IMPACT OF SERVICE PROVIDERS SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION TOWARDS CAB IN COIMBATORE CITY

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ABSTRACT

In this research study an attempt has been made to study the impact of service provider's service quality dimensions on customers' satisfaction towards cab in Coimbatore city. The present research intended to study how the quality of service will influence on customer satisfaction towards taxi transportation. The society faced more difficulties for their transportations for different places and the vehicles are not enough to rectify such problems. In the arrival of cab booking facilities are running fast and are more valuable in modern world and it attracts more customers. SERVQUAL is a multi-dimensional research instrument designed to capture customer expectations and perceptions of a service along five dimensions that are believed to represent service quality. This research used the quantitative method with a survey strategy. The sample of the research was determined using the proportionate stratified random sampling technique and to the measurement of the sample of 131 cab respondents. In this research study the active dimension of rid-sourcing services consists of Reliability, Assurance, Affordability, Tangibility, Responsiveness are dependent variables. The data was collected with a questionnaire instrument that has been tested for validity and reliability.

Keywords: *Service quality, customer satisfaction, dimension, cab service providers, Chauffeurs, Cab, Servqual model.*

INTRODUCTION

The cab industry in India was governed by the Central Motor Vehicles (MV) Act of 1988.Urban Transportation is a service provider's facility by the chauffeurs. Good or bad a service is a public evaluation of the service received when using public transport service, it is namely service quality. The service provided by the cab providers and chauffeurs is their integrity in providing services to the customers. The good quality provided will give satisfaction to the people for the services they receive. So directly or indirectly, the culture will affect the quality and satisfaction of customers that correlate with the prospects of future service providers. Cab service market planned to promises a comprehensive review of the market, clarifying past experiences and trends. A various source like driving forces, current trends, monitoring scenario and updated new technological developments are highlighted in cab service markets. It focuses on the depth assessment of the cab service markets and its various aspects, including growth rate, technological progress and various strategies. The current market the cab expert focuses more on global cab service markets and it forecast future growth in cab industry. The present study analysis the new trends in cab service provides and customer satisfaction on various cab to implement SERVQUAL model.

CAB SERVICE PROVIDERS MARKET SEGMENTATION

There are three way to analysis the market segmentation on cab service providers. It is by application, by product and cab players.

By Application	By product	Cab Players
Advertisement	Radio cabs	BMW Group
Entertainment	Car rentals	Lyft
Business	E-Hailing	Uber
Corporate	Ride-hailing	Grab
	Ride-sharing	Gett
	Ride-sourcing	Ingogo Le cab

SERVQUAL MODEL:

SERVQUAL is a multidimensional research instrument designed to measure service quality by capturing respondent's expectations and perceptions along five dimensions of service quality. The SERVQUAL model was made of ten dimensions of service quality like tangible, responsiveness, reliability, communication, security, credibility, competence, courtesy, empathy, customer and access. Parasuraman et al. (1985) but later these dimensions were reduced to five, because some dimensions were overlapping. According to Ladhari (2009), stated that SERVQUAL model is a good scale to use to measure service

quality in various specific industries like (retailing, restaurants, banking, telecommunication, airline, catering, hospitals, education, and transportation). Eshghi (2008), stated as SERVQUAL model have received a great attention from scholar and practitioners of relevancy and relationship. Negi (2009) stated as service quality is significantly associated with and contributes to the overall satisfaction of mobile subscribers. Saravanan & Rao (2007) stated as customer satisfaction is based on the level of service quality delivered by the service providers. Wicks & Roethlein (2009) a link between service quality and customer satisfaction which is highlights the importance of customer satisfaction when it defining of quality. Most of the researchers agree that service quality and customer satisfaction have attributes that are measurable.

SERVICE QUALITY DIMENSIONS
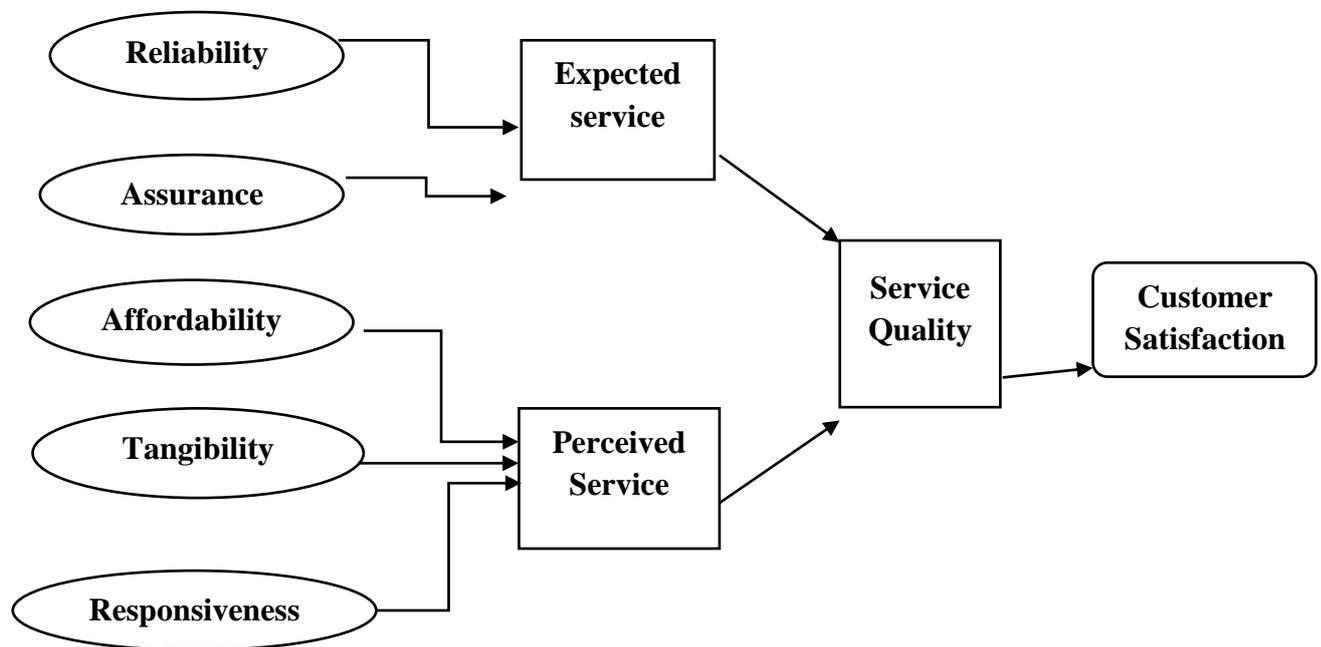
CAB SERVICES ON COIMBATORE:

The customers in Coimbatore are mostly preferred by cab service for their personal and official purposes. Coimbatore cab service provides an economical and efficient transportation services in India. Taxi industries are mostly offering a competitive fare and to focus unpatrolled comfort and convenience. There are plenty of cab services make more customer satisfaction and their needs and wants on a particular cab like Ola, Uber, Red taxi, Fast track, Go taxi are some of them in Coimbatore city to rendering their services. At Coimbatore cab service providers provide the cab for rental services anywhere very simple and convenient. The customers choose Indigo, Indica, Maruti swift and more any cab of their choice. A safe and comfort trip with Coimbatore. Technological innovative and advanced facilities are emerging in the scene. Customer prefer to call a cab by using various app on their mobile phones instead of waiting for public conveyance or auto. The whole aspect of travelling, a cab rental services available through online services are fully changed. Customers look for comfortable journey every time and the customer hiring a cab as the most

convenient means of transport. The majority of cab in Coimbatore used to offer pick up and drop services from bus stand, railway station and airport.

RELIABLE SERVICE PROVIDERS:

Many cab taxi service providers render the cab by travelers with different means of transportation like luxury vehicles, town cab, minivans. The real mode of transportation is to satisfy the customer by choosing the reliable and trustworthy taxi service providers. The unreliable taxi service provider can change you extra money by taking the longest path for the short distance to make more money.

SERVICE QUALITY

Service quality is a measurement tool to understand customers' needs and wants by analyzing the consumers experience and satisfaction level on the services provided by the customers. Service Quality is a combination of two different words, "Service" and "Quality". Service which means as a deed, performance, activities, customer satisfaction or benefits that are offered for sale or provided in connection with the sale of goods. Quality is conformance to requirements.

DEFINITION OF SERVICE

Zeithaml et al, 2009 Services are deeds, performance and processes provided or coproduced by one entity or person. This definition of service includes both core service and physical goods. According to Lusch and Vargo (2004) Service with the derived service perspective, suggesting that all products and physical goods are valued for the inherent service they provide and that the value derived from physical goods is really the service provided by the goods not the good itself. Services differ from product due to their intangibility, heterogeneity, simultaneous production and consumption and perishability.

DEFINITION OF QUALITY

Enrique Diaz, 2014 Quality defined as a basic tool for a natural property of any goods and services that allows it to be compared with any other goods and services of its kind. The word quality has many meanings; it is a set of inherent properties of an object that allows satisfying stated or implied needs. According to Joseph Juran, quality means "fitness for use". According to Philip Crosby, it means "conformance to requirements". Quality is the degree to which an object or entity satisfies a specified set of attributes or requirements.

PROS AND CONS OF CAB SERVICES:

PROS:
- User trending in nature
- Through mobile app the chauffeurs can easily identify the customer
- It creates more service in major cities and high market shares
- Cash less payment

CONS:
- Mandatory access to internet
- Surge pricing
- Technical problems are a part of everything that involves technology.
- The comfort level of a cab would be different from its nature and no autonomy.

OBJECTIVES OF THE STUDY:
- To know the customer profile and awareness on cab service providers in Coimbatore.
- To describe the level of service quality model and customer satisfaction
- To study the customer perception and expectation factors of cab service providers.
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RESEARCH REVIEWS:

Author Name	Year of Publishing	International/ National	Source	Main Theme
Sagar Nagda and K. Hanif,	2016,	National	Business Reflections- Journal of Management, Corpus ID: 167479040	The study shows more customer satisfaction and makes positive point of growth and expansion in this cab service. And he explained that the Meru cab industries were more demand for call a cab service to the customer. A GPS (Global Positioning System) have proving a security for cab service, meanwhile women customer having women taxi drivers at night time.
Mr. A. Rexi,	2016	International	International journal of multidisciplinary Research Review	In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in

				call taxi services.
Sabena TikaArsyawati and MahirPradana,	2017	International	International Journal of Scientific Engineering and Applied Science,	This research is a quantitative study using data analysis techniques that factor analysis as well as using a sampling technique, non-probability sampling with sub sampling technique that is incidental sampling. The result showed that there are five factors based on the initial quality of service in using uber transportation service in the city among others physical appearance, ability, responsiveness, assurance and empathy.
V.Hemanth Kumar and K.Sentamilselvan.,	2018	National	International journal of pure and applied mathematics	This study fulfill the mindset of the customer and utilizing the cab service and various factors like price, safety, comfort, tariff system and convenience, and overall satisfaction towards the service quality of the service providers. The service providers fulfil the customers' expectations and provide goodness in call taxi service and to develop their brand images in the market.
AkanaSivaramakrishna and Dr. M. Srinivasanarayana	2020	National	Journal of Critical Reviews	Ola and Uber dominate the app-based cab sector in the city and The Ola service is more preferred app-based cab service than Uber

Abdul waheedsiyal, Chen Hongzhuan, and Chen Gang.	2021	International	SAGE Journal	The mechanism of consumer review plays a very important role in building credibility of chauffeurs, consumer feedback and also adds value to the design and future preference of users which in turn helps companies to enhance their business and this innovation has significantly declined unpleasant travel experience of customer

RESEARCH METHODOLOGY:

Research methods refers to the methods/techniques a researchers use in performing research operations. Research methodology was understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by researcher in studying his/her research problems along with the logic behind them. A primary and secondary data collection of 131 sample of proportionate stratified random sampling technique to be used for the study. The data was collected with a questionnaire instrument that has been tested for validity and reliability. A collected data were analyzed by using Simple percentage, Chi-square test, Anova, Ranking, Cronbach's alpha reliability test.

CAB SERVICE PROVIDERS

Cab plays an important role as a mode of transportation in many cities. Customers requires of taxi for various reasons like home and office, or travel at a distance location. The Tamilnadu transport regulatory had convened a meeting of representatives of all taxi aggregators to push for installation of GPS systems and panic buttons. The state arrives in the back drop of small-scale protests and picketing by drivers of app-based aggregators Ola and Red taxi over a raft of grievances, especially the dwindling of incentives. There are several taxi aggregators in India that provide many services which are super-efficient.

SERVICES AVAILABLE

- Pocket friendly rides
- Polite and professional drivers
- Well maintained cab
- Customers privacy protected
- 24X 7 customer support available
- Comfort and Safety

LIST OF CAB SERVICES IN COIMBATORE

Cab aggregators	Year	Name of the business	Founder /CEO
Ola Cab	2010	Service providers	Bhavish Aggarwal
Red Taxi	2012	Service providers	Deepak US
Fast Track	2005	Service providers	Redsun C. Ambigapathy
Go Taxi	2013	Service providers	V.Anand

CAB SERVICES IN INDIA

In the early days, players like mega cabs and fast track taxi started operations with their own small fleets, with drivers as employees. Customers could book rides through smart phone, call and a cash payment was done. Each company general way is to buy a car, then train the drivers in soft skills and charge them remunerations per day. The company is always to maintain the car meanwhile the cost of fuel had to bear by the drivers. According to 2010 survey, the taxi business was marked as a historic year. Ola was active in Indian roads and entered the scene with its fleets an aggregation model. Thus, many drivers know this platform and owned a car to join this app to offer their best service to the nation. In India intricately tied the android revolution of the company growth and provides a good service. Customers could simply use their smart phones, and enter the app and book a cab service much better. Finally, a true ride sharing revolution was born.

APP BASED TAXI SERVICES

A mobile app is essential part in every cab industry. Mobile app creates many customers and they can view the cab or taxi to their nearby locations. In India the prime objectives of introducing app-based cab services in the many cities is to minimize the use of private vehicles and thus ease traffic congestion on roads. Nowadays online cab reservations which were much better than traditional cab services. By using mobile app, the passengers book a cab and assured taxi service at the door step and much- needed comfort coupled with reasonable fares and safety drive. Android IOS application a person can book a car on rent. This cab rental application basically uses your GPS location to find the cab nearest to your location. This application has 3 entities namely, Admin, User and Driver.

- Admin can manage drivers by adding new drivers, editing, existing and deleting drivers.
- Users can Login on to the application using credentials. Users can view cab details, driver's details and sometimes cancel the ride.
- Drivers can Login and see the ongoing trip details and customer locations.
  Merits
- ➢ It reduces travel expenses
- ➢ It saves customer time
- ➢ It also reduces the use of private transport
- ➢ It is a User-Friendly service.

Demerits

➢ The application requires an active internet connection.
➢ Missing of adequate data.

Result and Discussion:

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Table:1

Customer profile and service providers

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S.No	Frequency	Respondents	Valid Percent
Gender	Male	64	48.9
	Female	67	51.1
	Total	131	100.0
Age	20-25	18	13.7
	25-30	19	14.5
	30-35	17	13.0
	35-40	37	28.2
	Above 40	40	30.5
	Total	131	100.0
Marital Status	Married	43	32.8
	Unmarried	54	41.2
	Widow	34	26.0
	Total	131	100.0
Family type	Nuclear	39	29.8
	Extended	55	42.0
	Single Parent	20	15.3
	Childless family	17	13.0
	Total	131	100.0
Monthly Income	10000-20000	32	24.4
	20000-30000	18	13.7
	30000-40000	64	48.9
	Above 40000	17	13.0
	Total	131	100.0
Service providers	Ola	46	35.1
	Red taxi	56	42.7
	Go taxi	15	11.5
	Fast track	14	10.7
	Total	131	100.0
Service Availability	24X7 service	62	47.3
	AC/NON AC service	28	21.4
	MIni/Micro/Prime service	32	24.4
	Holiday trip services	9	6.9
	Total	131	100.0

Service Quality Dimensions	Reliability	41	31.3
	Assurance	48	36.6
	Affordability	30	22.9
	Tangibility	12	9.2
	Total	131	100.0

Source: Research data

Table:2

Descriptive Statistics & Correlations between Service providers and Service quality dimensions

Descriptive Statistics			
	Mean	Std. Deviation	N
Service providers	1.9771	.94840	131
Service quality dimensions	2.0992	.95156	131

Source: Research data

Correlations			
		Service providers	Service dimensions
Service providers	Pearson Correlation	1	0.071
	Sig. (2-tailed)		0.422
	N	131	131
Service quality dimensions	Pearson Correlation	0.071	1
	Sig. (2-tailed)	0.422	
	N	131	131

Source: Research data

In the above correlation there is a positive correlation between service providers and service quality dimensions(r=0.071,n-131, p=0.422)

Table:3

Chi square test on Customer profile / Service providers

Customer profile / Service providers	Chi square test	Table value	Contingency Coefficient	A/R
Gender/ Service providers	2.853[a]	0.148	0.146	REJECTED
Age / Service providers	79.611[a]	0.780	0.615	REJECTED
Marital status/ Service providers	20.315[a]	0.394	0.366	REJECTED
Family type/ Service providers	39.551[a]	0.549	0.482	REJECTED

Monthly Income/ Service providers	20.657[a]	0.397	0.369	REJECTED

Source: Research data

Pearson chi-square value of the above table is 2.853[a], 79.611[a], 20.315[a], 39.551[a,] 20.657[a] and table value is 0.148, 0.780, 0.394, 0.549, and 0.397, at 5% level of significant. Hence null hypothesis is rejected and alternative hypothesis is accepted. It is concluded that cab service providers are dependent on gender, age, marital status, family type and monthly income of the respondents. There is a significant relationship between customer profile and cab service providers.

SUGGESTIONS

A suggestion is a psychological process by which researcher thoughts leads to another especially through association of ideas. The findings of the research study followed by well suggestions to improve the cab services in Coimbatore city. The following suggestions are made to improve the service quality and customer satisfaction towards cab service providers in Coimbatore city The following suggestions are made to improve the service quality dimensions and customer satisfaction towards cab service providers in the city.

Suggestion to the cab service providers
➢ To suggested the cab industries to improve or boost their cab business and achieve growth amidst the sift competition, and to improve and reshape the cab industry in the future.
➢ Online presence and promotion create brand awareness and visible to a wider population of cab customer.

Suggestion to the cab chauffeurs
➢ The chauffeur always thinks about the customer needs, help them, improve their riding experience from cab booking via., mobile app.
➢ The chauffeur should submit a medical certificate for their physical and mental fitness. A cab chauffeurs' providing a working hours of 8 hours per day and 48 hours in a week.

Suggestion to the society/customers
➢ Customer are the lifeblood of taxi/ cab business. They are always in touch with social media sites such as facebook, twitter, instagram, you tube etc are great and effective tools in creating new customers and connect the existing and potential customer, discuss more about cab service and create a strong relationship with them.

➢ Company website creating number of customers in depth understanding their services, and make sure that cab services are accessible through online booking, include contact information's. Online payments via internet banking or payments through other online wallets to provide them a cashless ride.

Suggestion to the government

➢ At the initial stage of the cab business with the respect of the transport authority to initiate the portals and application forms that differ from particular cities.

➢ The insurance company create by filling their application forms and complying with the various mandatory procedures stated to the vehicle insurance. It will useful if any harm or damages is caused to a third party by the cab.

➢ A proper environmental clearance as required by the state authorities to the cab business.

➢ Regional/ state transport office permit the cab to ride hailing by submitting forms as required under the respective procedures.

CONCLUSION

It is concluded that the study "the impact of service provider's service quality dimensions on customers' satisfaction towards cab in Coimbatore city". The cab customer playing an active role when rating the quality of a cab is not determined only by purely objectives parameters but also includes the views of a customer using a cab service. In cab industry, the highest level targeted to keep the level of high service quality. The higher will be the service level, greater will be the customer satisfaction as well as profit. Red Taxi followed by Ola cab service is one of the fast-moving cabs booking Via mobile apps and lead a perfect balance in their excellent 24X7 customer services and good quality cab provided for their customers in Coimbatore City. A quality on service dimensions like Reliability, Assurance, Affordability, is highly positive correlated with cab service providers and an immense service quality in Coimbatore.

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