CUSTOMER SATISFACTION TOWARD RAPIDO BIKE TAXI SERVICES IN PEELAMEDU

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ABSTRACT

This study concluded that in this modern business economy it is very important to analyze the customer satisfaction used in the Rapido bike taxi services. The study result shows the majority of the consumers are satisfied with the Rapido bike taxi services but also there is a drawbacks such as a hike in price and Safety, Comfort, Increase in the captains. If necessary, steps to resolve problems of retaining customers of Rapido bike taxi services will be high.

KEY WORDS- Rapido- Customer Satisfaction, Marketing strategy, modern business economy, analyses

INTRODUCTION

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectations. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Rapido bike taxi services are an online and largest bike taxi service company in India. The company was founded in 2015 in Bengaluru. It operates in more than 90 cities across the country. Their trade name is "Reopen Transportation Services Private Limited". Earlier in the year 2015, Rapido bike taxi services were formerly named The Karrier and were founded by two IIT alumni and PESU alumni – Aravind Sankar, Pavan Guntupalli, and SR Rishikesh. Rapido bike taxi services are the cheapest, fastest, and most convenient way to commute in the metro cities always packed with traffic. With over 10+ Million happy customers and 50+ Million rides on this app, Rapido bike taxi services are changing intra-city travel and are providing last-mile connectivity at affordable fares. Having over 1 million Captains (drivers), this bike Taxi booking app provides fast transport on bikes, which are easy to wade through other vehicles in the traffic and far more economical than other cab booking apps.

STATEMENT OF THE PROBLEM

In Rapido bike taxi services bike services, the number of Capitan available is too low. Safety measures for the passengers are not available. The behavior of some captains is not good. Services should be provided for all genders without any bias. No fixed rate of the amount is brought by the captains. These are the problems that are faced and prevailing in the Rapido bike taxi services. This study wants to know how these problems influence customer satisfaction with Rapido bike taxi services in Peelamedu.

SCOPE OF THE STUDY

In recent years of rapid growth in rental services, there is a tremendous increase in the usage of bike taxi services in all cities, especially in metros. The service and quality should be matched with the perceived, expected, and delivered. This study will help us know the customer’s satisfaction with Rapido bike taxi services’ service quality, courtesy of staff, etc. Also, we can have the input and ideas to improve the services to meet the customer’s expectations shortly.
OBJECTIVES OF THE STUDY

- To ascertain the customer’s view towards the driver’s behavior and courtesy.
- To find out the factors determining Rapido bike taxi services.
- To find out the customer satisfaction towards the Rapido bike taxi services.

RESEARCH METHODOLOGY

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with a specific prediction with the narration of facts and characteristics concerning individual groups or situations are all examples of descriptive research studies.

REVIEW OF LITERATURE

Mr. Sanka (2022) “Our goal is to make an easy and affordable commute available to everybody in the country. We are intending to strengthen our profit share through customer satisfaction,”

Dr. Ms. Latika Ajitkumar Ajbani (2019) “A Study of Customers’ Outlook towards Rapidio bike taxi services bike taxi services Cabs Services” There are many cab service providers such as Rapidio bike taxi services, Meru, Rapidio bike taxi services, etc. who are aggregators connecting customers with drivers through technology such as mobile applications.

Ashish Avanish khade & dr. Vaibhav Patil (2018) “a study of customer satisfaction level of Rapidio bike taxi services bike taxi services and Rapidio bike taxi services bike taxi services paid taxi services with special reference to Coimbatore city” in this paper, an attempt has been made to study the customer satisfaction level of the people who are using Rapidio bike taxi services and Rapidio bike taxi services cabs in Coimbatore city.

Dr. Ashok Kumar Panigrahi (2018) Rapido Bike Taxi has seen tremendous growth in the taxi market sector. There is surely no looking back for Rapido Bike Taxi as it is improving day by day in every prospect. Revenue of Rapido Bike Taxi has increased almost 10 folds over the past four years.

Hanif and Sagar (2016) had stated that there was a demand for the Call-a-Cab service offered by Rapido bike taxi. The cab services are proving security through a global positioning system (GPS) and women taxi drivers for women passengers, especially at night times.

According to Harding et al (2016), the auto-rickshaws (three-wheelers) are more popular in urban transport before the advent of cars and cabs.

Horsu and Yeboah (2015) argued that driver behavior hurts customer satisfaction in Ghana. The variables like continuous service, comfort, reliability, and affordability have an impact on customer satisfaction with minicab taxis.

According to Lu et al (2015), the self-service mobile technologies help the commuters to access a lot of data about cab services and such technologies had changed the role of both customers and companies. The adoption of the call taxi apps (CTA) is impacted by perceived usefulness, perceived ease of use, subjective norms, and perceived playfulness.

Peng, L., Wang, H., He, X., Guo, D., & Lin, Y. (2014) explained that mobile apps help both drivers and passengers find each other. At present, mobile apps help customers to find cabs. In recent years, the car rental industry is growing constantly, especially in metropolitan cities in India.

Rahman, (2014). Rapido bike taxis had become more popular and the demand for their cabs had exceeded that of its supply which means technology had created a huge demand for the organized cab industry. The factors like accessibility, reliability, and transparency are primary factors that have attracted customers to branded cab services like Rapido bike taxi.

RAPIDO – COMPANY’S PROFILE

Rapido is an online bike taxi aggregator based out of Bangalore, India. The company was founded in 2015 in Bangalore. It operates in more than 95 cities across the country. Founded by Aravind Sanka, the company skyrocketed into fame within a few years of its launch and was appreciated by huge investors in the region. They recently made headlines when they earmarked 200 Crore 28 million for the marketing budget. The company was founded in 2015 as the Karrier by two alumni and a PESU alumni – Aravind Sanka, Pavan, Guntupalli, and SR Rishikesh. Rapido today completed 1 lakh+ ride and 50,000 App downloads making it the first bike taxi service in India to achieve these milestones together. Rapido is the swiftest, most cost-effective, and most secure mode of local travel in Bangalore and Gurgaon. Rapido has shown immense growth since its inception in November 2015. Rapido has 500+ riders on road daily in Bangalore and has up to 85% of repeat customers every day. The App now has reached a milestone and has also garnered a 4-star app rating and 100% app bookings.

Key features of the Rapido Bike Taxi

Vernacular App - Rapido is available in your language for an easier and more comfortable experience. Currently, the app is accessible in English, Hindi, Tamil, Telugu, and Kannada.

One-Click Login - No waiting for the OTP to book a bike taxi. For seamless onboarding of users, Rapido uses one-click login via True caller, which lets them register in a moment.

Save frequently visited locations as Favorites for easier access.

Live tracking for real-time location of the ride.
How Does the Rapido Works Clone Script Work?

- Ride Request
- Ride Acceptance
- Pick Up
- Drop
- Payment
- Rating

DATA ANALYSIS AND INTERPRETATION

In this chapter, the analysis interpretation of the study on “Consumer satisfaction towards Rapido - bike taxi” is presented based on the opinion of sample of 100 respondents selected from Peelamedu through a questionnaire containing 28 questions analyzed through:

- Simple percentage analysis.
- Rank analysis method.
- Correlation analysis.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is carried out for all questions given in the questionnaire. This analysis describes the classification of the respondents falling each category. The percentage analysis is used mainly for standardization and comparisons supported with the analysis.

<table>
<thead>
<tr>
<th>DRIVER BEHAVIORS IN RIDES BY RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE</td>
</tr>
<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td>Highly Satisfied</td>
</tr>
<tr>
<td>Satisfied</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>Highly Disagree</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>

INTERPRETATION

The above table 4.1.19 shows that 65% of the respondents are belonging to being satisfied, 13% of the respondents are belonging to Disagree, 19% of the respondents belong to highly Satisfied and 3% of the respondents are belonging to Highly Disagree.

INFERENCE

The Majority 65% of the respondent’s driver behaviors in rides are Satisfied.

SATISFACTION LEVEL OF PRICE DURING RIDE BY RESPONDENTS

<table>
<thead>
<tr>
<th>Type</th>
<th>No. of Respondents</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Satisfied</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Satisfied</td>
<td>61</td>
<td>61</td>
</tr>
<tr>
<td>Disagree</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Highly Disagree</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

INTERPRETATION

The above table 4.1.25 shows that 61% of the respondents are belonging to being satisfied, 27% of the respondents are belonging to Highly Satisfied and 6% of the respondents are belonging to Disagree and Highly Disagree.

INFERENCE

The Majority 61% of the respondent’s satisfaction levels of price during rides are Satisfied.

RANK ANALYSIS

A rank analysis is any of several satisfies that measure an ordinal association. The relationship between the ranking of different ordinal variables or different ranking of the same variable.
### SATISFACTION LEVEL OF RESPONDENTS IN RAPIDO BIKE TAXI SERVICES

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>RANK I</th>
<th>RANK II</th>
<th>RANK III</th>
<th>RANK IV</th>
<th>TOTAL SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>61(4)</td>
<td>27(3)</td>
<td>6(2)</td>
<td>6(1)</td>
<td>343</td>
</tr>
<tr>
<td>Comfort</td>
<td>59(4)</td>
<td>20(3)</td>
<td>17(2)</td>
<td>4(1)</td>
<td>338</td>
</tr>
<tr>
<td>Time</td>
<td>53(4)</td>
<td>23(3)</td>
<td>18(2)</td>
<td>6(1)</td>
<td>323</td>
</tr>
<tr>
<td>Safety</td>
<td>55(4)</td>
<td>25(3)</td>
<td>15(2)</td>
<td>10(1)</td>
<td>280</td>
</tr>
</tbody>
</table>

#### INTERPRETATION
The above table 4.2.1 shows that rank 1 is secured for Price by respondents, rank 2 is secured for Comfort, rank 3 is secured for Time and rank 4 is secured for Safety hereby respondents.

#### INFERENCE
It resulted that the highest Rank 1 is secured for Price by the respondents in Rapido Bike taxi Services.

#### CORRELATION ANALYSIS
Correlation is a bivariate analysis that measures the strength of association between two variables and the direction of the relationship. In terms of the strength of the relationship, the value of the correlation coefficient varies between +1 and -1. A value of ± 1 indicates a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker.

#### HYPOTHESIS
There is no relationship between Monthly Income and price.

#### CORRELATION OF RESPONDENTS IN RAPIDO BIKE TAXI SERVICES

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Income</td>
<td>1</td>
</tr>
<tr>
<td>Price</td>
<td>0.1214</td>
</tr>
</tbody>
</table>

#### INTERPRETATION
The above table shows the Correlation of respondents in Rapido Bike Taxi Service because the R-value is Greater than 1 so the alternative hypothesis accepted Null Hypothesis is rejected.

#### INFERENCE
It resulted that the Correlation relationship between Price and Monthly income’s Value comes in Positive of 0.1214 is secured for Price by the respondents in Rapido Bike taxi Services.

#### FINDINGS, SUGGESTIONS AND CONCLUSION

#### FINDING SIMPLE PERCENTAGE ANALYSIS
- The Majority 65% of the respondent’s driver behaviors in rides are Satisfied.
- The Majority 61% of the respondent’s satisfaction levels of price during rides are Satisfied.

#### RANKING ANALYSIS
- It resulted that the highest Rank 1 is secured for Price by the respondents in Rapido Bike taxi Services.

#### CORRELATION ANALYSIS
- It resulted that the Correlation relationship between Price and Monthly income’s highest Value comes in Positive of 0.1214 is secured for Price by the respondents in Rapido Bike taxi Services.

#### SUGGESTIONS
- Rapido Increase the Women Captains for Women Customers for their Safety in Coimbatore.
- To Improve the Quality of Services for the customers for their Ride.
- The Customer facing trouble with the ride, So Rapido Increased the Captains to Customers in Peelamedu.
- Captain should Decrease the Rude behaviors toward customers.
- Rapido increases the Safety Ness for the Customers.
- Rapido should provide Helmet compulsory for the customers. 57% of the majority of the people Asking Helmets in this Study.
- Some Captains Asking for 30 rupees Extra for the Ride, So Rapido should concentrate on this problem.
- Rapido Also Concentrate on the Timing of their Services.
- Rapido Captains should try to minimize calling to confirm the rides and locations. As it irritates the customer always asking it. As before accepting the ride of any customer, the pick-up & drop-up locations are mentioned in the captain’s mobile application.
CONCLUSION
This study concluded that in this modern business economy it is very important to analyze the customer satisfaction used in the Rapido bike taxi services. The study result shows the majority of the consumers are satisfied with the Rapido bike taxi services but also there is a drawbacks such as a hike in price and Safety, Comfort, Increase in the captains. If necessary, steps to resolve problems of retaining customers of Rapido bike taxi services will be high.

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