

A Study On Customer Satisfaction with Cab Drivers' Service Quality at Gladwin Cabs PVT. LTD

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ABSTRACT

This study mainly focuses on customer satisfaction with cab driver's service quality. In taxi service industry, like any other industry, the consumer is always at the centre of all managerial processes forming a focal point around which the business revolves. A company creates products and services with the needs and wants of the consumer in mind. Taxi service industry is one of the fastest growing transportation industries in India and in order to provide excellent service, the industry needs to identify and evaluate the existing products and services, as observed in the industry, finding out what the significant needs and preferences of the consumer are and what leads to customer satisfaction. With this objective this study was conducted to consider the taxi service industry in India and determine the factors affecting customer satisfaction in this industry.

Key words: Customer Satisfaction, Service Quality, Cab drivers, Service Industry

I. INTRODUCTION

Definition of customer satisfaction given by Philip Kotler (Kotler et al 2013) says that it is predetermined by how the expectations of the customer are met. **Customer satisfaction** is directly connected to **customers'** needs.

MEANING OF CUSTOMER SATISFICATION

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four prospective of balanced score card. IN a competitive market place were businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business.

Service quality (SQ), in its contemporary conceptualisation, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation $SQ=P-E$. This conceptualisation of service quality has its origins in the expectancy-disconfirmation paradigm.

A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

Definition of Service Quality

Philip Kotler (1997) defined service as 'an action or an activity which can be offered by a party to another party, which is basically intangible and can not affect any ownership. Service may be related to tangible product or intangible product'

On the other hand, **Zeithaml and Bitner (2003:85)** mentioned that, 'Service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service namely reliability, responsiveness, assurance, empathy, tangibles.' Based on the assessment of service quality provided to the customers, business operators are able to identify problem quickly, improve their service and better assess client expectation. (Business Dictionary.com)

“ A service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything.”By Kotler, Armstrong, Saunders and Wong
“Services are economic activities that create value and provide benefits for customers at specific times and places as a result of bringing about a desired change in or on behalf of the recipient of the service.”By Christopher Lovelock

“Services are the production of essentially intangible benefits and experience, either alone or as part of a tangible product through some form of exchange, with the intention of satisfying the needs, wants and desires of the consumers”By C. Bhattacharjee

The basic difference between service & product is that services are intangible but products are tangible and are required to follow some standardized procedures. Service user can specify about that particular service satisfaction only after availing it for some period of time. Some of the common service areas are : Retailing, Transportation, Cell phones, Education, Health & hospitality Services, BPO and many more.

What is Service Quality

Quality is a key requirement in every field. In terms of Industrial growth quality plays an important role & so should be understood and defined properly. Different management Guru's in different ways defines quality. But the basic concept remains same i.e. **“Meeting to the Need of Customer”**.

In most generalized way the Quality term can be defined as “The inclusion of all specified features and characteristics as defined for product or service and its ability to satisfy the given needs as per the requirement of user while using it.”¹¹

“A predictable degree of uniformity & dependability to low cost and suited to the market” (By Dr. Edward Deming)

“Quality is conformance to requirements.” (Philips Crosby)

“Quality is a degree to which a set of inherent characteristics fulfils the requirements.”

Customer wants to avail different services offered to them by service providers. Delivered service will become as the Quality Service if it meets the customer expectations. But customer expectation depends upon the customer perception, which may differ from person to person.

The concept of Service Quality

The manner of treating with the customers at the time of delivering service is referred as service quality (Jaina). Service quality is considered as the combination of different experiences through the interaction among customers, employees and organizational environment (Jamesb, 2011).Zeithaml (1990) mentioned that service encounter is very important step for the customers to perceive the service quality.

As per Parasuraman, Zeithaml & Berry the service quality is defined as :

$$\text{Service Quality} = \text{Perception} - \text{Expectation}$$

Service quality is nothing but the difference between the service expectation & service actually received by the customer. Customer has certain expectation about the service. If the customer experience the same service as they expect then this difference will be zero and we can say that the service quality is very good. Higher the difference of above equation lower will be the service quality. The customer perception is influenced by various factors, which may result in change in service quality as well. Various such factors could be like : Age, gender, Occupation, Global competition & Technological changes. The perception of younger generation of service quality could be different from the older one. Similarly a working corporate professional perception could be different from a businessperson or from a housemaid. That is why the perception should be taken into consideration by service providers to meet the customer requirements

II. REVIEW OF LITERATURE

Geeta Kesavaraj (2013), reveals that “As global competition grows, communication and technology channels open up new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers. It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer centric strategies, together with the use of adequate technologies to aid in this process”.

Mburu (2013) conducted a study to establish factors that determine customer satisfaction in the banking industry in Kenya. He found out quality of service, pricing, relationship and value with the service provider’s staff to significantly determine customer satisfaction, Musyoka (2013) in his study of service quality and satisfaction among the Kenyan Public Universities Libraries documented that, libraries that offered better customer’s services were more preferred by library users compared to libraries that offered poor customer services. In addition, more than 70% of the respondents valued libraries that focused on continuous improvement of service quality and were more likely to visit that library again.

Tazyn Rahman (2014), According to the industry sources, unorganized operators dominate about 85% of the market. The concept of 24- hour radio cabs caught up in the country about a decade back with Delhi-based Mega Corp setting the wheels rolling under the Mega Cabs brand in cities such as Bangalore, Mumbai, Calcutta, Chandigarh, Ludhiana and Amritsar.

Guwahati also is not laying back in this regard. Private luxury taxi operators in Guwahati are also planning to expand their fleets in the absence of a state owned service and the shift by most commuters to the economical yet comfortable mode of transport. The Northeast is a prime destination for tourist, so the demand for car rental services can only get bigger. In the absence of a state owned radio cab service in Guwahati, the private players are eyeing big business. My Taxi has the pioneered private taxi operators (not radio taxi) to hit the road in 2010 followed by Prime Cabs. Prime Cabs launched in 2012 has emerged as the first organized Radio taxi service provider. Prime Cabs offers a cab service that emulates the best taxi service norms across the world. Their endeavor is to ensure that customers need for commuting is met every time they need to commute and in as hassle free a manner as possible. The prime objective of this study is to understand the customer perception and customer satisfaction level on Radio Taxi services with special reference to the city of Guwahati and to offer suggestion to

improve the performance of the services.

III. RESEARCH METHODOLOGY

Research means a search for knowledge. It refers to scientific and systematic research pertinent information on a specific topic. Research methodology is a way to systematically solve the problem. In this the researcher studies about the various steps that are generally adopted in studying is research problem along with logic behind them. Research methodology has many dimensions and research methods to constitute the part of the research methodology. It is necessary for the researcher to know not only the research methods/techniques, but also the methodology.

Research Design

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blue print that is followed in completing a study.

Descriptive Research Design

Descriptive research design includes surveys and fact findings, enquires of different kinds. The major purpose of Descriptive research is description of state of affairs, as it exists at present. In social business research we quiet often use the term Ex post facto research for descriptive studies. The main characteristic of this method is that the researcher has no control over the variable; he can only report what has happened or what is happening. Most Ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items, for example, frequency of shopping, and consumer preferences on products or services. When the researcher is interested in knowing the characteristics of certain groups such as age, occupation, experience etc, a descriptive study is necessary. Hence the researcher has chosen descriptive research method for the study.

Sampling Methodology

a) Population

The study of various characteristics relating to items \ individual belong to a particular group is called as population. The population of the study consists of the different target respondents like Govt Employee, Businessmen, private Employees and professional using Gladwin cabs in Chennai city.

b) Sampling Unit

It is a set of elements considered for selecting a sample. In this research, we have taken survey from consumer buying Gladwin cabs in Chennai city.

c) Sampling Method

The sampling technique used was non-probability sampling method is adopted in this study. A sampling which involves the sample being drawn from that part of the population that is close in hand.

Convenience sampling

- It is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.
- This method is extremely speedy, easy, readily available, and cost effective.

d) Sample Size: A total of 138 respondents were chosen for the study.

Data Collection Methods

PrimaryData:

Primary data are generated by a study specifically designed to accommodate the needs of the problem at hand. The methods used were direct survey from the Consumer using Gladwin Cabs.

SecondaryData:

Secondary data are those, which are not collected specifically for solving the problem currently being investigated. Here secondary data were collected from the records available in the company and through the internet.

DATA COLLECTION RESEARCH INSTRUMENT

Questionnaire

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. It is a device for securing answers to questions by using a form which the respondent fills by himself. In this method, pre-printed list of questions arranged in a sequence which is used by the researcher for collecting data. The questionnaire schedule is filled by the respondents. The questionnaire is considered as the heart of the survey. Hence it should be very carefully constructed. If it is not properly set up, then survey is bound to fail. By keeping the objective set as base a list of questions are framed consisting of open-ended, dichotomous, ranking and multiple-choice questions.

SURVEY OF QUESTIONNAIRE PROFILE

The types of questions used in this questionnaire are:

- Closed ended questions
- Multiple choice question
- Linkert

Type of research	Descriptive research
Sampling method	Non probability sampling method
Sampling technique	Convenience sampling
Sampling area	Gladwin cabs private limited
Sample size	138
Data collection instrument	Questionnaire
Method of analysis	Graphical and required statistical tools were used (SPSS, MS-Excel)

Statistical Tools

1. Chi Square Analysis
2. One Way Anova Analysis
3. Correlation Analysis
4. T-Test

Chi Square Test Between the Gender Group and Assurance

Null hypothesis (Ho): There is no significant association with the gender group and assurance.

Alternate hypothesis (H1): There is significant association with the gender group and assurance.

CHI SQUARE TESTS	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.747 ^a	9	.038
Likelihood Ratio	19.060	9	.025
Linear-by-Linear Association	.704	1	.040
N of Valid Cases	138		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .43.

Since the p value is less than 0.05, reject null hypothesis

Inference

The Pearson chi square significant value is 0.038 which is less than 0.05. Hence Reject Null hypothesis. There is significant association with the gender group and assurance.

ONE WAY ANOVA

One Way Anova Test Between Age and Responsiveness

Null hypothesis (Ho): There is no significant variance between the age group and responsiveness.

Alternate hypothesis (H1): There is significant variance between the age group and responsiveness.

ANOVA

Responsiveness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.175	3	.058	2.814	.042
Within Groups	2.784	134	.021		
Total	2.959	137			

P=0.05

Since p value is less than 0.05, reject null hypothesis

Inference

There is significant variance between age group and responsiveness customer satisfied with the service quality.

Correlation

To Study the Correlation between drivers provides first class service and drivers shows interest in solving the customers problem.

Table Showing Correlation Between Drivers Providing First Class Services And Drivers Showing Interest In Solving The Customers Problem

		provides first class services even to first clients-reliability	sincere interest in solving it-reliability
provides first class services even to first clients-reliability	Pearson Correlation	1	.319**
	Sig. (2-tailed)		.000
	N	138	138
sincere interest in solving it-reliability	Pearson Correlation	.319**	1
	Sig. (2-tailed)	.000	
	N	138	138

** . Correlation is significant at the 0.01 level (2-tailed).

Since the value lies between 0 to 0.05 there is a positive correlation

Inference

There is positive correlation between drivers provides first class service and driver’s shows interest in solving the customers problem.

Summary of Findings

- 58% of the respondents are males and 42% of the respondents are female
- 34% of the respondents are between 36-45 years of age.
- 41% of respondents belong to Deputy manager cadre
- 38% of respondents are using the service from 1-2 years
- 32% of respondents have chosen this service because of prices

A Study on Service Quality Approach and its Effect on Millennials Shopper Practice Towards Selected Retailer in Chennai District

- 42% of respondents have agree that the company has modern vehicles
- 51% of respondents have agree that the cab is visually appealing and well cleaned
- 46% of respondents are agree that the drivers are neat in appearance
- 33% of respondents have agree that the driver have arrive on time
- 46% of respondents have agree that the taxi are always available
- 55% of the respondents have strongly agree that the company follow ups on our customers to ensure satisfaction
- 50% of the respondents have agreed that the drivers provides first class services even to first clients
- 52% of the respondents have agree that when customers has problem, the drivers shows sincere interest in solving it
- 31% of the respondents are neutral that the company provides estimate fare and arrival time
- 37% of the respondents have agree that the drivers give prompt service to customers
- 28% of the respondents have agree that the drivers are never too busy for our clients
- 35% of the respondents are neutral that the drivers are never too busy to respond to customers' request
- 34% of the respondents have agree that the behavior of our drivers instill confidence to customers
- 38% of the respondent have agree that the customers feels safe when riding with us
- 42% of the respondents have strongly agree that our customers luggage's are safe, 26% of the respondents have agreed
- 54% of the respondents have agree that the drivers are highly experienced trained on during skills
- 45% of the respondents are neutral that the taxi have first aid kits on board
- 31% of the respondents have agree that our cars are friendly to the clients with disabilities

IV . SUGGESTIONS

The findings of the study are very positive which indicates that the service quality of the cab drivers is very good and satisfactory according to the clients. The company may still aim at increasing the service quality focusing on the following areas.

- Gladwin cab should try offering services at credit; it should enable customers to pay for its services later within a reasonable period; customers may be allowed to pay online.
- Service staff needs good communication skills. Proper training in communication and rapport building with customers shall be given to them. The most customer friendly service staff may be suitably rewarded. Service staff shall be asked to have familiarity with customer comeback and tracking/prevention
- A test drive of the allotted car may be given to the customer before delivery to satisfy him that the car is in perfect condition.

V. LIMITATIONS OF THE STUDY

The population of the study was vast and scattered making it difficult for data to be collected on time. It was extremely difficult to get information especially from the customers, as most of them were either in a rush or simply not interested. The number of customers is infinite and hence it is difficult and time consuming to approach them.

Due to the nature of this study, that involved collecting data from both the managers as well the customers, time was a limited resource It was difficult to trace the physical addresses of majority of the taxi companies as most of them relocated to new offices. Finance is also a limited factor as data collection involved hiring of research assistants and data collectors.

- Time was a major constraint and detailed information was not collected from the employees.
- Convenience sampling has its own limitations, being biased and unsatisfactory.
- The study is conducted considering the prevailing condition, which are subjected to change in future.
- Less cooperation from the respondents.
- The study time is limited to 6 weeks so a deep analysis about the research cannot be found.

VI. CONCLUSION

The study reveals the customer satisfaction about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the call taxi in the Chennai market. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, it's sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers fully fill the customer expectation that fetches the goodwill and develop their brand image in the market.

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