

A Study on Identifying Quality Issues Impacting the Online Cab Service

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Abstract:

The taxi-hailing services are among the successful business ventures in India. The demand of online cabs is more especially in the metros where the needs of transportation are higher. Competitors in this field are not a few because there exist National and International firms. It being a new and growing business; there are several problems that are encountered by these companies, in India. These issues concern customer related issue, vehicle related issue, and cab driver related issue, network related issue, payment related issues, scheduling etc. We know that any new business will take some time to be proven and in the process, they are going to learn the whole process. The research study crudely investigates marketing concerning this business. The study attempts to see how they can do the marketing of the company better in such a congested competitive process of business. The multi-dimensional study with an aim of coming up with the best marketing strategy analysed the business as a customer, the company and cab driver point of view. Out of this model can be derived which can be a template that can be used by the company to come up with effective marketing strategy. The research is about the online cab agencies and the customers of Bangalore city. Metro Bangalore is the ideal location of such a study since the demand of online cabs is equally high. The findings of this research can also be useful to the online cab companies so that they can enhance their marketing.

Keywords: Online cab service, IoT

INTRODUCTION:

The development of digital technologies, as well as the growth of the number of smartphone users and the level of internet accessibility, impulses urban transport ecosystems all over the world. The emergence of online cabs services is probably one of the most significant advancements in this segment as it has transformed the commuting industry with the introduction of the possibility to book a taxi in real-time, using an app, flat-rate pricing, and customised care. The situation in India is similar where Ola, Uber, Meru, Savaari, and Mega Cabs made the service a way to get to the destination in a short period of time and offer an alternative to commuters to normal taxis, auto-rickshaws and buses (Smarther, 2018). Among its strongest advantages is convenience and accessibility of online cab services. The customers have the ability to reserve a journey ticket regardless of the locality, pay through digital connectivity, get digital bills, and follow routes using Google maps. Additionally, services are normally governed on a 24/7 basis which took great care of the problem of availability and dependability that was the norm when using traditional means of transport. The progress has brought a large pool of customers, particularly those in urban cities where congestion, shortage of parking lots, and the desire of flexible commuter modes are almost a routine (Rajesh & Chincholkar, 2018). But this rapid growth of the industry has also led to a lot of quality related problems that are likely to increase the service reliability and customer confidence. According to research, such aspects of service quality as responsiveness, empathy, assurance, tangibles, and reliability have a considerable effect on customer decisions (Hussein, 2016). Despite the increased convenience of the online model, there remain a number of customer complaints, including late driver arrivals, cancellation of rides before their starting, unsatisfactory transparency of the fare levels, low cleanliness of cabs and unprofessional driver behavior (Shirish, 2017; Sharma & Das, 2017).

It has been found that almost 65 percent of users perceive surge pricing to be unfair, and 15 percent have experienced rude behaviour of drivers, which has the direct impact on the user loyalty and the brand image of the service providers (Shirish, 2017). Moreover, the user experience is undermined by technological failures in cab booking apps that may include inaccurate time estimation, ineffective location tracking options and crashing (Uthira, 2018). A multi-entity model of online cabs is also a problem because it deals with aggregators, cab owners, drivers, and passengers, and all communicate via an intermediary platform (Sean, 2017). There is yet another rising issue which is the lack of connection between the drivers and the service providers. Whereas customers complain often of poor quality of

service, drivers are also complaining of unfair treatment, low incentives, opaque policies and lack of assistance by the aggregators. The majority of current works are particularly inclined to be customer-oriented and neglect the operational challenges of drivers that are also highly important, so it becomes challenging to create a balanced concept of industry quality dynamics. However, as tedious as it may be, the online cab industry still characterizes overwhelming space on advancement and enhancement. Emerging technologies like the use of Artificial Intelligence (AI), predictive analysis, and automated routing systems provide the space to improve delivery of service. Nevertheless, the lack of in-depth knowledge of the root quality challenges affecting all parties involved may not lead to sustainable customer satisfaction and business sustainability despite such improvements. This therefore leads to an undoubted demand that an in-depth research be done on the quality issues that affect the online cab industry. The proposed study aims to define and classify them as multi-stakeholder challenges, researching experiences and expectations of all, not just customers, but also of the drivers, the aggregators and the interfaces of the system. The major areas of the concentration are considered to be the service performance, customer confidence and the driver satisfaction, usability of technology and redressal systems of the complaints. This study aims to bridge the gap in existing literature by providing a nuanced understanding of the quality bottlenecks that affect the online cab service ecosystem in India. Through this, it hopes to contribute to the development of more effective strategies for service improvement, stakeholder alignment, and quality assurance, ultimately promoting a safer, more efficient, and customer-centric transport environment.

LITERATURE REVIEW:

With the emerging lifestyle of human beings and the discovery of modern connect up technology there is a business opening up every time. The online cab service companies are one such application that used it adequately. Internet and the smartphone have equally contributed a great deal towards the expansion of this form of business. Ola, Uber, Meru, Savaari, Mega cabs are the biggest online cab service providers in India. (Smarther, 2018). Competition among these companies is so high. One of the factors is that the market share of the organised cab in India is very low. It is below 10 %. The completion is even stiffer considering that the market in place is less (Redseer, 2014). But it is also a huge possibility to increase the market. It is here that the huge opportunity of the companies is. To earn higher percentage of the existing market and grow the market further, the companies will need the ideal kind of a marketing strategy. It has been conducted to research on the consequences which lead to online cab services being a more favourable mode of transportation than the conventional taxi services. Some of the reasons include the ease of booking, transparency in pricing and the use of the tracking facilities. The online cab services are also regarded to be safer. ([Post and Rungta, 2010] Centennial, Colorado, US. Rungta, 2019) . The methods of payment and the convenience of travelling in comparison to the buses and auto is also one of the factors that entice the customers to the online cabs. They offer the online payment or the payment by the cash in the online cabs. This is appealing to majority of the customers since they are not bothered about carrying the right change since they make the payments online. Khade and Patil (2018).

The security is also one of the strongest aspects that have pulled people towards the online cabs not to mention the discounts and the ease at which the app allows people to book cabs. Another attraction to the customers is the innovative ideas of the online selected cab companies. According to (Venkatasalam & Muthudinesh, 2018). We are witnessing that increased market share is being enjoyed by these online cab companies in the metros and the major cities. These factors are the traffic clogs and the parking place problem which do not allow the people to use their own cars. Driving as well is very cumbersome in such circumstances. These also contribute to the advertising of the web based taxis. (Rajesh and Chincholkar, 2018) . The clients also enjoy the elegance and good mannerisms of the online taxi services. This is largely so since they companies have trained their cab drivers to be so. This is also one of the reasons which offer confidence and stability to the customers. The customers also enjoy the billing system with the online cab companies since the bill is sent directly to the e mail address. Sharma and Das (2017). Another big reason as to why the customer prefer it is because of the aspect of booking an online cab. One can easily book a cab using the mobile app unlike when one tries to book cab using the telephone or dealers. This process is also likely to be even smoother with the rising internet speed and the new smartphones. In one of the studies carried out in a foreign state, the authors evaluate the key considerations that a customer pays attention to with respect to online cab services (Kumar & Sentamilselvan, 2018).

The result of this study is the fact that these factors may be divided into such dimension of quality as assurance, empathy, responsiveness, tangibles and reliability. When the customer is satisfied with all this,

he or she becomes more loyal to that company providing online cabs services. (Hussein, 2016). The different marketing campaigns that the online cab companies do through adverts also contribute to growing the customer preference towards the. With the advertisements, more people are becoming familiar with the services of the cab as well as discounts. It has also been found out that the flexible booking option given by these companies is appealing. Several researches about the problem that customers and the cab drivers deal with in this business have already been conducted. We also have some studies on the constraints and the bottlenecks which the companies have. The existence of multiple entities defined as the aggregator, the cabs, the cab drivers and the customers makes the management of this business rather difficult. There are also instances that one can call a cab on behalf of another person. this complicates it further. (Sean, 2017). The ignorance in the system is at times used by the customers, as well as the cab drivers and this makes the company situations even worse. The issues related to them can be examined further in a systematic way. The issues that are customer related, cab related and driver related were researched. The customer complaints have diverse nature, which are either associated with the cab, driver or the app usage. One study carried out indicates that nearly 15 percent of the clientele believed that the on-line taxi drivers could be rude and 65 percent believed that the idea of price surge was unfair(Shirish, 2017).

We can understand the fact that the customers are clearly aware of the fact that the companies are having a surge pricing model. From the research that is already done we are able to understand most of the factors that attract the customers towards the online cab services. There is also some research studies conducted which demonstrates what are the problems which the customers experience regarding online cab services. The issues that usually arise are the delay in arrival of the cab, timing of the cab is not quite right and in certain situations customers are displeased with the peak time pricing. This is a very high price when other mode of transport is taken into consideration. Kumar and Senthamilselvan (2018). Customers also consider the cleanliness of the cars and the outlook of the logo of the company. One of the main drivers in this process of business is the drivers behaviour. This is due to the fact that the front end of the service is composed of a driver who is alone. The problems being associated with the cab drivers will directly affect the customer preference of the online cab company. They are the only ones who are able to deploy the Restore as well as the Campus environment (Sharma, Das, 2017). The next big concern is as far as the cancellation process is involved. The clients are not pleased with the fee to be paid in case of the actual cause to cancel. The cab drivers also tend to cancel the ride at some time. Much valuable time is lost out in all this confusion. Another thing is the app also presents many wrong calculations of time and directions in some instances. (Uthira, 2018). The cab drivers also choose some alternative paths and wait sand and then ask higher amount of money to the customer than the amount displayed in the app. When the customer is waiting the cab driver does not come. This is a matter of concern because pre booking is done according to the schedule and need of the customer. Weather also plays a part in accessible cabs, on rainy days this is highly impossible and the information in the app is not right.

We can clearly understand what are the areas of interest to customers when it comes to selecting online cabs and what are the issues they face in this service industry. The main gaps found in the research is lack of understanding on the cab driver issues. As mentioned before the cab drivers are also an essential part of this business process. So, we have to do research on this. Only then we can be able to develop a comprehensive marketing strategy.

Objectives:

1. Identifying the major quality issues impacting the online cab service
2. Finding the latent variables using factor reduction methods
3. Providing insights to the online cab companies to improve their process quality

Hypothesis:

H₁: There are statistically significant quality-related issues that negatively impact customer satisfaction in online cab services.

H₂: Latent variables such as reliability, responsiveness, assurance, empathy, and tangibles can be identified and grouped using factor reduction methods to explain customer perceptions of quality in online cab services.

RESEARCH METHODOLOGY:

Research Design: This study adopts a quantitative research design using a descriptive survey method to examine the key quality issues affecting online cab services. The primary aim is to collect empirical data

from users to identify critical service gaps, assess customer perceptions, and determine underlying quality dimensions through statistical analysis.

Data Collection Instrument: A structured questionnaire was developed as the primary data collection tool. The questionnaire comprised 37 close-ended questions focusing on service quality variables such as driver behaviour, pricing, app usability, timeliness, cleanliness, and booking experience. Additionally, 2 demographic questions were included to gather information related to the respondents' age and gender. The items in the questionnaire were framed using a five-point Likert scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5), allowing respondents to express the degree of agreement with each statement.

Sampling and Respondents: The survey was administered to a sample of 200 respondents selected through convenience sampling. The participants included regular users of online cab services such as Ola, Uber, and other regional aggregators. The sample consisted of a diverse demographic profile to ensure a broad representation of consumer perspectives.

Data Collection Method: The data was collected via both online and offline modes using Google Forms and printed copies of the questionnaire. Respondents were briefed about the purpose of the study, and participation was voluntary and anonymous to ensure unbiased responses.

Data Analysis Tools and Techniques: The collected data were entered and analysed using IBM SPSS software and Microsoft Excel. Descriptive statistics such as mean, standard deviation, and frequency distribution were used to understand the general trends in responses. To identify the latent variables underlying the observed quality issues, an Exploratory Factor Analysis was conducted using the Principal Component Analysis method with Varimax rotation. This technique helped in grouping related variables into common factors, simplifying the structure and identifying key service dimensions that influence customer satisfaction.

Ethical Considerations: The research ensured that ethical standards were maintained throughout the study. All respondents participated voluntarily, and informed consent was obtained. The data collected was kept confidential and used exclusively for academic purposes.

Data Analysis:

The reliability test was done on all the thirty seven variables considered in the study. The Cronbach's alpha was found to be 0.845 indicating that the variables taken for the study are reliable.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
.910	.916	37

Factor Analysis: The exploratory factor analysis is done to find the major factors that are concern areas for the customers. Orthogonal rotation with varimax is applied in the test. The latent root criterion is used for the extraction of factors. The table 2 shows the KMO Bartlett's test. The Kaiser -Meyer -Olkin measure of sampling adequacy is above 0.500 indicating that a factor analysis can be done with this data.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.695
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	3099.512
	741
	.000

The factor analysis is done to extract factors and Varimax rotation with Kaiser Normalization to simplify and enhance the interpretability of the factor structure. This combination is commonly used in factor analysis when the goal is to identify and understand the underlying factors influencing the observed variables.

	Component									
	1	2	3	4	5	6	7	8	9	10
The customer care services of the online cabs have to	0.891									

be more user friendly	
I feel the customer care of online cabs have to be more prompt.	0.832
The cab should provide a discounted monthly subscription for the cab rides.	0.712
I would prefer a cab service that does not surge the prices.	0.689
I would prefer the company to show exact rate details while booking	0.623
The cab should provide monetary benefits if I am a regular customer	0.601
I sometimes see that the cab drivers are on phones during driving with loud.	0.812
I prefer the cabs that are neat and clean	0.728
I sometimes feel that the cab drivers are not concentrating on the trip	0.697
I want the cab to provide music facilities during the trip	0.665
The cab drivers have to be polite during the journey	0.706
The drivers should drive carefully and follow the traffic rules properly	0.685
The cab driver should maintain a card swipe-payment device in the car.	0.665
The booking app should also contain data about the quality of the car.	0.624

The cab drivers should have knowledge of the vehicle when it shows issues.	0.723	
I will cancel the ride if the cab is not neatly maintained as it may be unsafe.	0.697	
During shared ride the seating is not very comfortable.	0.681	
I sometimes feel scared while travelling in cabs at night	0.808	
Sometime the cab drivers are driving the vehicle recklessly	0.712	
There should be a camera inside the cab and monitored continuously	0.624	
I prefer the taxi to provide mineral water during the trip	0.806	
I want the cab to provide provision for any urgent requirements.	0.665	
I prefer the cab to stop during the trip for refreshments	0.561	
Cancellations charges should apply when many cancellations are done	0.875	
I think that the cancellation charges are very harsh on the customer	0.695	
I find it really difficult to book cabs during the rainy days	0.788	
Most of the time there is a confusion with pick up point.	0.518	
I sometimes feel that the booking app is not showing accurate details.	0.764	

I would like to book the online cabs by making a telephonic call .	0.608
I prefer the drivers who can speak and understand English	0.867
I prefer drivers who can speak my native language.	0.516

The total variance explained by the factors is the sum of the eigenvalues, which is 27.351 % for the first factor. This represents the proportion of total variance in the observed variables explained by the extracted factors. The first factor has a much higher eigenvalue compared to the other factors. Factors with eigenvalues greater than 1 are typically considered significant in factor analysis. In this case, it appears that the first factor is the most significant, explaining a substantial amount of variance. The first three factors explain 45.2%. There are 10 factors extracted from the factor analysis each having Eigen values more than 1. The index for the present solution accounts for 73.89 percent of the total variation.

Table 3 Initial Eigen Values

Component	Total	% of Variance	Cumulative %
1	10.667	27.351	27.351
2	4.412	11.314	38.665
3	2.558	6.56	45.225
4	2.169	5.562	50.787
5	1.904	4.881	55.668
6	1.829	4.689	60.357
7	1.579	4.049	64.406
8	1.332	3.416	67.822
9	1.212	3.108	70.93
10	1.154	2.96	73.89

The 10 factors extracted from the factors analysis are also mentioned in the table below in detail along with the statements and the factor loading values.

Table 4 Factors related to Quality issues in Online cab service

No:	Factors	Statements	Loadings
Factor 1	Service Quality Issues	The customer care services of the online cabs have to be more user friendly	.890
		I feel the customer care of online cabs have to be more prompt.	.830
		The cab should provide a discounted monthly subscription for the cab rides.	.712
		I would prefer a cab service that does not surge the prices.	.689
		I would prefer the company to show exact rate details on the app while booking	.623
		The cab should provide monetary benefits if I am a regular customer	.601
Factor 2	Ambience issues	I sometimes see that the cab drivers are on phone during driving with loud noise	.812
		I prefer the cabs that are neat and clean	.728
		I prefer the AC to be functioning during the journey	.697
		I want the cab to provide music facilities during the trip	.665

		The cab drivers have to be polite during the journey	.706
		The drivers should drive carefully and follow the traffic rules properly	.685
Factor 3	Driver Quality issues	The cab driver should maintain a card swipe-payment device in the car.	.665
		The booking app should also contain data about the quality of the car.	.624
		The cab drivers should have knowledge of the vehicle when it shows issues.	.723
Factor 4	Maintenance Issue	I will cancel the ride if the cab is not neatly maintained as it may be unsafe.	.697
		During shared ride the seating is not very comfortable.	.680
		I sometimes feel scared while travelling in cabs at night	.808
Factor 5	Safety Issues	Sometime the cab drivers are driving the vehicle recklessly	.710
		There should be a camera inside the cab and monitored continuously by a control room.	.624
		I prefer the taxi to provide mineral water during the trip	.806
Factor 6	Amenities Issues	I want the cab to provide provision for any urgent requirements.	.665
		I prefer the cab to stop during the trip for refreshments	.560
		I think the cancellations charges should apply when many cancellations are done	.875
Factor 7	Cancellation issues	I think that the cancellation charges are very harsh on the customer	.695
		I find it really difficult to book cabs during the rainy days	.788
Factor 8	Pickup issues	Most of the time there is a confusion with pick up point.	.518
		I sometimes feel that the booking app is not showing accurate details.	.764
Factor 9	Booking Issues	I would like to book the online cabs by making a telephonic call.	.608
		I prefer the drivers who can speak and understand English	.867
Factor 10	Language issues	I prefer drivers who can speak my native language.	.516

Findings:

The research projected various aspects of quality-related issues, which influence customer satisfaction and user experience in relation to the use of online cab facilities. The data obtained through the responses of the subjects was got under grouped into ten outstanding thematic areas each of which corresponds to a

particular cluster of issues that customers are commonly faced with. A lot of the respondents were not satisfied by the quality of service currently provided by the online cab providers. Most of the user claimed that customer support services are unresponsive and not user friendly. The customer care was keen to be very interactive and faster in addressing problems. Moreover, the riders were dissatisfied with those dynamic pricing models, especially surge pricing at peak time, and suggested a fixed and transparent fare system. Recommendations to offer loyalty programs, the ability to subscribe to monthly rides at a subsidized cost as well as the fares clearly shown in the execution of the booking process was also highlighted. Another issue which came up signals was much about ambience. This is as most customers noted that the in-cab atmosphere plays an important role in determining the total satisfaction level. Respondents emphasized the significance of travelling in vehicles that are clean and are well maintained and air conditioning is one of the features they expected to be intact during the entire travel. There was also the request of some of their passengers to access their music in order to be relaxed and comfortable during the trip. Also, some users mentioned that the key factor reducing the quality of their experience was driver inattentiveness like talking on the phone or being distracted when being behind the steering wheel. The research also cast some light onto driver behaviour and professionalism as one of the pressing aspects that impacts service quality. Respondents appreciated good driver behaviour that is polite and respectable, and they needed to stick to the traffic rules more closely.

Another aspect was that drivers should have card swiping cash registers as a crucial means of payment to give the passenger a wide range of payment methods. Moreover, customers were willing to have more transparency of the booking process such as having detailed description of both car and driver. Users were also consistent with their vehicle maintenance issues. Customers were supposed to find cabs in good condition and an absence of proper maintenance posed to them as a safety concern. A large number of them said that they will cancel a ride when the vehicle seems unclean or no well maintained. To some respondents, being on a ride that they share with someone was a drawback in terms of unease that might occur when there was not sufficient or insufficient sitting or sitting was uncomfortable. Besides, passengers believed that drivers must have some fundamentals of the functionality of a vehicle in order to take care of minor technical problems when need be. There were concerns on the issue of safety which were prevalent especially among the users travelling on the road at night. Some of the participants complained of discomfort when they encountered careless driving or lack of measures towards ensuring safety. Improved safety proposed could be that, CCTV cameras need to be put inside cabs which should be connected to a control centre in real-time as that would be more accountable and will be able to provide instant help when needed in any circumstances. Regarding the inflight services, the customers wanted the services to satisfy low and ad hoc emergency needs. There is a group of people who expected that bottled drinking water is provided and there is also a group of people who loved the thought of being able to stop midway when you are on long drives so you can get refreshments. Other groups of passengers also said that they would like to have the possibility of solving any unforeseen needs, like medical needs or other personal needs, during transportation. Many participants considered cancellation policies to be unfair. Even though users comprehended the justification of applying cancellation fees under some circumstances, the existing penalty schedule was too punitive to the customers, particularly in cases where the app blunders or the driver was late. There has been an evident demand of more customer friendly and balanced cancellation policy.

Challenges to pickups were also being reported a lot. It was challenging to make ride reservations in adverse weather conditions like in rainy weather when encountered by many of its users. Moreover, ambiguity concerning the precise place of pick up, at least in places that are busy, or others where there is uncertainty in landmarks was mentioned several times. These tend to cause time wastage as well as frustration during travel. On the technological level, the issues of booking were singled out. Certain respondents observed that booking application sometimes indicated erroneous or old information which caused confusion. Part of the users was also more comfortable with the methods that were found more original, i.e. preferring to make a request by calling a phone instead of the application interface, indicating the necessity of more convenient solutions. Finally, the problem of language incompatibility between passengers and the drivers also turned out to be an unobtrusive yet significant detail. Respondents also indicated that they preferred to drivers who had some knowledge on how to communicate using English or the regional language. Even communication as such because of language differences was mentioned as something that led to inconvenience, particularly when it came to routes, special requests, or paying-in-related issue

Managerial Implications:

The results of this study offer significant insights that can guide managerial strategies aimed at enhancing the quality of services offered by online cab aggregators. As customer expectations continue to evolve, it becomes imperative for cab service providers to reassess and improve various aspects of their service delivery. The implications outlined below can serve as a roadmap for improving customer satisfaction, operational efficiency, and brand loyalty.

Among the major findings of the study made is the perception of the users about the present customer service practices. Managers should spend their money on the development of responsiveness and user-friendly customer care system. This may involve preparing the back-office staff on affective communication, shorten response time and even multi-lingual support to suit the wide range of customers. AI-based chatbots to respond to the frequent inquiries and a smooth ticket escalation level system can also be a great way to improve customer satisfaction. The urgency of unpredictable pricing, primarily surge pricing became a highly discussed issue. The managers ought to contemplate the creation of more fixed and clear price models. Explaining breakdowns of fares clearly when making a booking will also minimize the customer dissatisfaction. In addition, it may provide packages based on subscriptions or loyalty points to frequent users, which would not only help maintain its customer base but also increase it with a word of mouth. The perceived quality of the service is highly influenced by in-vehicle environment. Such points as cleanliness, properly working air conditioning and customer courtesy of the driver cannot be negotiated on the part of customer. The management has to adopt more rigid hygienic practises, implement vehicle check-up regularly, and develop driver behaviour trainings. Active utilization of the feedback given by customers must be deployed to inform and enhance driver performance and reward drivers who always score highly. It was also observed that poorly maintained vehicles posed a risk of discomfort and safety concern. To counter this the cab companies can introduce a normal/ frequent maintenance checklist that the driver is required to fill before picking the riders. Developing a vehicle maintenance alert system inside the driver app can provide them with assistance in the form of periodic inspections or mechanical problems. In addition, they should also offer the drivers basic technical skills so that they are able to fix some mechanical aspects during a ride.

Passenger safety remains a high-priority concern. Managers should consider introducing real-time safety monitoring systems such as in-car cameras that are connected to a central control room. Additionally, offering a visible panic or emergency button within the app and the vehicle itself can greatly enhance the sense of security for riders, particularly during night trips. Implementing a stricter background verification process for drivers can further improve trust in the service. While amenities are often viewed as added luxuries, they can significantly impact customer satisfaction and service differentiation. Providing small comforts like bottled water or music controls, and allowing stops for refreshments on longer journeys, can make the experience more enjoyable. Managers should assess the feasibility of offering such services, especially for premium ride categories. Cancellation fees were widely perceived as unfair. Managers need to design cancellation policies that are both fair and flexible. For instance, distinguishing between user-initiated and driver-initiated cancellations, and adjusting penalties accordingly, can lead to more balanced policies. Transparent communication around the reasons for cancellation charges will also help reduce customer grievances.

It shall have faster and more accurate pickup in order to reduce confusion and delays. Managers ought to perfect the location tracking system on the app and offer services that enable drivers and riders to locate pick up locations with a higher degree of accuracy. In bad weather, dynamic driver assignment technologies might give priority to bookings located in busy or remote locations, which would enhance reliability in providing the services. More users still use other mobile application as well as the telephone to book their accommodations even though the mobile application has become the most influential mode of booking. Managers are expected to contemplate providing a multi-channel booking system, in particular, among senior citizens and those with low degrees of digital literacy. Such holistic offering will help reach more customers and make the service more affordable. A combination of language is also imperative in smooth communication. Language preferences settings enable managers to adjust the app; when possible, they match riders with drivers who speak their mother-tongue. Another form of this training is training them to converse in simple English or the local language depending on the regions they intend to operate in; this too can enhance communication and curtail misunderstandings that may arise during journeys.

Limitations and scope for further research

One of the primary limitations lies in the geographic scope of the data collection. The responses were largely gathered from a specific region or set of urban areas, which may not fully reflect the experiences of users in rural or semi-urban locations. As service quality perceptions can vary significantly based on local infrastructure, customer demographics, and regional challenges, the generalizability of the findings to a broader population may be limited. Secondly, the study relied on self-reported data through structured survey responses. While this method is useful for collecting large amounts of information efficiently, it is also subject to potential biases. Respondents may have underreported or overemphasized certain issues based on recent experiences or personal preferences.

Future research studies could use much opportunity to expand the present study. The first improvement to the study would be to enlarge and broaden its coverage to have a wider and more representative sample in other cities and socio-economic strata to come up with a more generalizable data. A comparative study between two or more regions or countries might as well show the cultural or systemic cultural differences in the level of service expectation and satisfaction. The future research would be implemented as a mixed-method study, which would imply using such qualitative research methods as in-depth interviewing, case studies, or observation studies. This would help give a more complex picture of user behaviour, expectations and emotional motifs behind customer satisfaction or dissatisfaction.

CONCLUSION

This study has explored the various quality-related issues that influence customer satisfaction and overall experience in online cab services. Key problem areas identified include service responsiveness, pricing transparency, vehicle maintenance, driver behaviour, safety measures, and ride comfort. The findings highlight the urgent need for service providers to adopt more customer-centric strategies, implement stricter operational standards, and introduce value-added features. Addressing these concerns not only enhances the user experience but also strengthens customer trust and loyalty in an increasingly competitive market. This research lays a foundation for further studies and practical improvements in the ride-hailing industry.

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