STUDY ON CUSTOMER SATISFACTION TOWARD THE CALL TAXI SERVICES

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Abstract
Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some controls over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public.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 Coimbatore is by call taxi. There are as many as 40 to 50 call taxi service providers available in the Coimbatore city and its suburbs call taxi service is mostly available 4 hours within the day. And people regard it as the most convenient way to travel. this study is mainly used to identify the awareness towards call taxi services, factors influencing the choice of call taxi services, satisfaction towards the call taxi services, and the problem faced by people while using call taxi services.

Introduction
Taxis are a ubiquitous form of transport in the mechanized world, and no exception to this throughout metropolitan and regional, A fleet of taxis convey countless thousands of passengers to their various destinations every day. Taxis are an important form of public transport, being more flexible in timings and routes than other forms such as buses, trains, ferries or trams. This makes them ideally suited to a number of likely transport situations, with benefits ranging from reducing the number of private vehicles on the roads and giving people a chance to ride in comfort occasionally.

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Statement of the Problem
Coimbatore has a lot of call taxis which are facing tough competition in today's world. The competition among these call taxis has improved and lost in the best possible service to their expecting customers. The study is to put light on the need of the public for call taxis and valuable services provided by call taxis. This will also help to know about the psychology of the people in preferring a particular taxi service. The study leads to know why people prefer call taxis, than other modes of transport and the impact made by the call taxis on the public.

Objectives
1. To study about the awareness of customer towards call taxi services.
2. To study about the factors influencing the choice of call taxi services.
3. To study about the customers satisfaction towards call taxi services.
4. To know the problem faced by people while using call taxi services.

Research Methodology
Population: Customers of "call taxi" are considered as the population for the study.
Sample Size: From the above population researcher has considered a sample size of 100 members.
Sampling:A sample design is a definite plan for obtaining a sample from given population. It refers to the techniques or the procedure the research would adopt in selecting items for the sample.
Sampling Technique: The sampling technique that is been undertaken by the researcher in convenience sampling.
Area of Study Area of study is limited to the customer of call taxi in Coimbatore city.
Data Collection: In this study, primary data was collected through structured questionnaire.

Analysis and Interpretation
Table No.1: Table Showing Level of Awareness of Respondents towards Service Provided by the Call Taxi

Service/Facility	Aware		Not Aware		Total
	No	%	No	%	
24hrs facility	86	86	14	14	**100**
Online booking	60	60	40	40	**100**

Tour package facility	66	66	34	34	**100**
Luggage facility	70	70	30	30	**100**
Waiting facility	80	80	20	20	**100**
Air-conditioner facility	82	82	18	18	**100**

Source; primary data

It is clear from the table that 86% of the respondents are aware about the 24hrs facility,82% of the respondents are aware about the air-conditioner facility, 80% of the respondents are aware about the waiting facility, 70% of the respondents are aware about the luggage facility and 66% of the respondents are aware about the tour package facility.**Majority (86%) of the Respondents are Aware About the 24hrs Facility in the Call Taxis.**

Table No 2: Table Showing Opinion towards Service/Facilities of Call Taxis

Services/Facilities	Strongly Agree		Agree		Neutral		Dis Agree		Strongly Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
Convenience	41	41	43	43	5	5	5	5	6	6	**100**
Safety	16	16	51	51	27	27	5	5	1	1	**100**
Price	12	12	34	34	44	44	9	9	1	1	**100**
Reliability	15	15	37	37	34	34	7	7	7	7	**100**
Appearance	24	24	41	41	27	27	6	6	2	2	**100**

Source; primary data

The above table shows that **51%** of the respondents agree that there is safety in taxi, **44%** of the respondents agree the price neutral, **43%** of the respondents agree that convenience in call taxi, **41%** of the respondents agree the appearance in the call taxi, 37% of the respondents agree that reliability in call taxi. **Majority (51%) of the Respondents Agree that there is Safety in Taxi.**

Table No 3: Table Showing Level of Satisfaction towards Call Taxis

Services/Facilities	Highly Satisfied		Satisfied		Dissatisfied		Highly Dissatisfied		Total
	No	%	No	%	No	%	No	%	
Punctuality	32	32	57	57	9	9	2	2	**100**
Price	11	11	61	61	25	25	3	3	**100**
Safety	19	19	61	61	17	17	3	3	**100**
Cleanliness	15	15	70	70	12	12	3	3	**100**
Reach ability	19	19	53	53	25	25	3	3	**100**
Appearance	23	23	61	61	13	13	3	3	**100**
Reliability	23	23	62	62	11	11	4	4	**100**

Source; primary data

The above table shows that70% of the respondents are satisfied with the cleanliness of the taxi, 62% of the respondents are satisfied with the reliability of the taxi, 61% of the respondents are satisfied with the satisfied and appearance of the taxi, 57% of the respondents are satisfied with the punctuality of the taxi, 53% of the respondents are satisfied with the reach ability of the taxi. **Majority (70%) of the Respondents are Satisfied with the Cleanliness of the Taxi Services.**

Table No 4: Table Showing Problem Faced by the Respondent

Services/Facilities	Strongly Agree		Agree		Not Agree		Dis Agree		Strongly Disagree		Total
	No	%	No	%	N	%	N	%	No	%	
High tariff	20	20	50	50	25	25	3	3	2	2	**100**
Not on time	9	9	43	43	37	37	10	10	1	1	**100**
Drivers conduct	10	10	38	38	39	39	10	10	3	3	**100**
Unsafe driving	7	7	33	33	37	37	16	16	7	7	**100**
Poor comfort	5	5	23	23	43	43	21	21	8	8	**100**
Poor maintenance	6	6	30	30	42	42	18	18	5	5	**100**
Extra charges/tips	7	7	37	37	38	38	9	9	9	9	**100**

Source; primary data

The above table shows that 50% of the respondents faced high tariff problem while using the call taxis 43% of the respondents faced poor comfort problem while using the call taxis. 42% of the respondent faced poor maintenance problem while using the call taxis. 39% of the respondents faced drivers conduct problem while using the call taxis, 38% of the respondents faced extra charges problem while using the call taxis, 37% of the respondents faced unsafe driving problem while using the call taxis. **Majority (50%) of the Respondents Faced High Tariff Problem While Using the Call Taxis.**

Findings
1. Majority (86%) of the respondents are aware about the 24hrs facility in the call taxis.
2. Majority (51%) of the respondents agree that there is safety in taxi.
3. Majority (70%) of the respondents are satisfied with the cleanliness of the taxi service.
4. Majority (50%) of the respondents faced high tariff problem while using the call taxis.

Suggestions
Service: Taxi services should be available in rural areas. It should improve with regards to punctuality and good communication on part of drivers in order to strengthen the relationship between the customer and taxi operators.

Tour Package Facility: Advertisement about the tour package facilities should be given clearly. Discount may be provided for the regular customer.

Maintenance of Vehicle: Measurers can be taken to improve and maintain the cleanliness of the taxis. It should attract new customers and maintain existing customers.

Taxi Charges/Fares: Since the fares are not known among the general public greater transparency of fares is expected. Flexibility or variation pricing system is essential for attracting customers.

Government Regulations: There was considerable confusion regarding the role of government in the taxi industry, with some feeling that the government plays limited to no role, while others were aware that the Victorian Government is responsible for administration of license. While knowledge was pointed out that the government should play a greater role, particularly in regards to regulating and improving the standards of drivers.

Conclusion
Developing and applying the Combined Indicators Taxi Model has established a wide range of impacts and indicators appropriate to the assessment of taxi services, and in wider application. Short-term passenger gains do not appear to equate to long-term industry stability, or to a continued improvement in passenger service. The desire to achieve optimal service delivery would logically suggest both short and long term gain. Indicators appropriate to the full assessment of differing scenarios make use of data and datasets specific to key market participants, and have not (in some instances) been developed as a part of previous analysis.. Taxis are seen as important for the economy, our tourism market and are central to ensuring those with physical disabilities are mobile. Therefore taxis are an important future form of transport has a larger scope in the transport system of the country.

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