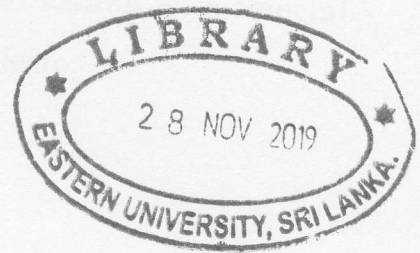


**CUSTOMER SATISFACTION OF TAXI SERVICES ON SRI  
LANKA WITH SPECIAL REFERANCE TO UBER AND PICKME**

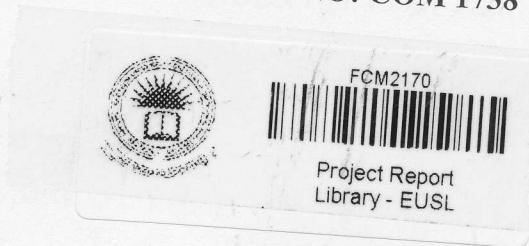


By

**LIYANAGE ERANDA NIROSHAN**

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**Department of Commerce**

**Faculty of Commerce and Management**

**Eastern university, Sri Lanka**

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## ABSTRACT

Increased revenue and efficiency of Sri Lankan taxi services dependence on customer satisfaction drives management attention towards improving quality of the service. The aim of this research paper is to find out “Level of customer satisfaction on taxi services of Sri Lanka”

Conceptual model is developed based on reviewing literature. The study has been developed by the researcher. The researcher has included dimensions Reliability (R), Tangibility (T), Comfort (C), Price (P); and Safety (S). Primary data that has been used for the study were obtained from uber and pickme users. Convenient sampling method was used to obtain 100 responses of taxi users. The collected data has been analyzed by using descriptive statistics.

Based on the findings of the study, it concludes that all the dimensions are at a higher level. Reliability has scored the highest mean value. Price lowest amount of mean value. According to this study deeply discuss about demographic variables and how they connect with customer satisfaction.

**Keywords:** Reliability, Tangibility, Comfort, Price, Safety, Customer Satisfaction, Taxi services, Uber and Pickme.

## TABLE OF CONTENT

ACKNOWLEDGEMENT .....	I
ABSTRACT.....	II
ABBREVIATIONS .....	III
LIST OF TABLE .....	VIII
LIST OF FIGURES .....	IX
CHAPTER ONE .....	1
INTRODUCTION .....	1
1.1 Background of study .....	1
1.2 Problem statement.....	3
1.3 Research Questions .....	3
1.4 Research Objectives .....	4
1.5 Significance of the Study .....	4
1.6 Scope of Study .....	5
1.7 Summary .....	5
CHAPTER TWO .....	6
LITERATURE REVIEW .....	6
2.1 Introduction .....	6
2.2 Customer Satisfaction .....	6
2.3 Taxi Service Industry .....	10
2.3.1 Taxi Service Industry in Global Context.....	10
2.3.2 Taxi Service Industry in Sri Lankan Context .....	12
2.4 Reliability .....	13
2.5 Safety.....	15
2.6 Tangibility .....	16
2.7 Comfort .....	17
2.8 Price.....	17
2.9 Influence of reliability on customer satisfaction of taxi services.....	17



2.10 Influence of safety on customer satisfaction of taxi services.....	17
2.11 Influence of tangibility on customer satisfaction of taxi services.....	18
2.12 Influence of comfort on customer satisfaction of taxi services.....	18
2.13 Influence of price on customer satisfaction of taxi services .....	18
2.14 Summary .....	18
CHAPTER THREE .....	20
CONCEPTUALIZATION AND OPERATIONALIZATION .....	20
3.1 Introduction.....	20
3.2 Conceptualization.....	20
3.3 Research hypothesis.....	21
3.4 Customer Satisfaction .....	22
3.4.2 Tangibility .....	23
3.4.3 Price.....	23
3.4.4 Comfort.....	24
3.4.5 Safety .....	24
3.5 Operationalization of Variables .....	24
CHAPTER FOUR.....	29
METHODOLOGY .....	29
4.1 Introduction .....	29
4.3 Study Design .....	30
4.4 Sampling Plan .....	30
4.4.1 Study Population.....	31
4.5 Collection of Data .....	32
4.5.1 Method of Measuring the Demographic Characteristics.....	33
4.6 Method of finding whether there is the relationship between service standard and customer satisfaction of Uber and Pickme customers in Sri Lanka .....	33
4.7 Data Presentation.....	34
4.7.1 .....	34
4.7.2 Data Analysis and Evaluation .....	34
4.7.3 Statistical Tools.....	34

4.8 Reliability Test .....	35
4.9 Univariate Analysis and Evaluation .....	36
4.10 Summary .....	36
CHAPTER FIVE .....	37
DATA PRESENTATION AND ANALYSIS .....	37
5.1 Introduction .....	37
5.2 Analysis of Reliability of using the taxi services .....	37
5.3 Data Presentation – General and Personal Information .....	38
5.4 Sample Distribution Based on Gender .....	39
5.5 Sample Distribution on Civil Status .....	39
5.7 Sample Distribution Based on Occupation .....	40
5.8 Sample Distribution Based on Mode .....	41
5.9 Sample Distribution Based on Time Frequency .....	41
5.10 Sample Distribution Based on Service Choice .....	41
5.11 Sample Distribution Based on Vehicle Type .....	42
5.12 Univariate Analysis .....	42
5.12.1 Mean and Standard Deviation of reliability of using the Uber and Pick Me taxi services in Sri Lanka .....	42
5.12.3 Mean and Standard Deviation of price .....	44
5.12.4 Mean and Standard Deviation of comfort .....	44
5.12.5 Mean and Standard Deviation of safety .....	45
5.13 Overall satisfaction level of taxi users .....	45
5.14 Comparative analysis of Uber vs Pickme .....	46
5.15 Summery .....	46
CHAPTER SIX .....	47
DISCUSSION AND FINDINGS .....	47
6.1 Introduction .....	47
6.2 Comparison with previous studies .....	47
6.2.1 Comparison of Balachandran and Hamzah study .....	47



6.2.2 Comparison of customer satisfaction in the taxi market in India .....	47
6.2.3 Comparison with minicab taxi services in Gahana .....	48
6.2.4. Comparison with passanger satisfaction on public transportation .....	48
6.3 Discussion of Research Information .....	48
6.3.1 To identify the satisfactory level of the reliability of the Uber and Pick Me taxi services in Sri Lanka .....	48
6.3.2 Satisfactory level of tangibility .....	49
6.3.3 Satisfactory Level of Price .....	49
6.3.4 Satisfactory level of Comfort .....	49
6.3.5 Satisfactory level of safety .....	50
6.3.6 Overall satisfaction level of taxi users.....	50
6.3.7 Comparison of Uber and Pickme.....	51
6.4 Chapter Summary.....	51
CHAPTER SEVEN .....	52
CONCLUTIONS AND RECOMMENDATIONS .....	52
7.1 Introduction.....	52
7.2 Conclusion.....	52
7.3 Objectives of the study.....	52
7.3.1 Objective One.....	52
7.3.2 Objective Two.....	52
7.3.3 Objective Three.....	52
7.3.4 Objective Four.....	52
7.3.5 Objective Five.....	52
7.4 Contribution of the study.....	53
7.5 Recommendation.....	53
7.6 Limitations of the study.....	54
7.7 Chapter Summary.....	54
Appendix 1.....	55
Appendix 2.....	68