demand for taxi services in India. Nevertheless, due to traffic congestion and taxis' easy accessibility at reasonable prices, people choose to use them for transportation over their own

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vehicles. In today's world, the cab industry is essential to our civilization. The most crucial elements, especially for city dwellers who frequently take public transportation or do not own a car. One of the most practical modes of transportation is the taxi. People use cabs to make their lives more convenient, get somewhere more quickly, and more easily.

Objectives of the Study:

1) To understand the socio-economic profile of customers using Traditional Taxi services.
2) To measure customer satisfaction towards Traditional taxis.

Hypotheses of the Study:

(H_0): There is no significant association between demographic variables (gender, occupation, income) of customers and the level of satisfaction.

(H_1): There is a significant association between demographic variables (gender, occupation, income) of customers and the level of satisfaction.

Research Methodology:

Primary Data:

Primary data was collected by administering online questionnaire. An online link was forwarded to all the respondents and the response was recorded.

Secondary Data:

The secondary data is collected from several sources such as articles from newspapers, online jounals, magazines, internet, yojana magazine etc.

Sample Design:

i. **Target Population:**
The Target Population for the purpose of the study is the customers of Traditional Taxi services.

ii. **Sample Selection:**
The Sample was selected by adopting Non-Probability Convenience Sampling method.

Limitations of the Study:

1) The Study is confined mainly to the traditional taxi customers of South Mumbai, which could not disclose an accurate picture of the entire population.
2) Time was a vital impediment because of which depth analysis could not be administered.

Review of Literature:

Sandhu (2019) conducted a study that aimed to differentiate between the traditional taxi market sector and the app-based taxi market segment in order to support the taxi service industry in creating its strategy and customer relationship strategies. While comfort, dependability, and price also have an impact on client satisfaction in the taxi market, this study showed that driver behaviour had a negative correlation with it. The most significant and critical performance indicators according to this study were journey speed, passenger costs, and service quality. In order to give a quick overview of all factors relating to the city's environment, public safety, service quality, mobility patterns, productivity, and levels of congestion and pollution, the report had presented a detailed Impact of Taxi market categories now existing in Nagpur.

Chetanont (2016) observed that the perception of service quality and user satisfaction with public taxi services in Bangkok were both at a high level. Researchers analyse descriptive statistics by frequency, percentage table, standard deviation, and means, and the inferential statistics analysis used T-test, F-test, and One-Way Anova. Other public transportation options besides public taxi services should be done to bring data for analysis and to find

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out app. According to the findings, foreign tourists had a high degree of satisfaction with public taxi services in terms of Reaching Services and Flexibility, Professionalism and Service Skills, and Attitudes and Behaviors.

Data Analysis and Interpretation:

Descriptive Statistics:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	90	64.2	64.2	64.2
	Male	50	35.7	35.7	100.0
	Total	140	100.0	100.0	

Comment: The percentage of female respondents is higher than that of male respondents in this sample.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years	22	15.8	15.8	15.8
	18-25 years	50	35.7	35.7	51.5
	25-40 years	58	41.4	41.4	92.9
	40-60 years	10	7.1	7.1	100.0
	Total	140	100.0	100.0	

Comment: There are 41.4% respondents in the age group of 25-40 years followed by 35.7% in the age group of 18-25 years.

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	96	68.6	68.6	68.6
	Married	44	31.4	31.4	100.0
	Total	140	100.0	100.0	

Comment: Majority of the respondents (68.6%) are unmarried.

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher Secondary	10	7.1	7.1	7.1
	Undergraduate	22	15.8	15.8	22.9
	Graduate	60	42.9	42.9	65.8
	Postgraduate	22	15.7	15.7	74.3
	Professional	26	18.5	18.5	100.0
	Total	140	100.0	100.0	

Comment: 42.9% respondents are graduates followed by 18.5% professionals and 15.7% postgraduates.

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Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	52	37.14	37.14	37.14
	Government employee	24	17.14	17.14	54.28
	Self-employed	8	5.71	5.71	59.99
	Business	20	14.28	14.28	74.27
	Housewife	36	25.71	25.71	100.0
	Total	140	100.0	100.0	

Comment: Homemakers, students and business people form about 77% of the respondents

Testing of Hypothesis

Null Hypothesis (H_0): There is no significant association between demographic variables (gender, occupation, income) of customers and the level of satisfaction.

Independent samples t test is used for gender and ANOVA is used for income and occupation.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction level with respect to cleanliness of taxi	Female	82	3.15	.818	.090
	Male	58	3.48	.682	.090
Satisfaction level with respect to space available for luggage	Female	82	3.15	.904	.100
	Male	58	3.52	.731	.096
Satisfaction level with respect to fare charges	Female	82	3.44	.995	.110
	Male	58	3.59	.773	.102
Satisfaction level with respect to safety and security	Female	82	3.22	.903	.100
	Male	58	3.48	.822	.108
Satisfaction level with respect to comfort inside the vehicle	Female	82	3.41	1.042	.115
	Male	58	3.62	.813	.107
Satisfaction level with respect to drivers driving ability	Female	82	3.34	.984	.109
	Male	58	3.48	.822	.108
Satisfaction level with respect to assistance provided by drivers	Female	82	3.27	.917	.101
	Male	58	3.59	.726	.095
Satisfaction level with respect to appearance of drivers	Female	82	3.27	1.043	.115
	Male	58	3.38	.933	.123
Satisfaction level with respect to attitude of driver	Female	82	3.32	1.099	.121
	Male	58	3.38	.970	.127

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Satisfaction level with respect to driver's knowledge of route/destination	Female	82	3.29	.975	.108
	Male	58	3.66	.928	.122
Satisfaction level with respect to lighting and ventilation	Female	82	3.44	.995	.110
	Male	58	3.76	.865	.114
Satisfaction level with respect to speed of vehicle	Female	82	3.27	.917	.101
	Male	58	3.76	.823	.108
Satisfaction level with respect to taxi travel time	Female	82	3.49	1.021	.113
	Male	58	3.76	.823	.108

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Satisfaction level with respect to cleanliness of taxi	Equal variances assumed	.039	.844	-2.564	138	.011	-.336	.131	-.596	-.077
	Equal variances not assumed			-2.645	134.265	.009	-.336	.127	-.588	-.085
Satisfaction level with respect to space available for luggage	Equal variances assumed	.684	.410	-2.582	138	.011	-.371	.144	-.655	-.087
	Equal variances not assumed			-2.677	135.466	.008	-.371	.139	-.645	-.097
Satisfaction level with respect to fare charges	Equal variances assumed	1.499	.223	-.943	138	.347	-.147	.156	-.456	.162
	Equal variances not assumed			-.984	136.731	.327	-.147	.150	-.443	.149
Satisfaction level with respect to safety and security	Equal variances assumed	.008	.928	-1.763	138	.080	-.263	.149	-.559	.032
	Equal variances not assumed			-1.792	129.487	.075	-.263	.147	-.554	.027

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Satisfaction level with respect to comfort inside the vehicle	Equal variances assumed	2.531	.114	-1.259	138	.210	-.206	.164	-.530	.118
	Equal variances not assumed			-1.313	136.619	.191	-.206	.157	-.516	.104
Satisfaction level with respect to drivers driving ability	Equal variances assumed	.863	.354	-.895	138	.373	-.141	.158	-.454	.171
	Equal variances not assumed			-.923	134.156	.358	-.141	.153	-.444	.162
Satisfaction level with respect to assistance provided by drivers	Equal variances assumed	.662	.417	-2.197	138	.030	-.318	.145	-.604	-.032
	Equal variances not assumed			-2.286	136.172	.024	-.318	.139	-.593	-.043
Satisfaction level with respect to appearance of drivers	Equal variances assumed	.556	.457	-.648	138	.518	-.111	.171	-.450	.228
	Equal variances not assumed			-.660	130.505	.510	-.111	.168	-.444	.222
Satisfaction level with respect to attitude of driver	Equal variances assumed	.718	.398	-.346	138	.730	-.062	.180	-.418	.293
	Equal variances not assumed			-.354	131.282	.724	-.062	.176	-.410	.286
Satisfaction level with respect to driver's knowledge of route/destination	Equal variances assumed	.005	.942	-2.210	138	.029	-.362	.164	-.687	-.038
	Equal variances not assumed			-2.229	126.470	.028	-.362	.163	-.684	-.041
Satisfaction level with respect to lighting and ventilation	Equal variances assumed	.798	.373	-1.975	138	.050	-.320	.162	-.640	.000
	Equal variances not assumed			-2.023	132.178	.045	-.320	.158	-.632	-.007
Satisfaction level with respect to	Equal variances assumed	.121	.728	-3.250	138	.001	-.490	.151	-.789	-.192

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speed of vehicle	Equal variances not assumed			-3.311	130.319	.001	-.490	.148	-.783	-.197
Satisfaction level with respect to taxi travel time	Equal variances assumed	1.738	.190	-1.671	138	.097	-.271	.162	-.591	.050
	Equal variances not assumed			-1.734	135.587	.085	-.271	.156	-.580	.038

ANOVA (with respect to occupation)

		Sum of Squares	Df	Mean Square	F	Sig.
Satisfaction level with respect to cleanliness of taxi	Between Groups	1.821	5	.364	.590	.708
	Within Groups	82.750	134	.618		
	Total	84.571	139			
Satisfaction level with respect to space available for luggage	Between Groups	3.628	5	.726	.994	.424
	Within Groups	97.772	134	.730		
	Total	101.400	139			
Satisfaction level with respect to fare charges	Between Groups	1.736	5	.347	.411	.841
	Within Groups	113.264	134	.845		
	Total	115.000	139			
Satisfaction level with respect to safety and security	Between Groups	8.963	5	1.793	2.453	.037
	Within Groups	97.922	134	.731		
	Total	106.886	139			
Satisfaction level with respect to comfort inside the vehicle	Between Groups	4.436	5	.887	.970	.439
	Within Groups	122.564	134	.915		
	Total	127.000	139			
Satisfaction level with respect to drivers driving ability	Between Groups	4.203	5	.841	.993	.424
	Within Groups	113.397	134	.846		
	Total	117.600	139			
Satisfaction level with respect to assistance provided by drivers	Between Groups	6.494	5	1.299	1.830	.111
	Within Groups	95.106	134	.710		
	Total	101.600	139			
Satisfaction level with respect to appearance of drivers	Between Groups	6.916	5	1.383	1.412	.224
	Within Groups	131.256	134	.980		
	Total	138.171	139			
Satisfaction level with respect to attitude of driver	Between Groups	18.468	5	3.694	3.719	.003
	Within Groups	133.075	134	.993		
	Total	151.543	139			
Satisfaction level with respect to driver's knowledge of route/destination	Between Groups	3.437	5	.687	.725	.606
	Within Groups	127.106	134	.949		
	Total	130.543	139			
Satisfaction level with respect to lighting and ventilation	Between Groups	8.986	5	1.797	2.053	.075
	Within Groups	117.300	134	.875		
	Total	126.286	139			
Satisfaction level with respect to speed of vehicle	Between Groups	4.380	5	.876	1.062	.384
	Within Groups	110.506	134	.825		
	Total	114.886	139			
Satisfaction level with respect to taxi travel time	Between Groups	7.786	5	1.557	1.771	.123
	Within Groups	117.814	134	.879		
	Total	125.600	139			

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ANOVA (with respect to income)

		Sum of Squares	Df	Mean Square	F	Sig.
Satisfaction level with respect to cleanliness of taxi	Between Groups	12.431	3	4.144	7.811	.000
	Within Groups	72.141	136	.530		
	Total	84.571	139			
Satisfaction level with respect to space available for luggage	Between Groups	8.817	3	2.939	4.317	.006
	Within Groups	92.583	136	.681		
	Total	101.400	139			
Satisfaction level with respect to fare charges	Between Groups	11.871	3	3.957	5.218	.002
	Within Groups	103.129	136	.758		
	Total	115.000	139			
Satisfaction level with respect to safety and security	Between Groups	29.382	3	9.794	17.186	.000
	Within Groups	77.504	136	.570		
	Total	106.886	139			
Satisfaction level with respect to comfort inside the vehicle	Between Groups	27.062	3	9.021	12.275	.000
	Within Groups	99.938	136	.735		
	Total	127.000	139			
Satisfaction level with respect to drivers driving ability	Between Groups	19.453	3	6.484	8.985	.000
	Within Groups	98.147	136	.722		
	Total	117.600	139			
Satisfaction level with respect to assistance provided by drivers	Between Groups	21.072	3	7.024	11.863	.000
	Within Groups	80.528	136	.592		
	Total	101.600	139			
Satisfaction level with respect to appearance of drivers	Between Groups	24.709	3	8.236	9.872	.000
	Within Groups	113.462	136	.834		
	Total	138.171	139			
Satisfaction level with respect to attitude of driver	Between Groups	31.622	3	10.541	11.954	.000
	Within Groups	119.921	136	.882		
	Total	151.543	139			
Satisfaction level with respect to driver's knowledge of route/destination	Between Groups	22.110	3	7.370	9.244	.000
	Within Groups	108.433	136	.797		
	Total	130.543	139			
Satisfaction level with respect to lighting and ventilation	Between Groups	13.353	3	4.451	5.360	.002
	Within Groups	112.933	136	.830		
	Total	126.286	139			
Satisfaction level with respect to speed of vehicle	Between Groups	15.535	3	5.178	7.088	.000
	Within Groups	99.351	136	.731		
	Total	114.886	139			
Satisfaction level with respect to taxi travel time	Between Groups	22.820	3	7.607	10.065	.000
	Within Groups	102.780	136	.756		
	Total	125.600	139			

Summary of hypothesis testing:

Sr. No.	Null Hypothesis	Test used	Significance value	Decision	Conclusion
1.	H1(a): There is no significant association between the demographic	Independent samples t test for gender	0.011 <0.000 for gender	Null hypothesis accepted for occupation and rejected	There is a significant association between the demographic

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	variables (gender, income, and occupation) and the level of satisfaction of customers with respect to cleanliness of taxi	ANOVA for income, and occupation	0.708> 0.05 for occupation 0.000< 0.05 for income	for other demographic variables	variables (gender, income) and the level of satisfaction of customers with respect to cleanliness of taxi
	H1(b): There is no significant association between the demographic variables (gender, income, and occupation) and the level of satisfaction of customers with respect to space available for luggage	Independent samples t test for gender ANOVA for income and occupation	0.011< 0.05 for gender 0.424> 0.05 for occupation 0.006< 0.05 for income	Null hypothesis accepted for occupation and rejected for other demographic variables	There is a significant association between the demographic variables (gender, income) and the level of satisfaction of customers with respect to space available for luggage
	H1 (c): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to fare charges	Independent samples t test for gender ANOVA for income and occupation	0.347> 0.05 for gender 0.841> 0.05 for occupation 0.002< 0.05 for income	Null hypothesis accepted for gender and occupation and rejected for income	There is a significant association between income and the level of satisfaction of customers with respect to fare charges
	H1(d): There is no significant association between the demographic variables (gender income and occupation) and the level of satisfaction of	Independent samples t test for gender ANOVA for income and occupation	0.08> 0.05 for gender 0.037< 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for gender and rejected for occupation and income	There is a significant association between the demographic variables (income and occupation) and the level of satisfaction of

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	customers with respect to safety and security				customers with respect to safety and security
	H1(e) : There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to comfort inside the vehicle	Independent samples t test for gender ANOVA for income and occupation	0.210> 0.05 for gender 0.439> 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for gender and occupation and rejected for income	There is a significant association between income and the level of satisfaction of customers with respect to comfort inside the vehicle
	H1 (f): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to drivers driving ability	Independent samples t test for gender ANOVA for income, and occupation	0.373> 0.05 for gender 0.424> 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for gender and occupation and rejected for income	There is a significant association between income and the level of satisfaction of customers with respect to drivers driving ability
	H1(g): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to assistance provided by drivers	Independent samples t test for gender ANOVA for income, and occupation	0.03< 0.05 for gender 0.111> 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for occupation and rejected for gender and income	There is a significant association between the demographic variables (gender, income) and the level of satisfaction of customers with respect to assistance provided by drivers

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	H1(h): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to appearance of drivers	Independent samples t test for gender ANOVA for income and occupation	0.518> 0.05 for gender 0.224> 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for gender and occupation and rejected for income	There is a significant association between income and the level of satisfaction of customers with respect to appearance of drivers
	H1(i): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to attitude of driver	Independent samples t test for gender ANOVA for income, and occupation	0.730> 0.05 for gender 0.003< 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for gender, age and rejected for occupation and income	There is a significant association between the demographic variables (income and occupation) and the level of satisfaction of customers with respect to attitude of driver
	H1(j): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to driver's knowledge of route/destination	Independent samples t test for gender ANOVA for income, and occupation	0.029< 0.05 for gender 0.026< 0.05 for age 0.606> 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for occupation and rejected for gender, age and income	There is a significant association between the demographic variables (gender and income) and level of satisfaction of customers with respect to driver's knowledge of route/destination
	H1(k): There is no significant association between the	Independent samples t test for gender	0.05 for gender	Null hypothesis accepted for occupation	There is a significant association between

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	demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to lighting and ventilation	ANOVA for income and occupation	0.075>0.05 for occupation 0.002<0.05 for income	and rejected for gender and income	demographic variables (gender and income) and level of satisfaction of customers with respect to lighting and ventilation
	H1(l): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to functioning of booking app	Independent samples t test for gender ANOVA for income and occupation	0.054>0.05 for gender 0.045<0.05 for occupation 0.002<0.05 for income	Null hypothesis accepted for gender and rejected for occupation and income	There is a significant association between demographic variables (occupation and income) and level of satisfaction of customers with respect to functioning of booking app
	H1(m): There is no significant association between the demographic variables (gender, income and occupation) and the level of satisfaction of customers with respect to speed of vehicle	Independent samples t test for gender ANOVA for income and occupation	0.001< 0.05 for gender 0.384> 0.05 for occupation 0.000< 0.05 for income	Null hypothesis accepted for occupation and rejected for gender and income	There is a significant association between the demographic variables (gender, income) and the level of satisfaction of customers with respect to speed of vehicle
	H1(n): There is no significant association between the demographic variables (gender, income and occupation) and the level of	Independent samples t test for gender ANOVA for income and occupation	0.097> 0.05 for gender 0.123> 0.05 for occupation	Null hypothesis accepted for gender and occupation and rejected for income	There is a significant association between income and the level of satisfaction of customers with

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	satisfaction of customers with respect to taxi travel time		0.000< 0.05 for income		respect to taxi travel time

(a) Satisfaction of customers with online cabs

1. Satisfaction of customers with respect to cleanliness of taxi, assistance provided by drivers, driver's knowledge of route/destination, lighting and ventilation and taxi travel time is more for male respondents as compared to female respondents.
2. Satisfaction of customers with respect to safety and security is self-employed people and highest for business people. Satisfaction of customers with respect to attitude of driver is least for self-employed people and maximum for service people.
3. Satisfaction of customers with respect to cleanliness of taxi, space available for luggage, fare charges and safety and security is least for people with income of Rs. 10-15 lakh and highest for people with income of Rs. 5-10 lakh. Satisfaction of customers with respect to comfort inside the vehicle is least for people with income of Rs. 10-15 lakh and highest for people with income less than Rs. 1 lakh. Satisfaction of customers with respect to drivers driving ability is least for people with income of Rs. 10-15 lakh and highest for people with income of Rs. 5-10 lakh. Satisfaction of customers with respect to assistance provided by drivers is least for people with income of Rs. 10-15 lakh and highest for people with income less than Rs. 1 lakh. Satisfaction of customers with respect to appearance of drivers and attitude of driver is least for people with income of Rs. 10-15 lakh and highest for people with income of Rs. 1-5 lakh.

Conclusion:

The survey reveals client satisfaction with call taxi services, the elements they consider when choosing a service provider, including cost, comfort, convenience, service quality, and customer care provided. This will be useful information for the service providers in determining how satisfied their customers are with their service and how frequently they use our services. The study revealed that factors such as cleanliness of taxi, assistance provided by drivers, driver's knowledge of route/destination, lighting and ventilation and taxi travel time has been identified to be more satisfying for male customers. India became digital through the process of digitization. Our need for necessities is growing along with the population. Time is running out for us to take action. We work faster and finish less work. Consequently, we digitise our nation. Our efficiency soars and we are able to save time, money, and fuel.

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