

An Empirical Study on Customer Preferences and Satisfaction towards Cab Booking Services in Coimbatore City

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ABSTRACT

Despite the convenience offered by online cab booking services, customers often experience issues related to service quality, pricing, safety, driver behaviour, app usability, delays, and cancellations. These factors influence customer perception, preference, and continued usage of cab booking applications. Moreover, differences in service quality dimensions across various apps play a crucial role in determining customer satisfaction levels. This study focuses on understanding customer preference towards online four-wheeler cab booking services in Coimbatore. It aims to evaluate the impact of service quality dimensions, identify problems faced by users, and measure the overall level of customer satisfaction. The findings of this study are expected to provide valuable insights for cab service providers to enhance service quality, improve customer experience, and develop strategies to better meet customer expectations. The study concludes that certain challenges such as surge pricing, ride cancellations, service delays, and traffic congestion continue to affect the overall efficiency of online cab services. These issues can reduce customer satisfaction if not addressed properly. Therefore, service providers must take necessary steps to minimize such problems and ensure a smooth and reliable travel experience.

Keywords: online four-wheeler, cab booking services, service quality, travel, customer expectations

INTRODUCTION

Urban transportation has undergone a significant transformation with the rapid growth of digital technology and smart phone usage. Online cab booking services have emerged as a convenient and reliable mode of transportation, offering customers easy access to mobility through mobile applications. These services allow users to book cabs anytime and anywhere, providing features such as real time tracking, multiple payment options, fare transparency, and improved service accessibility.

As a result, online cab booking platforms have become an integral part of daily travel for many urban commuters. In Coimbatore, a major industrial and educational hub, the demand for efficient and flexible transportation services has increased due to rapid urbanization, population growth, and changing lifestyles. Several online cab booking applications operate in the city, offering cab services to meet the diverse travel needs of customers.

Statement of the Problem

In recent years, app-based cab booking services have gained immense popularity as a convenient mode of urban transportation. Coimbatore, a fast-growing city, has witnessed increased dependence on such cab booking applications. Despite the availability of several cab booking applications, customers, often

encounter a range of challenges such as inconsistent service quality, frequent fare fluctuations, safety concerns, issues related to driver behaviour, app usability problems, delays, and trip cancellation. These problems play a crucial role in shaping customer perception, preference, and continued usage of specific cab booking applications. Furthermore, variations in service quality dimensions across different cab booking platforms have a significant and loyalty. However, a clear and comprehensive understanding of how these factors collectively influence customer preference and satisfaction remains limited, particularly in the context of Coimbatore.

Objectives of the Study

1. To measure the impact of service quality dimensions among various applications.
2. To identify problems and challenges faced by customers while booking and using cab services.
3. To access the level of customer satisfaction while using four-wheeler cab booking services.

Scope of the Study

The study focuses on customer preference and satisfaction towards online cab booking services operating in Coimbatore city. It includes major cab booking applications such as Ola, Uber, Rapido, Redtaxi, Fasttrack, Pinktaxi. The study examines important factors influencing customer preference, including pricing, punctuality, ease of app usage, driver behavior, safety, and overall service quality. It also analyzes the level of awareness and usage patterns of different cab booking apps among customers. Further, the study helps in identify the problems faced by customers while booking and using cab services.

RESEARCH METHODOLOGY

Area of the study	Coimbatore
Data Collection	Both Primary and secondary data were used for data collection
Sampling Size:	200
Sampling Method	Random Sampling Method
Tool for analysis	Percentage Analysis, Weighted Average Score, Rank

REVIEW OF LITERATURE

Rajpurohit et al., (2024), the study concluded that service reliability, safety assurance, and fair pricing are essential for improving customer satisfaction in ride-hailing services. Kedar Bhatt et al., (2024), The study concluded that improving service quality, safety measures, and technological features is essential to increase customer satisfaction and encourage continuous use of ride-hailing platforms. Shilpa Thakuretal., (2025).

The study concluded that understanding customer preferences helps ride-hailing companies improve service quality, increase customer satisfaction, and strengthen customer loyalty in the competitive market. Deepa Agrawal (2025) et al., (2025), The study concluded that maintaining high service standards, ensuring safety and providing clear pricing policies can increase customer satisfaction and strengthen customer loyalty in the competitive ride-hailing market.

Analysis and Intrepretation

Demographic Profile

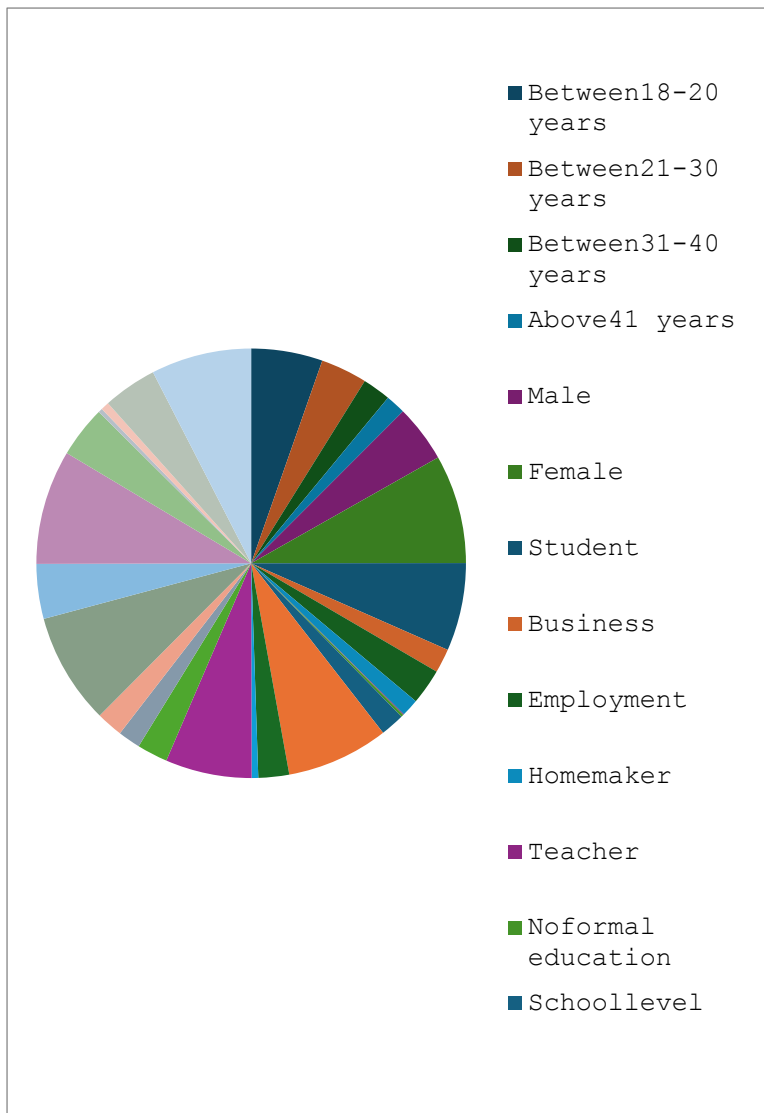


Table 1 Average waiting time for an online cab service

Waitingtime	Numberof Respondents	Percentage
Less than 5 minutes	34	17%
5-10 minutes	103	51.50%
10-15 minutes	48	24%
More than 15 minutes	15	7.50%
Total	200	100%

INTERPRETATION

Majority (51.5%) of respondents wait 5-10 minutes for a cab,

Table 2 Problems faced while using online cab services

Problems	Delay in arrival	Cancellation by driver	Fare charges	Driver behaviour	No problem
Score	4	2	1	3	5

Majority of the respondents are given first priority to fare charges and followed by cancellation by the driver, driver behavior, delay in arrival and no problem

Table3 Satisfaction level of online cab booking services

Satisfaction level	Highly satisfied	Satisfied	Neutral	Dissatisfied
Score	3	1	2	4

The majority of respondents are satisfied with online cab services

Suggestions

Improve Availability of Cab Services

Most respondents consider availability as the most important factor when choosing an online cab service. Therefore, cab service providers should increase the number of drivers and vehicles in busy areas. This will help customers easily book rides without facing difficulty in finding a cab. Better availability can improve customer satisfaction and service efficiency.

Provide Transparent and Reasonable Pricing

Some respondents reported issues related to fare charges while using online cab services. Cab companies should maintain transparent pricing and clearly display fare details before confirming the ride. This will help customers understand the cost and avoid confusion regarding hidden charges.

Reduce Driver Ride Cancellations

Driver cancellations after booking are one of the common problems faced by users. Companies should implement strict policies and provide incentives for drivers to complete accepted rides. Reducing ride cancellations will improve reliability and customer trust in online cab services.

Improve Overall Customer Satisfaction

Customer satisfaction is an important factor for the success of online cab services. Companies should continuously improve service quality. Punctuality, driver behavior, and customer support. Maintains high service standards will help companies retain customers and build long term loyalty.

CONCLUSION

From the study, it concludes that online cab booking services have become a vital part of modern urban transportation, offering convenience, flexibility, and time-saving benefits to users. The widespread adoption of smart phones, improved internet connectivity and the growth of digital payment systems have made these services highly accessible. In rapidly developing cities like Coimbatore, online cab services effectively support the increasing travel needs of people due to urbanization and economic development. The study also reveals that the popularity of online cab services is largely driven by their user-friendly features such as real-time tracking, fare transparency, easy booking options, and multiple payment methods. These features enhance customer convenience and provide a sense of reliability and control over travel, making them a preferred choice over traditional transportation modes.

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