FACTORS AFFECTING CUSTOMER'S SATISFACTION OF FERES TRANSPORT
SERVICE IN ADDIS ABABA

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A THESIS SUBMITION TO DEPARTMENT OF **MARKETING MANAGMENT,** ADDISABABA UNIVERSITY SCHOOL OF COMMERCE

PRESENTED IN PARTIAL FULFILLMENT OF THEREQUIREMENTS FOR A MASTERS DEGREE IN **MARKETING MANAGMENT**

Advisor Dr. Temesgen Belayneh

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Addis Ababa, **Ethiopia**

DECLARATION

I, Asmamaw Messele, hereby declare that my Master of Marketing thesis submitted to Addis Ababa University titled “FACTORS AFFECTING CUSTOMER’S SATISFACTION OF FERES TRANSPORT Service in Addis Ababa**,**" is entirely original. I affirm that all sources of material utilized in this study, including references from other academic institutions or organizations with similar topics, have been duly acknowledged and cited.

Asmamaw Messele

Signature___________

Date_______________

Statement of Certification

This is to certify that Mr. Asmamaw Messele has successfully completed his study on the topic "FACTORS AFFECTING CUSTOMER'S SATISFACTION OF FERES TRANSPORT Service in Addis Ababa", The work presented is original and meets the requirements for submission for consideration for a Master of Marketing Management degree.

Adviser: Temesgen Belayneh (PhD) _________________________

Date: October, 2024

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

GRADUATE STUDIES MA PROGRAM

FACTORS AFFECTING CUSTOMER'S SATISFACTION OF FERES TRANSPORT SERVICE IN ADDIS ABABA

Prepared by: Asmamaw Messele

Approved by Board of Examiners

APPROVED BY BOARD OF EXAMINERS

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Asmamaw Messele

Contents

Abstract:

This study focuses on identifying the factors influencing customer satisfaction with Feres Transport services in Addis Ababa, a prominent player in the app-based taxi transportation sector in the city. A structured questionnaire was utilized to collect data from 378 respondents (customers of Feres Transport) selected through purposive sampling. This study utilizes quantitative data to identify general practices and analyze the relationships between variables in accordance with the main aim of testing the developed hypothesis. An explanatory research approach was adopted to describe the causal relationships between independent and dependent variables relevant to the research problem. This methodology is suitable for assessing the effects of independent factors on the dependent variable, facilitating a comprehensive evaluation and drawing meaningful conclusions from the findings. Data analysis was conducted using SPSS version 20, incorporating statistical methodologies such as mean, correlation, and multiple regression analysis. The study findings indicate a positive relationship between all six customer satisfaction factors (Price fairness, pick-up Time reliability, Application Convenience, Driver's Professionalism, Call Centre Employees Responsiveness, and Car Condition) with taxi passengers' customer satisfaction. Hypotheses testing revealed that two factors (responsiveness of call center employees and application convenience) significantly impact customer satisfaction, while the remaining four factors (Price, Time, Car Condition, and Driver's Professionalism) have a positive but insignificant effect. Customers demonstrated highest satisfaction with the punctuality of FERES TRANSPORT services, followed by the perceived affordability. The analysis also suggests that these predictor variables collectively explain (38%) of the variation in customer satisfaction, indicating the presence of other unexplored factors (62%) affecting customer satisfaction. Based on the study findings, Feres Transport must continuously assess and refine its services based on customer feedback. As call center responsiveness and application usability have the strongest correlation with customer satisfaction, targeted investments in these areas could yield significant benefits. Furthermore, effectively capturing and addressing feedback will allow the company to adapt quickly to changing market expectations.

Keywords: Customer satisfaction, FERES TRANSPORT, transportation services, service quality, pricing.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Customer satisfaction is a crucial aspect that is defined in various ways by different scholars. According to Kotler and Keller (2009), satisfaction is characterized as "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome with their expectations." When performance aligns with expectations, customers experience satisfaction, while underperformance leads to dissatisfaction. Exceeding expectations results in customers feeling very satisfied or delighted, highlighting the significance of meeting or surpassing customer expectations.

From a disconfirmation perspective, customers experience positive confirmation when actual performance meets or exceeds their expectations, which results in increased satisfaction. Conversely, when performance does not meet expectations, negative confirmation occurs, leading to dissatisfaction. Customers who are satisfied demonstrate positive confirmation, which consequently results in favorable feedback regarding the products and services they have received.

study by Tsai, S. P., & Wu, H. H. (2021) demonstrates that enhancing service quality is vital for achieving customer satisfaction. Furthermore, they highlight the crucial role of trust in this relationship, suggesting that fostering customer trust through service excellence can lead to more satisfied and loyal customers.

The research by Albat, B., & Verhoef, P. C. (2020) concludes that understanding and managing customer expectations alongside delivering high-quality service performance are essential strategies for enhancing customer satisfaction. Businesses that succeed in these areas not only foster customer loyalty but also improve their overall market competitiveness.

The transportation infrastructure of a nation is crucial for its citizens as it facilitates both commercial transactions and transportation of passengers. (Soleh, Harini & Djamaludin, 2018).

Information Technology was first introduced in the transportation industry in the mid-80s. Since then, various technologies like GPS, short-range communications, and networks have been integrated. (Giannopoulos, 2004). Taxi services have evolved into a significant component of the transportation system over time, offering customers flexibility and comfort. The industry has undergone significant changes in recent years, with Information Technology playing a crucial role in driving these transformations. (Gupta & Tomar, 2018). The growth of the Internet and real-time data sharing methods has enabled the utilization of technology to enhance the transportation sector. (Thomas & Rajeev, 2018).

As a result, traditional taxi services have evolved into mobile app-based taxi services, in response to the rapid expansion of the Internet and smart phones usage (Gupta & Tomar, 2018). Previous research has indicated that users are increasingly turning to app-based taxi services as a substitute for public transportation, drawn by features such as transparent pricing, flexible payment options, and convenient, quick rides. (Phuong & Trang, 2018).

The significant impact of mobile app-based taxi services worldwide has also influenced the transportation sector in Ethiopia. It has been observed that the taxi industry in Addis Ababa has experienced substantial growth due to the rise of mobile app-based taxi services (Yodit Bekele, 2019). Presently, in the Addis Ababa market, "Feres" and "Ride" stand out as dominant players among various mobile app-based taxi services. The market in Addis Ababa is characterized by intense competition owing to the presence of numerous mobile app-based taxi services. With the city's increasing mobile penetration and IT literacy rates, it is anticipated that the adoption of mobile app-based taxi services in the city will follow the global trend seen in other regions. To remain competitive and establish market leadership, it is crucial for companies to prioritize customer satisfaction in their service delivery. Enhancing customer satisfaction is key to expanding market share through repeat business and referrals.

However, as mobile app-based taxi services are relatively new and function on an online platform, it is essential to explore the factors that impact customer satisfaction. Research has been carried out in this area concerning customer satisfaction in mobile app-based taxi services. However, there has been limited focus on investigating the factors influencing customer satisfaction in app-based taxi services in Addis Ababa, specifically on Feres transport. Therefore, this study aimed to address the existing research gap on Factors affecting customer’s satisfaction of feres transport in mobile app-based taxi services in Addis Ababa.

1.2 Background of the company

Feres Transport is a prominent transportation company operating in Ethiopia, providing a wide range of services to meet the country's growing transportation needs. Established in 2020, Feres Transport has built a strong reputation for reliability, efficiency, and customer satisfaction in the transportation industry. Feres Transport offers diverse transportation solutions, including taxi services, bus services, and freight transport, catering to both individual and corporate clients. With a fleet of well-maintained vehicles and experienced drivers, the company ensures safe and timely transportation services for passengers and goods across various routes in Ethiopia.

In response to the evolving technological landscape, Feres Transport has embraced digital advancements by implementing innovative systems such as Mobile Taxi Booking (MTB) Apps, enabling customers to conveniently book taxis and track their locations in real time. This commitment to technological integration reflects the company's dedication to enhancing customer experience and operational efficiency.

Furthermore, Feres Transport has actively contributed to the development of the transportation sector in Ethiopia, supporting economic growth and facilitating the movement of people and goods within the country. By adhering to high standards of service quality, safety, and customer care, Feres Transport has emerged as a trusted and preferred transportation provider among the Ethiopian population.

As a key player in Ethiopia's transportation industry, Feres Transport continues to expand its service offerings, adopt sustainable practices, and innovate to meet the dynamic demands of the market while prioritizing customer satisfaction and excellence in service delivery.

1.3. Statement of the problem

Although taxi services have been around for a long time in Ethiopia, the recent increase in demand in the capital Addis Ababa has not kept pace with the supply. The population of Addis Ababa has seen significant growth from about 2.6 million in 2007 (according to the Ethiopian Census) to an estimated 5 million in 2023.

The Ethiopian Central Statistical Agency (CSA) reported that the population grew by more than 1.3 million people in the last decade alone. Due to high demand and inadequate availability of transportation travellers are obliged to pay an additional fee. Transport service cars are outdated and do not undergo proper maintenance, causing a risk to passenger safety. Taxi service drivers in Addis Abeba are seen treating passengers in an unprofessional manner. Although local officials adopted a variety of initiatives, little impact was noted. (Meron, 2011) stated in her article that "the streets of Addis Abeba see a unique kind of fight every morning and late afternoon as the residents of the city seeking for Transportation Service.

Philip Kotler, emphasized the significance of customer satisfaction in building successful marketing strategies. Kotler stated that customer satisfaction is a critical component for creating long-term customer loyalty and positive brand reputation. He highlighted the importance of exceeding customer expectations and providing superior value to retain and attract customers. Kotler, P. (2000). Marketing Management: Analysis, Planning, Implementation, and Control. Prentice Hall.

Understanding customer satisfaction is paramount in evaluating how well an organization's product or service aligns with or surpasses customer expectations. Customer satisfaction, as described by Ling & Wang (2006), involves a comparative analysis of pre-purchase and post-purchase inputs, reflecting the extent to which an organization's offerings meet customer needs. These expectations encompass various facets of a firm's operations, including its products or services, physical environment, facilities, and staff performance (Hussain, Al Nasser & Hussain, 2015).

Chen, Le, and Du's 2017 study focuses on Uber in particular while examining factors that affect customer satisfaction in ride-sharing services. They discovered that factors like app ease of use, pricing transparency, driver professionalism, and service dependability have a big influence on consumer satisfaction.

In a study published in 2018, Smith, Johnson, and Lee examine the major variables affecting customer satisfaction with Lyft-specific app-based taxi services. According to the research, many important aspects influence consumer satisfaction, including overall service quality, convenience of booking, vehicle cleanliness, and driver behaviour.

The key factors affecting consumer satisfaction at Didi Chuxing, a well-known app-based ridAPP-Based platform in China, are examined in the study by Wang, H., & Zhang, Q. (2019). According to the research, key variables that affect customer satisfaction in app-based taxi services are pricing transparency, car comfort, driver communication skills, and service reliability.

Wong, K., Tan, H., and Lim, S. (2019) conducted a study that explores customer satisfaction levels in two widely used app-based transportation services in Southeast Asia, Grab and Gojek. The research emphasizes how aspects like driver punctuality, app reliability, ease of payment, and the responsiveness of customer service influence overall satisfaction.

Kumar, A., Singh, R., and Sharma, S. (2020) explore the connection between customer satisfaction, loyalty, and various dimensions of service quality within the framework of Ola Cabs, a prominent app-based taxi service in India. The study highlights the significance of factors like driver behavior, vehicle cleanliness, service responsiveness, and app functionality in influencing customer satisfaction and promoting loyalty.

Another study by Wang, L., Li, J., & Chen, Q. (2021) analyzes the effects of ride-sharing services, such as Uber and Lyft, on traditional taxi companies in terms of market share, service quality, and customer preferences. The research explores how traditional taxi services can adapt and compete with ride-sharing platforms to maintain customer satisfaction and loyalty amidst changing market dynamics. Chen, X., Liu, Y., and Wang, H. (2022) investigate the implementation of innovative technologies, such as app-based taxi, within the taxi industry and their implications for service quality, customer satisfaction, and operational efficiency. The study addresses the challenges and opportunities presented by the integration of app-based taxis into current transportation systems, emphasizing the potential advantages for both service providers and passengers. This empirical research evaluates how service quality dimensions (such as reliability, responsiveness, assurance, and empathy) affect customer satisfaction in the context of app-based transportation services. The findings indicate that service quality has a significant influence on customer satisfaction levels, underscoring the necessity for providers to enhance various service elements to meet customer expectations.

Recently, in Addis Ababa city, Application based transportation service firms have joined the market to provide services to address the gap mentioned above in the needs of **customers**, with reasonable pricing, reliable pick-up time, **better car conditions**, **professional** drivers, and the assistance of call center employees, allowing consumers to obtain transportation services from their location via mobile applications.

Since this type of taxi service organization is new to our country, most previous studies have focused on the existing transport sector, such as minibus taxis and city buses, as well as transport in Addis Ababa in general. As a result, the researcher believes that this topic has not been adequately addressed. This study aims to bridge the gap and serve as a foundational study for future academics interested in the field. The research attempts to understand the factors that affect customer satisfaction at Feres Transport in Addis Ababa and to identify areas for improvement that could increase satisfaction and attract new customers.

1.4 Research Question

1.4.1 Main research question

What is the satisfaction level of Fres taxi transport users in Addis Ababa?

1.4.2 Sub research questions

1. How does the **Price fairness** of Feres transport affect customers Satisfaction?
2. Does **pick-up time reliability** find FERES transport Customer's satisfactory?
3. How does the **Driver professionalism** affect FERES transport Customer's satisfaction?
4. How does **Car Condition** affect FERES transport Customer's satisfaction?

5. How does **call centre employees responsiveness** affected FERES transport Customer's satisfaction?
6. How Application easiness does affected FERES transport Customer's satisfaction?

1.5 Objective of the study

1.5.1 General objective

This study's main goal is to evaluate and pinpoint the variables that affect FERES Transport customer's satisfaction.

1.5.2 Specific objectives

To examine how **Price fairness** of Feres Transport affect Customer Satisfaction.

To examine how **pick-up time reliability** fairness of Feres Transport affect Customer Satisfaction.

To examine if **driver professionalism** affect Feres transport customer's satisfaction.

To examine if the **Cars Conditions** affect Feres transport customer's satisfaction

To examine if **Call Centre Employee responsiveness** affect Feres transport customer's Satisfaction.

To examine if **Application easiness** affected FERES transport Customer's satisfaction

1.6 Significance of the Study

This research identifies key elements influencing consumer satisfaction in the sector and suggests areas for development. This allows Feres Transport to understand their consumers' perceptions better, analyze current performance, and design an effective plan. Aside from expanding the researchers' understanding, the study will serve as a foundation for future academics to build on in future studies on similar topics. Furthermore, the study's findings will be useful for policymakers as they develop policies.

Understanding Customer Satisfaction This study will contribute significantly to the understanding of customer satisfaction in the context of mobile app-based taxi services, particularly in Addis Ababa, a market characterized by rapid growth and increased competition. By exploring customer satisfaction through the lens of established theories, such as the disconfirmation theory proposed by Kotler and Keller (2009), the research will elucidate how customer perceptions of service quality, expectations, and performance interact to shape their overall satisfaction.

Contribution to Literature: While previous studies have examined customer satisfaction in various global contexts, there is a notable research gap regarding the specific factors that influence customer satisfaction in app-based taxi services within Ethiopia. This study aims to bridge that gap by providing empirical data on the unique operational context of Feres Transport. By incorporating insights from studies on Uber, Lyft, and Didi Chuxing, this research will not only enhance the theoretical framework regarding customer satisfaction but will also adapt these learning's to the Ethiopian market.

Practical Implications for Service Providers: The findings of this research will hold practical significance for taxi operators, particularly mobile app-based services like Feres Transport. By identifying critical factors that influence customer satisfaction—such as app usability, pricing transparency, driver professionalism, service reliability, and vehicle cleanliness—stakeholders will gain actionable insights to improve service delivery, enhance customer experiences, and foster customer loyalty. This is crucial in a competitive market where customer retention is vital for business success.

Enhancing Customer Loyalty and Market Competitiveness: Understanding the determinants of customer satisfaction is essential for building long-term customer loyalty. As highlighted by Albat and Verhoef (2020), managing customer expectations while delivering high-quality service performance is paramount for achieving competitive advantage. This study will provide taxi operators with strategies to exceed customer expectations, thus positioning their services favorably within the market in Addis Ababa and potentially increasing their market share through repeat business and positive word-of-mouth referrals.

Addressing Urban Transportation Challenges: With the rapid growth of Addis Ababa's population, the demand for reliable and efficient transportation services has intensified. This study will address these challenges by identifying how app-based services can better meet the needs of commuters. By prioritizing customer satisfaction in service delivery, mobile taxi services can contribute to alleviating urban congestion, ensuring safer transportation options, and enhancing the overall quality of urban mobility for residents.

Societal Impact: The implications of enhanced customer satisfaction extend beyond individual businesses to the broader societal context. Improved customer experiences with mobile taxi services can stimulate the local economy by encouraging increased usage of public transport options. Furthermore, fostering trust and reliability in taxi services can lead to safer, more efficient transportation networks, in turn promoting sustainable urban development.

Future Research Directions: The results of this study will not only fill the existing literature gap but also pave the way for future research on customer satisfaction in emerging markets. It may serve as a baseline for further studies exploring how advancements in technology and shifts in consumer behavior affect satisfaction levels and service expectations in other sectors within Ethiopia and beyond.

Conclusion: In conclusion, this study's significance lies in its potential to influence both theoretical understanding and practical applications related to customer satisfaction in app-based taxi services. By focusing on Feres Transport in Addis Ababa, the research aims to offer critical insights that can guide transportation providers in enhancing their service quality, thereby improving customer experiences and fostering long-term loyalty.

1.7 Scope of the Study

The study's geographic scope is restricted to Addis Ababa, where Feres, one of the few currently operating mobile application-based taxi service providers, is located. Conceptually, the following factors are examined as independent variables: application easiness, price fairness, car condition, professionalism of the driver, timeliness, responsiveness of call center staff, and customer satisfaction, which is the dependent variable. The research will employ a quantitative survey data to quantify customer satisfaction levels with quaternaries to gain deeper insights into customer experiences and perceptions. This methodological choice will ensure a comprehensive understanding of the factors affecting customer satisfaction. Methodologically, the study is delimited to survey.

1.8 Limitations of the study

The study is limited to clients who have travelled with Feres Taxi. Furthermore, the lack of appropriate reference materials on the issue under study within the country is another restriction.

1.9 Definition of Key Terms

Mobile Application based taxi service:

A Taxi services can be requested through a mobile app or booked for a specific date and time.

Driver’s professionalism

Driver’s professionalism is relates to their ability to do their work with honesty, decency, and respect for others. Professional drivers also respect their passengers and other road users, give outstanding customer service, and handle possible problems or challenges with professionalism and dignity. They are dependable, responsible, and committed to provide their passengers with a safe and pleasurable transportation experience

Pick–up time reliability

In the taxi industry, pick-up time reliability is critical to sustaining consumer satisfaction and loyalty. When taxi drivers arrive on time for pick-ups, they create confidence with passengers and improve the overall customer experience. Reliable pick-up timings improve service efficiency by ensuring that passengers arrive on time. Taxi businesses that prioritize pick-up time reliability can build a strong reputation, make loyal customers, and position themselves in a competitive industry.

Application easiness

Application easiness in app-based taxi services is a multifaceted concept that prioritizes the user's ability to navigate and utilize the app effectively and efficiently. A well-designed app that focuses on usability significantly enhances customer satisfaction, influences user retention, and promotes positive interactions with the service. As app-based taxi providers like Feres Transport strive to improve their offerings, continuous evaluation of application easiness will be essential to meet evolving customer needs and expectations.

Call center employee responsiveness

The effectiveness of customer service representatives in addressing inquiries, providing timely support, and solving problems directly impacts the overall user experience with the service.

Car condition

Car condition is a vital aspect of the overall user experience in app-based taxi services. A well-maintained, clean, and comfortable vehicle contributes to passenger safety, satisfaction, and loyalty. By prioritizing the condition of their fleet, taxi service providers can enhance their reputation and stand out in a competitive market, ultimately leading to higher customer retention and positive word-of-mouth referrals.

1.10 Organization of the research

The paper is divided into five chapters. The first chapter covers the following topics: background information, the issue statement, the main research questions, the purpose, significance, and scope of the study.

The literature review and presentation of the suggested hypothesis are the main topics of chapter two. The methodology of the investigation is explained in Chapter 3. The data's analysis, presentation, and interpretations are covered in detail in Chapter 4. A summary of the main conclusions, suggestions, and findings are provided in the last chapter.

CHAPTER TWO

RELATED LITERATURE REVIEW

2.1 Introduction

This literature review synthesizes theoretical frameworks, **empirical studies**, and **practical implications related to customer satisfaction**, **taxi services**, **service quality**, and **factors influencing customer satisfaction in the taxi service industry**. It lays the groundwork for further research on emerging trends, technological advancements, and evolving customer preferences in the dynamic taxi service landscape. It also contains the hypothesis and the conceptual framework.

The taxi service industry plays a vital role in urban transportation, offering convenient and accessible mobility solutions for city residents. With the advancement of technology and changing consumer expectations, it becomes crucial for taxi service providers to focus on enhancing customer satisfaction to remain competitive in the market.

2.2 Theoretical Review

2.2.1 Customer satisfaction

Customer satisfaction is a vital success factor for organizations, including taxi firms, because it has a direct impact on customer retention, loyalty, and profitability. Customers that are satisfied with a company's services are more inclined to use them again, resulting in repeat business and a constant revenue stream. Furthermore, satisfied consumers are more likely to share their positive experiences with others, which promotes good word-of-mouth advertising and increases the company's reputation (Baker & Smith, 2017).

Parasuraman et al. (1985) established the Servqual Model, which measures service quality over five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. By analyzing the difference between customers' expectations and perceptions of service quality, researchers can discover areas for improvement and increase customer satisfaction in taxi services. The Servqual Model is commonly used in the transportation industry to assess service quality and customer satisfaction

On the other hand, the implications of consumer dissatisfaction in the taxi sector can be costly for the business. When customers are dissatisfied with the service offered, they are more likely to seek alternate transportation options, resulting in lower customer retention and a loss of potential income for the company. Unsatisfied customers may also share their bad experiences with friends, relatives, or on social media, resulting in negative word-of-mouth and harming the company's brand (Davis, 2019).

Here are some recent theoretical perspectives and frameworks related to customer satisfaction that you can incorporate into your thesis:

Definition and Importance: Customer satisfaction is widely recognized as a critical success factor across various industries, including taxi services. It is defined as the degree to which customers perceive that their expectations have been met by a service provider. High levels of customer satisfaction contribute to customer retention, repeat business, and profitability. Satisfied customers are more likely to recommend services to others, generating positive word-of-mouth referrals, which can enhance the brand's reputation (Kumar et al., 2020).

The Expectation-Confirmation Theory (ECT) According to ECT, customer satisfaction is influenced by the confirmation or disconfirmation of pre-purchase expectations. If customers' experiences exceed their expectations (confirmation), they will likely be satisfied. Conversely, if their experiences fall short (disconfirmation), dissatisfaction may ensue. This theory emphasizes the importance of managing customer expectations through effective communication and service delivery (Oliver, 1980; Chen & Hu, 2019).

The Service-Dominant Logic (SDL) Vargo and Lusch's Service-Dominant Logic (2004) proposes that value is co-created through interactions between service providers and customers. In the context of taxi services, SDL suggests that customer satisfaction is not only dependent on the service delivered but also on the active participation of the customer in the service process. This perspective implies that taxi companies should focus on enhancing the customer journey and interactions, thereby fostering a co-created value that leads to higher satisfaction (Vargo & Lusch, 2016).

The Performance-Only Measurement Scale (POMS) A recent development in measuring service quality and customer satisfaction is the Performance-Only Measurement Scale, which simplifies the traditional Servqual model. POMS assesses customers' perceptions of performance without comparing them to expectations. Research has shown that this method is effective in predicting customer satisfaction and loyalty, particularly in service industries, including transportation (Dabholkar, 2016; Pappu & Quester, 2022).

The Kano Model categorizes customer preferences into five dimensions: basic needs, performance needs, excitement needs, indifferent needs, and reverse needs. This framework helps organizations understand which attributes of their service will drive satisfaction. For instance, ensuring a safe ride and driver professionalism may fall under basic needs, while offering amenities like in-car charging ports or entertainment can be considered excitement needs that enhance customer satisfaction (Kano et al., 1984; Chen & Tsai, 2020).

Implications of Consumer Dissatisfaction the repercussions of consumer dissatisfaction are significant, particularly in competitive environments like the taxi industry. Unsatisfied customers are more likely to switch to alternative transportation modes, leading to decreased customer loyalty and economic loss for the company. Furthermore, negative experiences can be amplified through social media and online reviews, where dissatisfied customers may share their grievances widely, harming the brand's reputation and potentially affecting a broader audience's perceptions (Homburg et al., 2019). The growing influence of online reviews has made it essential for service providers to actively manage customer experiences to prevent dissatisfaction and promote positive engagement.

2.2.2 Empirical studies on taxi service and customer satisfaction

Baker and Smith's (2017) study on consumer perceptions of taxi service quality in London and Bangkok discovered numerous elements that influence customer satisfaction. The study revealed that service reliability, vehicle cleanliness, driver behavior, on-time performance, fare price, and convenience of booking are important factors of customer satisfaction in the taxi sector. Furthermore, the study emphasized the significance of cultural diversity and local context in affecting customer views and satisfaction levels across cities. Overall, the study highlighted the importance of these factors in affecting customer satisfaction and loyalty in the taxi service sector.

Davis (2019) discovered many critical elements that influence consumer satisfaction in the taxi sector, using New York City as a case study. The study revealed that driver professionalism, vehicle cleanliness and comfort, convenience of hailing a taxi, wait time, journey safety, fair pricing, and overall service quality all have a significant effect on customer satisfaction in the taxi sector. The study also emphasized the importance of customer service, efficient communication, and satisfying client expectations in improving satisfaction and building customer loyalty in New York City's competitive taxi market.

Here are some more recent empirical studies that focus on taxi service and customer satisfaction, which you can incorporate into your thesis:

Kumar et al. (2020)In their study titled "Factors Affecting Customer Satisfaction in Taxi Services: A Comparative Study of Traditional and App-Based Taxi Services," Kumar and colleagues analyzed customer satisfaction across various taxi services in India. They found that factors such as app usability, driver behavior, vehicle condition, and pricing transparency significantly impacted customer satisfaction.

The study concluded that app-based services tend to score higher on convenience and user experience compared to traditional taxi services, highlighting the importance of technology in shaping customer perceptions.

Zhang and Wang (2021) conducted a study titled "Understanding Customer Satisfaction in Ride-Hailing Services: Evidence from China," which explored customer satisfaction in app-based taxi services like Didi Chuxing. The study identified key determinants of satisfaction, including service reliability, driver professionalism, response time to bookings, and the overall user interface of the app. The authors emphasized the role of customer feedback mechanisms in continuously improving service quality, suggesting that companies should actively seek and implement customer suggestions to enhance satisfaction.

Alhassan et al. (2022) in their research "The Impact of Service Quality on Customer Satisfaction in the Ride-Hailing Industry: Evidence from Ghana," Alhassan and colleagues examined the relationship between service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) and customer satisfaction in the Ghanaian ride-hailing market. The study found that all dimensions of service quality positively influenced customer satisfaction, with responsiveness and reliability being the most critical. The findings underscore the need for ride-hailing companies to focus on these aspects to improve customer loyalty.

Khan et al. (2023) Khan and colleagues published a study titled "Exploring the Role of Customer Experience in Ride-Hailing Services: A Study of Uber in Pakistan." This research investigated how different elements of customer experience, such as ease of booking, driver interaction, and post-ride feedback, affect overall satisfaction. The authors found that a positive customer experience significantly enhances satisfaction and encourages repeat usage. They recommended that companies focus on training drivers to improve interaction quality and streamline the booking process.

Gonzalez and Martinez (2023) in their study "Customer Satisfaction in the Urban Mobility Sector: A Comparative Analysis of Traditional Taxis and Ride-Hailing Services," Gonzalez and Martinez explored customer satisfaction levels between traditional taxi services and app-based ride-hailing services in major cities in Spain. They identified factors such as fare transparency, ride comfort, and customer service as significant determinants of satisfaction. Their findings indicated that while ride-hailing services generally scored higher in convenience and technology use, traditional taxis maintained customer loyalty through established trust and familiarity.

2.2.3 Practical implications related to customer satisfaction

Based on the study "Customer satisfaction and loyalty in the taxi service industry: Brown, C., et al. (2020) in the International Journal of Service Management published an empirical study of customer perceptions and relationships in a competitive market, which has significant practical implications for customer satisfaction in the taxi service business. These implications can assist taxi service operators in increasing client satisfaction and loyalty. Practical implications could include:

Service Quality Enhancement, Communication Improvement, Transparency in Pricing, Driver Training and Behavior, Convenience and Accessibility, Safety Measures and Feedback Utilization

2.2.4 Taxi services

Taxi services are an essential component of urban transportation systems, providing passengers with convenient, on-demand transit options. Professional drivers often provide these services by navigating city streets and transporting people to their destinations. With the advancement of technology, many taxi companies now use mobile apps and GPS tracking to simplify booking and improve the passenger experience. Taxi services frequently use metered pricing based on parameters such as distance travelled and waiting time, ensuring the customer transparency. Customer satisfaction is critical in the taxi sector, with aspects such as service quality, driver behaviour, and vehicle cleanliness all influencing the entire passenger experience. Regulatory procedures, such as licensing requirements, help to ensure industry safety standards are met. As urban mobility advances, taxi services adapt by including eco-friendly vehicles and researching new approaches for sustainable transportation. Overall, taxi services play an important role in providing accessible, safe, and dependable transportation options for urban residents.

2.2.5 Service quality

Several studies have investigated the topic of service quality and its relationship to customer satisfaction and loyalty. Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, which identifies five elements of service quality: reliability, responsiveness, assurance, empathy, and tangibles. These parameters have been frequently used to evaluate service quality across different industries. Superior service quality has consistently been linked to higher customer satisfaction, retention, and positive word-of-mouth. Effective communication, customized interactions, and problem-solving abilities are essential components of high-quality service delivery. Continuous improvement initiatives, employee training, and customer feedback channels are critical tactics for maintaining and improving service quality standards. Overall, service quality is an important determinant of consumer loyalty and organizational success in competitive markets (Cronin and Taylor, 1992).

By following the study's practical effects, taxi service providers can improve customer satisfaction, loyalty, and overall service quality, ultimately giving them a competitive advantage in the taxi market.

In conclusion, enhancing customer satisfaction in the taxi service industry necessitates a holistic focus on customer expectations, quality service delivery, and critical satisfaction drivers. By addressing key factors impacting customer satisfaction, taxi service providers can bolster customer loyalty and competitiveness in the market.

2.2.6 Factors influencing customer satisfaction in the taxi service industry

1. **Timeliness and reliability**: Kim et al. (2017) discovered that timely and reliable service had a significant effect on customer satisfaction in the taxi service industry, with customers emphasizing the importance of on-time arrivals and efficient transportation.

2. **Car Condition**: According to Lee and Yang (2015), the cleanliness and comfort of the taxi interior were important factors in determining customer satisfaction. Customers favoured a clean and comfortable environment on their travel.

3. **Driver professionalism**: Singh et al. (2018) found that driver professionalism has a significant influence on customer satisfaction. Friendly and courteous drivers who followed safe driving procedures were proven to enhance the overall consumer experience. Wu et al. (2020) concluded that safety and security were important elements in determining customer satisfaction in the taxi service industry. Customers valued measures like driver background checks and safety features in taxis.

4. **Fair Pricing and transparency**: Li et al. (2019) found that pricing transparency and fair payment procedures had a substantial impact on customer satisfaction in the taxi service business. Customers valued accurate information about prices and any additional expenses.

5. **Application Convenience and accessibility**: Chen et al. (2016) found that Application convenience and accessibility had a significant impact on consumer satisfaction. A smooth booking process and easy access to taxis have been shown to enhance customer satisfaction.

6. **Call centre employee responsiveness**: Kim et al. (2018) investigated the role of customer service responsiveness in the service business. The study found that timely and effective responses to customer

requests and concerns increase customer satisfaction and loyalty. In the taxi sector, call centre employee response is critical in responding to client inquiries, complaints, and booking requests quickly. This, in turn, can increase overall customer satisfaction and contribute to a better taxi service experience.

Price fairness

Price fairness is an essential factor in determining customer satisfaction in the taxi industry. Research indicates that customers' perceptions of price fairness can significantly influence their satisfaction levels and overall experience with taxi services.

Chebat, Chebat, and Vaillant (2001) conducted a study on the relationship between pricing fairness and consumer satisfaction in the taxi sector. While this study focuses on retail atmosphere, it emphasizes the significance of price fairness and its impact on consumer satisfaction. According to the researchers, customers are more likely to be satisfied when they see pricing methods as fair and transparent, leading to positive feelings as well as experiences.

Another study by Liu, Sweeney, and Swaen (2008) examines the concept of price fairness and how it affects consumer loyalty. According to the study, customers prefer fair pricing as it enhances their confidence in the company, increases their perception of the service, and leads to higher levels of customer satisfaction and loyalty.

Overall, while there isn't as much research on price fairness in the taxi sector, existing research in similar fields reveals that fair pricing policies can have a significant and positive impact on consumer satisfaction. Fair and transparent pricing tactics can improve trust, perceived value, and overall customer experiences, resulting in higher levels of satisfaction and loyalty in the taxi industry. Based on this the following hypothesis is Developed.

H1: A fair price has a significant and positive effect on customers' satisfaction.

Pick-up time reliability

Pick-up time reliability is a crucial factor in the taxi industry as it directly affects consumer satisfaction and overall experience. Studies have shown that pick-up time reliability has a significant impact on consumer satisfaction and loyalty in the taxi industry.

Lee, Koo, and Kim (2019) studied the impact of service quality factors, such as pick-up time reliability, on customer satisfaction in the taxi industry. The study's findings revealed that pick-up time reliability was a crucial factor in determining customer satisfaction levels. Customers who received consistent pick-up times were more satisfied with the service and more likely to utilize it again.

Another study by Choi and Kim (2018) examined the impact of service quality factors on customer loyalty in the taxi sector. The study discovered that pick-up time reliability was a crucial factor of developing consumer loyalty. Customers who evaluated the taxi service as reliable in terms of pick-up times were more likely to be loyal to the service provider and recommend it to others.

Overall, these studies emphasize the importance of pick-up time reliability in the taxi industry, as well as its significant effect on customer loyalty and satisfaction. Reliable pick-up times improve the customer's experience, develop trust in the service provider, and enhance overall satisfaction, ultimately leading to improved customer loyalty and good word-of-mouth recommendations. Based on this the second hypothesis is Developed.

H2: Pick-up Time reliability has a significant and positive relationship with customers' satisfaction.

Driver professionalism

De Cremer and Maio investigate the effect of driver professionalism on customer satisfaction and behavioural intentions in the transportation industry. The researchers investigate how drivers' perceived professionalism affects customer satisfaction and related behavioural intentions, with a particular emphasis on the mediating role of affective commitment.

This study provides valuable insights into the importance of driver professionalism in enhancing customer satisfaction and loyalty within the service industry, shedding light on the relational dynamics between drivers' behavior, customer perceptions, and service outcomes. De Cremer, David, and Valerie Maio. (2010)

The findings of these studies suggest that driver professionalism can have a significant and positive correlation with customer satisfaction, with affective commitment playing a mediating role in shaping customers' perceptions and intentions. Based on the findings of these studies, the following hypothesis is developed:

H3: Driver professionalism has a positive and significant impact on customer satisfaction.

Application easiness

According to research, by Kim, Chang Hwan, et al (2017) the simplicity of use of taxi applications has a strong and positive association with customer satisfaction. A user-friendly and efficient taxi booking software can improve the overall customer experience by offering convenience, efficiency, and easy access to transportation services. Customers choose simple applications, provide smooth booking processes, and provide clear information about pricing and journey details. When the application is user-friendly and responsive, users are more likely to be satisfied with the service and have a positive impression of the taxi company

Studies in the taxi industry show a significant positive correlation between application easiness and customer satisfaction. Customers who find taxi booking applications easy to use and efficient are more likely to be satisfied with the service. A well-designed application simplifying the booking process can increase satisfaction and loyalty. Therefore, companies should focus on improving the usability and functionality of taxi applications to enhance service quality and customer satisfaction. This approach can lead to improved customer perceptions, increased usage, and overall service quality. Based on the findings of these studies, the following hypothesis is developed?

H4: application easiness has a positive and significant relationship with customer satisfaction.

Car condition

Car condition is a critical factor that can significantly impact customer satisfaction in the transportation business. According to research, customers perceive the physical status of the car, such as cleanliness, maintenance, and overall condition, to be crucial factors in their overall satisfaction and experience. When vehicles are well-maintained, clean, and in decent condition, customers are more likely to feel comfortable, safe, and satisfied with the service. Poor car condition, on the other hand, might cause dissatisfaction and negative opinions among customers, decreasing their overall satisfaction level. Nam, Jaegyun, et al. (2013)

Several studies in the service business have found a positive correlation between car condition and customer satisfaction. Customers consider the physical appearance and condition of the car as signs of service quality and professionalism. A well-maintained vehicle not only improves the overall customer experience, but it also reflects highly on the service provider, increasing customer confidence and satisfaction. Keeping vehicles in good condition can contribute to better customer perceptions, loyalty, and satisfaction, emphasizing the importance of car condition as a significant factor of consumer satisfaction in taxi services. Shaw, J. D., M. K. Davis, and R. A. Dewhirst. (2000).

In conclusion, the relationship between car condition and customer satisfaction is indeed significant and positively correlated. Maintaining high standards of car condition, including cleanliness, maintenance, and aesthetic appeal, plays a crucial role in enhancing customer satisfaction levels and overall service experience. Research emphasizes the importance of investing in vehicle upkeep and maintenance to meet customer expectations, build trust, and foster positive perceptions, ultimately contributing to higher levels of customer satisfaction within the transportation service industry. Based on the findings of these studies, the following hypothesis is developed?

H5: Cars Condition has a positive and significant relationship with customer satisfaction.

Call center employee responsiveness

The research in the taxi industry indicates that call center employee responsiveness is significantly and positively correlated with customer satisfaction. When customers interact with a taxi company's call center for inquiries or bookings, the effectiveness of call center employees is crucial in shaping the overall customer experience. Studies show that customers value prompt and helpful responses from call center agents, leading to improved communication, issue resolution, and satisfaction levels. Positive interactions with responsive and competent call center employees contribute to enhanced customer perceptions of the taxi company, fostering higher satisfaction levels.

Multiple studies in the service industry, particularly in transportation services, have explored the link between call center employee responsiveness and customer satisfaction. Findings suggest that customers who experience positive interactions with call center staff are more likely to be satisfied with the service. Effective communication, timely assistance, and competent handling of inquiries can build trust, establish rapport with customers, and address their needs promptly, leading to increased satisfaction and loyalty. Ensuring that call center employees are responsive and well-trained in customer interactions can improve service quality and overall customer Satisfaction. Kim, Chang Hwan, et al. (2017)

In summary, the positive correlation between call center employee responsiveness and customer satisfaction in the taxi industry is significant. Previous research emphasizes the importance of providing quality customer service through call center interactions to enhance customer satisfaction levels. By prioritizing responsiveness, communication, and customer-oriented interactions in call center operations, taxi companies can positively influence customer satisfaction, loyalty, and service quality. The study by Chien and Wang (2015) further supports these findings by highlighting the roles of service convenience, quality, and call center employees' competencies in building customer satisfaction. Based on the findings of these studies, the following hypothesis is developed?

H6: Call center employee responsiveness is significantly and positively correlated with customer satisfaction.

2.3 Hypothesis Formulation &Conceptual Framework

2.3.1 The study's conceptual framework

Grant & Osanloo (2014) define a conceptual framework as a "systematic and visual representation of the key factors, variables, or constructs that are believed to play a role in the phenomenon under investigation." Stated differently, a conceptual framework offers a methodical approach to organize and understand the connections among various components inside a theoretical model or research investigation. All things considered, a conceptual framework acts as a guide for researchers, assisting them in arranging their thoughts, determining important variables, and comprehending the connections among various study components.

These theories were put forth in light of the theoretical and empirical literature review

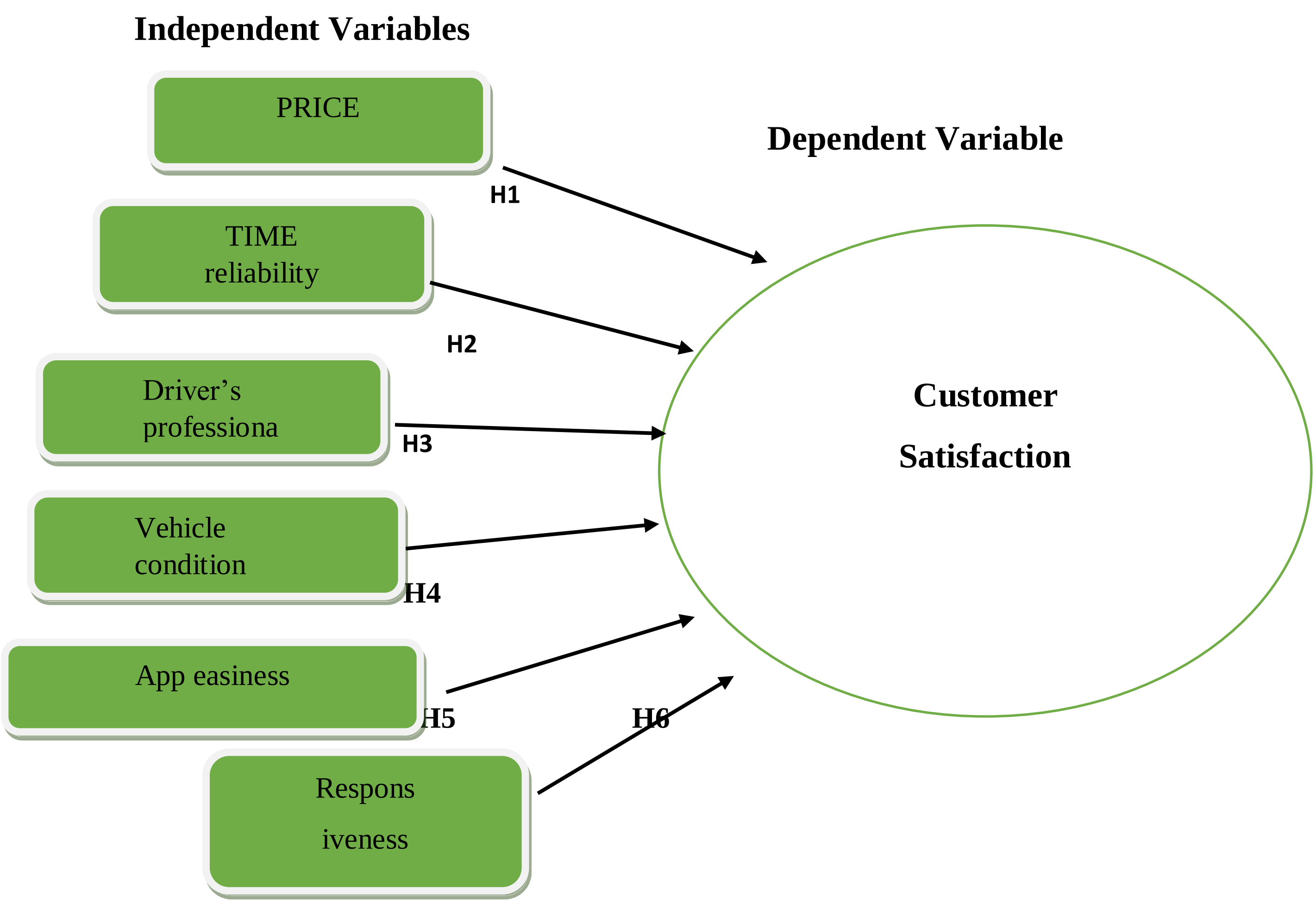

Fig. 2.1 Conceptual framework adapted from Purba H. Rao et al. (2017)

2.4. The study Hypothesis

The following theories were put forth in light of the examination of the theoretical and empirical literature:

H1: A fair price has a significant and positive effect on customers' satisfaction.

H2: Pick-up Time reliability has a significant and positive relationship with customers' satisfaction.

H3: Driver professionalism has a positive and significant impact on customer satisfaction.

H4: application easiness has a positive and significant relationship with customer satisfaction.

H5: Cars Condition has a positive and significant relationship with customer satisfaction.

H6: Call center employee responsiveness is significantly and positively correlated with customer satisfaction.

CHAPTER THREE

RESEARCH METHODOLOGY

The study's methodology, data analysis strategies, sampling tactics, and data gathering methodologies were all covered in this part.

3.1 Research Approach

The two basic kinds of research methodology are qualitative and quantitative. Quantitative data are generated in the first case and are amenable to a stringent quantitative analysis. A key component of qualitative research design is the subjective assessment of attitudes, beliefs, and behaviours. In such a case, the study is guided by the researcher's observations and insights. When this methodology is used in research, either non-quantitative results are obtained or data are not fully submitted for quantitative analysis. (Kothari, 2004).

Thus, this study will use quantitative data in order to identify the general practices and analyze the relationship between variables in line with the main aim of the research which was testing the developed hypothesis.

3.2 Research Design

The study adopted an explanatory research approach, which not only describes any causal relationships between independent and dependent variables relevant to the research problem but also provides a descriptive overview of these dynamics. This approach is particularly valuable as it allows for a nuanced understanding of how various independent factors influence the dependent variable. By examining these relationships in depth, the study can highlight key patterns and trends that emerge from the data. Given that the goal of this research is to assess the effect of independent factors on customer satisfaction, this methodological choice is appropriate and effective. It facilitates a thorough analysis of the interconnections, enabling the formulation of well-founded conclusions based on the findings.

3.3TargetPopulation, Sample Size and Sampling Technique

3.3.1. Target Population

The term "target population" refers to the entire group of people or organizations that the researcher is interested in and want to make conclusions about (Kothari, 2004). The study encompassed all individual FERES transit users, irrespective of gender, who were 18 years of age or older.

The research's clientele was assumed to be infinite as the exact number of participants could not be determined. Addis Ababa was the only target site with access to the FERES transport service for collecting data from respondents.

3.3.2. Sample Size

The following sampling formula for infinite population will be used to come up with the sample size.

n = (Zα/2)2 * p * q / e2

Where

* n is the sample size
* Zα/2 is the z-score corresponding to the desired confidence level
* p is the population proportion
* q is the complement of p (1 - p)
* e is the margin of error

First, ascertain the population proportion, the appropriate confidence level, and the error margin. The confidence level is typically set at 95%, but you can also use other levels such as 90% or 99The population proportion is the percentage of the population that you believe to have the desired attribute. The margin of error is the degree of error in your results that you are willing to accept. You can use the formula to determine the sample size after you have these numbers. For example, if you were starting a survey with a population of 100,000 and you wanted to be 95% certain that your results were within 5% of the actual population percentage, you would need a sample size of 385.

3.3.3. Sampling Technique

There are multiple sampling procedures to select a representative sample size from the sampling frame, which can be categorized into three distinct types: probabilistic, non-probabilistic, and mixed sampling. In this study, a non-probability sampling technique was employed due to the vast number of sample units, as well as time and budgetary constraints. This approach allows for the deliberate selection of specific units from the target population to ensure that the sample accurately represents the broader universe (Kothari, 2004). Specifically, the present investigation utilized purposive sampling, wherein participants were chosen based on their prior usage of FERES services. This method was particularly effective as it enabled the researcher to focus on individuals who had relevant experiences, thereby enriching the data quality. Upon contacting potential participants in Addis Ababa, informed consent was obtained, ensuring ethical considerations were met while facilitating their participation in the study.

3.4. Data type and Source of Data

The research primarily utilized **qualitative data** type, gathering insights through purposive sampling to explore participants' experiences and perceptions regarding the usage of FERES services. This approach aimed to obtain rich, descriptive data that captures the nuances of customer satisfaction and engagement.

The study's data source was mostly primary data sources. According to G. Saunders (2010), primary data are those that are recently collected, which means they are unique. Primary data are the closest to the truth and are those that have been witnessed, experienced, or documented shortly after the event. Therefore, the key source of data for this research's analysis will be the individual responses (customer/policyholder) provided by Ferese Transport users.

3.5 Data collection instrument

The data collection instrument employed in this research was a structured questionnaire, designed to gather quantitative and qualitative data on participants' experiences and perceptions regarding the usage of FERES services. The questionnaire included a mix of closed-ended questions for quantitative analysis and open-ended questions to capture richer, descriptive qualitative insights. This dual approach allowed for the collection of comprehensive data, facilitating a nuanced understanding of customer satisfaction and engagement. The questionnaires were administered to participants who had prior experience with FERES, ensuring that the information gathered was relevant and reflective of the target population.

3.6. Reliability Result

Measurement consistency, or more simply, how consistently an instrument measures the same thing every time it is used with the same people and conditions, is what reliability assesses. Consistency is the fundamental component of reliability. That instance, we can say that our measurement tool is dependable if we measure something multiple times and the outcome remains constant (John et al., 2010).

To evaluate the internal consistency of the variables in the research instrument, the Cronbach alpha coefficient was calculated. In educational research, Cronbach-alpha is commonly used when data collection tools include items that are scored on a continuum of values, such as many items with changing scoring points or attitude scales where the item responses are in continuum (Oluwatayo, 2012). This coefficient has a range of 0 to 1, and a value of 0.6 or less usually indicates insufficient internal consistency, according to Malhotra and Birks (2003). This coefficient was calculated for each item under each variable, and the results showed a reasonable level of dependability.

To be constant, it needs to be dependable. In such instance, we can declare our measuring instrument to be dependable if we take multiple measurements and the outcome remains the same. (John and others, 2010). According to Hair et al. (2010), α values more than 0.7 suggest a high level of reliability, whereas values smaller than 0.3 imply a low level of reliability. Consequently, the test results show that the items are reliable and appropriate.

Cronbach`s Alpha of data reliability

Measurement items(Interval scale)	Reliability	N of Items
Price fairness	0.709	3
Time reliability	0.714	3
Driver's professionalism	0.862	7
Car condition	0.851	4
Call center emp. responsive	0.808	4
App convenience	0.807	4
Overall satisfaction	0.843	1
Total No. of items		26

Source: own survey (2024)

3.7. The instrument's validity

The legitimacy of our conclusions, assessments, and claims depends on how well they are backed by the available data. It has to do with how closely we are measuring what we should be measuring, or, to put it another way, how precisely we are measuring (John et al, 2010). The questionnaire items were reworded to fit the study after being borrowed from earlier research. (Das, S. and Sharma, K. 2017) & (Ali,S.; Magati,A.; Dosari,M.;Mandil, F., 2018).

3.8. Data analysis Methods

The data gathered from the questionnaire was entered into the Statistical Questionnaire for the Social Sciences (SPSS version 20) for all of the analysis. The demographic data of the respondents which included their age, gender, marital status, and level of education was arranged and summarized using descriptive analysis. Conversely, correlation analysis aimed to determine if the independent and dependent variables had a linear connection. Moreover, multiple linear regression analysis was used to determine the extent of the independent components' influence on the dependent variable.

3.9. Ethical Considerations

When conducting business research, ethical requirements must be taken into account. According to Bryman (2011), there are four main categories of ethical issues: deceit, harm to participants, breach of privacy, and lack of informed permission. Although the age and gender of the respondents are included in the study's descriptive questions, it is not possible to identify the person with this information. The absence of informed consent is the second ethical standard to take into account. The third ethical guideline addresses privacy violations.

Respondents in this survey have the choice to skip questions that are considered sensitive. Furthermore, the non-sensitive nature of this research increases the willingness of the responders to reply. The fourth moral precept addresses dishonesty which happens when participants are misled into thinking that a study is about something different than it actually is. It can be categorized as ethical after these moral precepts are taken into account and all conditions are met.

CHAPTER FOUR

Data Presentation, analysis and Interpretation

4.1. Introduction

Generally speaking, the structure of this section is: The presentation and analysis of the respondents' demographic data constitutes a test of the procedure's reliability. The results are shown first, followed by the regression and Pearson coefficient results, to make the empirical analysis easier to execute.

4.2. Response rate& Samples

385 questioners were distributed in all, and 383 were returned. A total of 378 legitimate questionnaires or 98.69% of the sample were approved after 5 invalid ones were eliminated. Consequently, 98.3% of the subjects who received the 385 questionnaires returned ones that were valid.

4.3. Demographic Profile of respondents

Table 4.1: Demographic Profile of Respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	233	61.6	61.6	61.6
	Male	145	38.4	38.4	100.0
	Total	378	100.0	100.0	

Source: Own survey (2024) Table 4.1

Age

		Frequencye	%	Valid %	Cumulative Percent
Valid	18-29	53	14.0	14.0	14.0
	30-39	132	34.9	34.9	48.9
	40-49	174	46.0	46.0	95.0
	above 50 years old	19	5.0	5.0	100.0
	Total	378	100.0	100.0	

Education statuss

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate and below	11	2.9%	2.9%	2.9

	Diploma	14	3.7%	3.7%	6.6
	Bachelor’s Degree	67	17.7%	17.7%	24.3
	Masters & above	286	75.7%	75.7%	100.0
	Total	378	100.0%	100.0	

Source: Own survey (2024) Table 4.1

Monthly income

Monthly income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5,000 and below	10	2.6	2.6	2.6
	5001 – 7,500	40	10.6	10.6	13.2
	7,501 – 10,000	227	60.1	60.1	73.3
	10,000 and above	101	26.7	26.7	100.0
	Total	378	100.0	100.0	

Source: Own survey (2024)Table 4.1

Three demographic background parameters that were gathered from the questionnaire survey were used to categorize the study's sample. This study's demographic analysis attempts to define the sample's characteristics, including the number of respondents, the distribution of genders, the age range, and the respondents' educational backgrounds. Table 4.1 provides a summary of the respondents' demographic composition.

The table clearly shows that 46 percent of FERES TRANSPORT clients are in the 40–49 age range. Sixty-six percent of the participants were female, compared to 38.4% of the total. Additionally, the majority of respondents had master's degrees or above, bachelor's degrees, diplomas, and, lastly, certificates and less, comprising 75.7%, 17.7%, 3.7, and 2.9% of the total.

In conclusion, men made up the majority of respondents in the 40–49 age range, and they were primarily in the bachelor’s, master’s, and diploma categories.

Table 4.2: An overview of the respondents' statistics regarding waiting times

waiting time		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 -3 times	76	20.1	20.1	20.1
	4-6 times	53	14.0	14.0	34.1
	7-10 times	173	45.8	45.8	79.9
	11 & above	76	20.1	20.1	100.0
	Total	378	100.0	100.0	

Source: Own survey (2024)

Table 4.3: A overview of the respondents' descriptive statistics on weekly travel

waiting time		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2- 4 min	35	9.3	9.3	9.3
	5-7 min	70	18.5	18.5	27.8
	8-10 min	229	60.6	60.6	88.4
	11 & above min	44	11.6	11.6	100.0
	Total	378	100.0	100.0	

Source: Own survey (2024)

According to the Tables above, 9.3% of respondents said they had to wait two to four minutes. Eighty-six percent of commuters waited for eight to ten minutes, compared to eighteen percent who waited for five to seventy-five minutes.

In terms of how frequently they travel, most commuters (45.8%) travelled 7-10 times a week, 20.1% traveled 1-3 times a week another 20.1% of the respondents traveled 11 and above times a week the rest 14% traveled4-6 times per week.

4.5 descriptive statistics showing how respondents felt about how much they agreed with the research variables

The degree of customer satisfaction with FERES transport was measured from the viewpoint of the customer using a five-point Likert scale. These comprised four application ease measuring items, four condition measuring things, three call center staff responsiveness items, seven driver professionalism items, three variable pricing items, three variable time items, and four application ease items.

The study's mean scores for each variable were used by the researcher, and descriptive statistics or central tendency were employed to assess the results.

The main purposes of this measurement were to find the grand mean of each dimension and to display the average responses of the respondents to each question included under each predictor variable dimension.

Ultimately, the results are interpreted using the grand mean of each independent dimension in order to satisfy the study's partial research objectives.

The grand average score for the constructions with a value higher than three indicates that respondents somewhat concur with the survey's questions. Conversely, a high standard deviation number indicates that respondents' opinions are widely dispersed, while A low standard deviation value suggests that the participants' replies to the study's items are comparatively similar.

4.5.1. Consumers' perceptions on FERES transport's pricing fairness

The purpose of this questionnaire item was to ascertain the respondents' opinions regarding the fair price of FERES. Three claims were presented to the respondents, and they were asked to rank how much they agreed with each one.

Table 4.5: Customers' Perception on price

	Minimume	maximume	Meane	Std. Deviation
Price reasonableness of	1	5	3.71	.728
No extra charge by driver	1	5	3.74	.775
Price discount	1	5	3.74	.958
Overallperception on price	1	5	4.05	.752

Source: own survey (2024)

Table 4.4 shows the mean and standard deviation for each item. The findings demonstrate that respondents (mean score = 3.71) agreed that the cost of FERES is fair. They also concurred that the driver does not impose any additional fees beyond those indicated by the app (mean score = 3.74). In conclusion, the respondents' opinion toward the price breaks provided by FERES was agreeable (mean score = 3.74). The overall mean of 4.05 for the perception of the cost of FERES transport indicates that most respondents agree with the study's stated conclusions.

4.5.2. Views from customers regarding the speed at which the FERES transportation service operates

Table 4.6: Customers Perception on Time reliability

	Minimum	maximum	Mean	Std. Deviation
On Timearrival to destinations	1	5	3.78	.728
On Time pickup	1	5	3.68	.775
Keeping booking Time	1	5	3.72	.958
Overall perception regar timeliness			3.73	0.82

Source: own survey (2024)

In This section of the survey sought to evaluate respondents' attitudes and opinions regarding the FERES APP-Based transport service's punctuality. After being presented with three statements, the participants were asked to rate their agreement with each one.
The mean and standard deviation are displayed for every item in Table 4.5.

The findings indicate that respondents (mean score = 3.78) agreed that FERES drivers arrive at their destinations on schedule. They also concurred (mean score = 3.68) that FERES drivers arrive on time to pick up passengers. Lastly, respondents' attitudes on FERES drivers adhering to reservation hours were generally positive (mean score = 3.72).

4.5.3-The way that customers perceive a driver's professionalism

Table 4.7: Customerss' Perceptionn on Driver pro

	Minimum	maximum	Mean	Std. Deviation
Driver's support forbaggage	1	5	3.58	.868
Driver's neatness	1	5	3.74	.831
Driver's knowledge of routes	1	5	3.73	.801
Driver's behaviors	1	5	3.80	.779
Driving skill	1	5	3.89	.703
Driver's discrepancy response	1	5	3.67	.867
Security of passengers	1	5	3.74	.743
Overall perceptionregarding the driver			3.83	.800

Source: own survey (2024)

This component of the questionnaire was designed to find out what the respondents thought about and felt about the drivers of the FERES APP-Based transport service. Each of the seven assertions that were presented to the respondents was asked to be scored according to how much they agreed with it.

The findings indicate that respondents (mean score = 3.58) were happy with the drivers' assistance with the passengers' belongings and their guaranteed safety. Additionally, they expressed satisfaction with the drivers' driving prowess and neatness (mean ratings = 3.89 and 3.74, respectively). Furthermore, the participants expressed agreement with the drivers' good behaviour and route knowledge (mean scores = 3.73 and 3.80, respectively). Lastly, respondents (mean score = 3.67) concurred that the drivers' handling of discrepancies was done well. Passenger security receives a 3.74 score. The average respondents' impression of the drivers as a whole is 3.83, meaning that most of them agreed with the study's stated assertions.

4.5.4. Consumer evaluation of Feres Transport's vehicle quality and upkeep

Table 4.8: Consumers' Views of the State of the Vehicles

	Minimum	maximum	Mean	Std. Deviation
Carmodel	1	5	3.60	.805
Car periodic service	1	5	3.68	.728
Car comfort	1	5	3.75	.776
Car cleanliness	1	5	3.80	.813
Overall Percep regarding the car condn			**3.71**	**.790**

Source: ownsurvey (2024)

This section of the survey evaluated the attitudes and opinions of the participants regarding the upkeep and condition of the cars used by the FERES APP-Based transport service. Each of the four statements that were presented was given a score based on the respondents' level of agreement. Table 4.7 displays the mean and standard deviation for each item.
Based onAccording to the survey findings, participants' opinions about each of the four components under the "Car condition and maintenance" title are all in agreement. The car model, regular maintenance, comfort, and cleanliness received mean scores of 3.60, 3.68, 3.75, and 3.80, respectively.
. The overall mean of 3.71 for the perception of FERES cars indicates that most respondents agree with the study's stated conclusions.

4.5.5. Customer's perception on call centre employees

Table 4.9: Customers' Perception on Call Centre

	Minimum	Maximum	Mean	Std. Deviation
Call centre provide enough information	1	5	3.71	.810
Call centre phone pickup efficiency	1	5	3.82	.746
Call centre willingness to help	1	5	3.80	.771
Overall perceptionon call centre			**3.78**	**.787**

Source: own survey (2024)

This section of the poll gauged respondents' perceptions of and attitudes toward FERES Transport's call centre service. Three assertions were provided to the respondents, and they were asked to score how much they agreed with each one. According to the statistics in Table 4.8, respondents' attitudes toward the services provided by call centre employees are generally positive. With mean scores of 3.71 and 3.82, respondents agreed to the questions about whether or not personnel provide enough information and how efficiently they pick up phones. They also agreed that call centre employees are willing to help, scoring 3.80 on average.
The total mean of the call centre's impression is 3.78, meaning that the mean perception agrees with the study's stated statements.

4.5.6. Perceptions of application ease among customers

This section of the survey displays the attitudes and opinions of the respondents with relation to the use of FERES Transport. After viewing four statements, the participants were asked to score how much they agreed with each one. The mean and standard deviation are shown for every item in Table 4.9.

Table 4.10: Customers' Perception on Application Easiness

	Minimume	Maximume	Meane	Std. Deviation
Application simplicityfor user of app.	1	5	3.85	.731

Applicationallows different ways of paym methods	1	5	3.70	.790
Application providesbasic information customer	1	5	3.74	.727
Availability of phone service in case of failure (6090)	1	5	3.78	.762
Over All perception on Application			**3.80**	**.755**

Source: own survey (2024)

Table 4.10 demonstrates that, on the whole, respondents agreed with users' assessments of the application's usability, with a mean score of 3.85 for the program's simplicity of use and 3.70 for its support of the variety of payment options it offers. Furthermore, the respondents' mean scores of 3.74 and 3.78, respectively, showed an agree level response when asked if the app provides basic information and if they use a phone calling service in case the app malfunctions.

The total mean of the respondents' perceptions of applicability is 3.80, indicating that they generally concur with the study's finding

4.5.7 Consumer perceptions of the factors influencing total customer satisfaction

Table 4.11: Customers' Perception on Overall Customer Satisfaction

Construct	Mean score	Standard deviation	Rank
Price	4.05	0.752	1st
Driver	3.83	0.800	2nd
Application	3.80	0.755	3rd
Call centre responsiveness	3.73	0.820	4th
Timeliness	3.78	0.787	5th
Car Condition	3.71	0.790	6th

Source: own survey (2024)

Table 4.11 above shows the total means of all the items in the customer satisfaction survey of FERES Transport clients. The means show that price fairness has the highest overall mean score (mean=4.05). Overall, the findings underscore the significant areas of focus for Feres Transport to enhance customer satisfaction. Priority should be given to **pricing**, **driver professionalism**, and **application usability**, which are currently viewed positively. However, improving customer support responsiveness and ensuring optimal vehicle conditions will be crucial to fostering further loyalty and satisfaction among users. Addressing these targeted areas may lead to enhanced service quality and improved customer retention in the competitive app-based taxi market.

4.6. Relationship between the studied variables using correlation analysis

Table 4.12: Summary of Pearson Correlation

		Overall satisfaction of users
Price fairnesss	Pearson Correlaion	.361**
	Sig. (1-tailed)	.000
	N	378
Timeratabilityy	Pearson Correlaion	.410**
	Sig. (1-tailed)	.000
	N	378
Application easinesss	Pearson Correlaion	.550**
	Sig. (1-tailed)	.000
	N	378
Carconditionss	Pearson Correlaion	.488**
	Sig. (1-tailed)	.000
	N	378
Call center responsivenesss	Pearson Correlaion	.522**

	Sig. (1-tailed)	.000
	N	378
Driver's professionalism	Pearson Correlaion	.464**
	Sig. (1-tailed)	.000
	N	378

Source: own survey (2024)

In this study, the relationship between price, time, driver, application, automobile, and call center staff and customer satisfaction was examined using Pearson's correlation coefficient. Pearson's coefficient of correlation is the method most often used to assess the degree of a relationship between variables. The linear relationship between the two variables is indicated by this coefficient. The next section contains the correlation results relating to the relationship between the independent and dependent variables. As indicated in Table 4.11 above, there is a linear and positive link between the dependent variable (total customer satisfaction) and the independent variables (price, time, driver, application, automobile, and call personnel), with correlation coefficients ranging from moderate to strong.

This is evident in Table 4.12, where price and overall customer satisfaction ($r = .361$, $p < .05$), time and overall customer satisfaction ($r = .410$, $p < .05$), application and overall customer satisfaction ($r = .550$, $p < .05$), car condition and overall customer satisfaction ($r = .488$, $p < .05$), call center responsiveness and overall customer satisfaction ($r = .522$, $p < .05$), and driver professionalism and overall customer satisfaction ($r = .464$, $p < 0.05$) all exhibit a statistically significant positive correlation.

4.7Multiple Linear Regression

4.7.1 Assumptions Testing in Multiple Regression

Maintaining the validity of the data and the dependability of the regression research outcome requires satisfying the fundamental assumptions of multiple regression models. As a result, this study has included assumption tests for outliers, auto-correlation, homoscedasticity, linearity, and normalcy in addition to multi-collinearity.

4.7.2. Sample size

Contradictory information regarding the number of occurrences required for multiple regressions is sometimes found online. Tabachnick and Fidell (2007) proposed a method that reads $N > 50 + 8m$, where

m is the number of independent variables and N is the required sample size that takes into consideration the number of independent variables to be used.
is the number of participants. There were 385 cases and six independent variables in this study. The investigation met the sample size assumption as a result.

4.7.3. Multi Co linearity

Table 4.13 Multi co linearity test

Variables	Co linearity	Statistics
	Tolerance	VIF
Price	.545	1.834
Time	.459	2.180
Driver Professionalism	.334	2.998
Car Conditions	.375	2.664
Call center responsiveness	.537	1.862
Application easiness	.575	1.739

Source: own survey (2024)

By utilizing correlations between the model's variables, multi co linearity is verified. The dependent variable and independent variables are at least somewhat correlated (should be larger than 0.3). Here, there is a significant relationship between customer satisfaction and each of the scales (independent variables).(Value, r =.361, Time, r =.410, Application, r =.550, Vehicle, r =.488, Call employee, r =.522, & Driver, r =.464)

Tolerance and Variance Inflation Factor are used to perform colinearity diagnostics on the variables as part of the multiple regression technique (VIF).

The degree to which the other independent variables in the model do not account for all of the variability of the designated independent is shown by tolerance. A number this modest (less than 0.10) suggests that multi collinearity may be possible because of the significant multiple correlation with other variables (Pallant, 2007).

Simply said, the Variance Inflation Factor (VIF) is the tolerance value divided by one. Pallant (2007) states that multi collinearity should be taken into consideration when looking at VIF values greater than 10. The outcome indicates that the tolerance values are (Price, r =.545, Time, r =.459, App, r = 575, Car, r =. 375, Call emp., r =. 537 & Driver, r = 334) for each independent variable, accordingly. As a result, the multi collinearity assumption is upheld. This is further corroborated by the VIF value, which is far below the cut-off value of 10 and is 1.834, 2.180, 2.998, 2.664, 1.862, and 1.739.

4.7.4. Normality and Linearity

Two methods to confirm these hypotheses are to look at the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the investigation. These are shown in the usual P-P plots of the regression standardized residuals graph. A typical probability plot's points are arranged along a very straight diagonal line that extends from bottom left to top right. This would imply that the rule is not significantly broken. The findings of the normal P=P plot demonstrate that tExamining the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the study are two ways to verify these assertions. These can be seen in the regression standardized residuals graph's typical P-P graphs. The points of a typical probability plot are placed in a diagonal line that runs from bottom left to top right, and this line is very straight. This would suggest that there isn't a major violation of the rule. The normal P=P plot's results show that the normalcy assumptions are upheld.

The study evaluated normalcy using both numerical and graphical techniques. Figure 4.1 showed that the scores are normally distributed both numerically (using Skewness and Kurtosis) and visually (using the Normal Probability Plot (P-P) graph, which is shown in the appendix section).Skewness reveals how symmetrical the distribution is, whereas kurtosis indicates how sharply the peak is positioned on a frequency-distribution curve. For variables with a normal distribution, the values of skewness and kurtosis are zero; any value that is not zero denotes a deviation from normality.

Hair, Black, Babin, and Anderson (2010) state that ±2.58 is the most widely accepted figure for the distribution's kurtosis and skewness. Consequently, the kurtosis and skewness values of the variables fall within the intended range, as seen in the table below.

Table 4.14 Skewness and Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Erro
Price	378	-.649	.125	.329	.250
Time	378	-.569	.125	.837	.250
Drivers	378	-.730	.125	1.046	.250
Car Condition	378	-.353	.125	.115	.250
Call Responsiveness	378	-.591	.125	.617	.250
App easiness	378	-.995	.125	2.981	.250
Valid N (listwise)	378				

Source: own survey (2024)

4.8. Multiple Regression Analysis

Table 4.15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estir	Durbin-Watson
1	.623[a]	.389	.379	.590	1.813
a. Predictors: (Constant), App easiness, Price mean, Call Responsiveness, Time, Car Condition, Drivers					
b. Dependent Variable: My overall experience was very satisfying					

Source: own survey (2024)

A statistical method called multiple regression analysis (MRA) makes use of a large number of explanatory factors to predict the value of a single dependent variable. It is employed to comprehend the connection between a number of independent factors and a dependent variable.

Given that MRA functions as a type of linear regression model, a linear relationship between the independent and dependent variables is presumed. Put another way, the projected value of the dependent variable can be represented as a linear function of the independent variables. This component of the study looks at how independent variables (cost, time, professionalism of the driver, ease of use of the application, state of the car, and responsibility of the call center employee) affect

The summary of the regression model shows how much the predictor variables account for the variation in customer satisfaction. The overall influence of the six predictor variables—price, time, driver skill, car condition, phone center, and application easiness—explains 38% of the variation in customer satisfaction, according to the corrected R square.

Table 4.16 ANOVA

Model		Sum of Square	Df	Mean Squar	F	Sig
	Regressin	81.969	6	13.662	39.311	.000[b]
1	Residua	128.933	371	.348		
	Tota	210.902	377			
a. Dependent Variable: overall experience was very satisfying						
b. Predictors: (Constant), App easiness, Price mean, Call Responsivenes, Time, Car Condition, Drivers						

Source: survey result (2024)

The total regression model is deemed statistically significant when the F value in an ANOVA table is 39.311 and the significance level is.000. This implies that the variance in the dependent variable may be explained by the independent variables in the model taken together. The low p-value indicates that there is substantial evidence to support the association between the independent and dependent variables and that the model fits the data well.

Table 4.17 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Erro	Beta			Tolerance	VIF
	(Constant)	.470	.232		2.031	.043		
	Price	-.002	.066	-.002	-.031	.975	.545	1.834
	Time	.061	.070	.052	.872	.384	.459	2.180
	Drivers	.017	.089	.014	.197	.844	.334	2.998
	Car Condition	.105	.076	.091	1.379	.169	.375	2.664
	Call Responsiveness	.297	.063	.262	4.729	.000	.537	1.862
	App easiness	.409	.067	.328	6.120	.000	.575	1.739

a. Dependent Variable: overall experience was very satisfying

Source: survey result (2024)

The coefficient table shows that each variable has a tolerance level larger than 10% and a variance inflation factor (VIF) less than 10 in relation to the dependent variable. Application ease had the greatest beta value of any variable in the study, B=0.409, suggesting that it is comparatively important for customer satisfaction compared to other variables. The variables with beta values of.297 and.105, respectively, that are of second and third importance are call center responsiveness and car condition.

The regression equation would be

$Y = \beta° + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \varepsilon°$

$$\boldsymbol{CS = \beta° + \beta 1\ (P) + \beta 2\ (T) - \beta 3\ (D) + \beta\ 4\ (App) + \beta\ 5\ (C) + \beta\ 6\ (CL)}$$

CS = 0.470+-0.002(P) +0.061(T) 0.017(D) +**0.409**(App) +**0.105**(C) +**0.297**(CL)

Where;

CS =Customer Satisfaction

P = Price fairness

T = Timereliability

D=Driverpro.

App = Application asiness

C = Carcondition

CL = Call center

$\beta°$= intercept o equation

$\varepsilon°$= Error&, $\beta 1, \beta 2, \beta 3, \beta 4, \beta 5, and \beta 6$ = The Regression unstandardized coefficient of each variable

The two independent variables, application ease (B=409, P=.000) and call-center responsiveness (B=297, P=.000), are statistically significant and positively affect customer satisfaction, based on the previously mentioned multiple regression analysis. However, the other four independent variables did not show a statistically significant relationship with customer satisfaction, even if their p-values were greater than 0.05. These variables include price reasonableness (B=-.002, P=.975), driver professionalism (B=.017, P=.334), time reliability (B=.061 P=.459), and car condition (B=.105. P=.169).

The following is an arrangement of the influencing variables based on their respective contributions to customer satisfaction:

Each variable's relative relevance is indicated by the standardized coefficient, also known as the beta value. Application usability is scored first with the highest standardized beta value (B=0.328), followed by call center responsiveness (B=0.262). Furthermore, each variable's degree of effect or impact on the dependent variable is shown by its beta value on the coefficients table. If all other parameters remain constant, one would expect an increase in customer satisfaction of.328 SD points for every additional standard deviation (SD) of the client's application ease when considering Application Simplicity, the highest standardized beta value. The following will be the statement if the non-standard beta value is utilized: for every unit (minute) that a customersaves, one should expect a.409 unit increase in customer satisfaction. Therefore, out of the two criteria, customer satisfaction is most significantly impacted by application ease of use. Therefore, to maintain application performance with regard to customerpickup and arrival times, FERES should focus on reducing waiting times and maintaining the pre-booked reservation service.

Four of the six variables—price, time reliability, driving competence, and driver competency—are eliminated from the model since they add no value. The following is the regression equation that is found:

CS= $\alpha + \beta 1\ (App) + \beta 2(CL)$

$CS=0.470+0.409(App)+0.297(CL)$

4.9. Hypothesis Testing

Since the alternative hypothesis indicates that the IVs (Independent Variable) are responsible for a notable difference in the outcome variable. Table 4.18 presents the acquired results.

Table 4.18: Hypothesis testing

Hypothesis	Sig	Status
H1: Customer satisfaction is significantly favorably impacted by FERES transport's Price Payment.	*H1 rejected*	B=-.002 t= -.031 P >0.05.975
H2: Customer satisfaction is significantly favourably impacted by timeliness.	*H2 rejected*	B=0.061 t=0.872 P >0.05.384
omer satisfaction is significantly and favou impacted by the professionalism of the drive	*H3 rejected*	B=.017 t=.197 P >0.05.844
H4: Customer satisfaction is significantly favourably impacted by application ease of u	*H4* Accepted	B=.409 t=6.120 P <0.05.000
H5: Customer satisfaction is positively corre with the condition of the car.	*H5 rejected*	B=.105 t=1.379 P >0.05 .169
H6: Customer satisfaction at call centr significantly and favourably impacted by responsiveness of the staff.	*H6* Accepted	B=.297 t=4.729 P <0.05.000

Source: survey result (2024)

4.10 Discussion of Results

Two of the six independent variables (call center responsiveness and application ease of use) had positive and statistically significant results, according to the multiple regression analysis. The association between PRICE, Driver Professionalism, Car Condition, and Time Reliability was positive but not statistically significant. As a result, the two developed hypotheses were accepted and the others were rejected. Below is a thorough breakdown of the hypotheses test results:

Table 4.18 indicates that H1, **Price**: Price does not significantly affect total customer satisfaction, as indicated by the coefficient's very small (-0.002) and statistically insignificant (p = 0.975) values. According to Horsu&Yeboah (2015), a high-quality service that boosts consumer satisfaction is mostly dependent on price affordability. Additionally, Khupse (2017) discovered that the most common and important explanations for the company's present pricing could be fare lower than that of traditional taxi models, cab pooling, appealing cash back, coupons, and discounts. This could have occurred because some respondents are not interested in price fairness

Table 4.18, the second hypothesis, demonstrated, ***H2***Time: It may be true that Time has little effect on total customer satisfaction because its coefficient is so small (0.061) and statistically **insignificant** (p = 0.384).according to NZT New Zealand Transport Agency. *Economic Evaluation Manual. Vol. 1*. The unpredictable fluctuations in journey times seen for a voyage done at roughly the same time every day are used to determine Wellington trip time reliability.

Since B=0.059 & P > 0 05, **H3** is rejected. The Driver'sprofessionalism is not significant in the model because it does not differ significantly from zero. This could mean that passengers don't give much attention if the driver is well-groomed, courteous, and ready to assist with luggage. On the other hand, they must have thought that the business would look for a skilled driver who provided all the necessary driving abilities in addition to providing excellent customer service and relation.

Although the present outcome is consistent with the research conducted by Horsu&Yeboah (2015), which reported a negative beta and a negative correlation, the results of Disney (1998), Erin (2014), and Watchareebhorn (2016), among other researchers, indicate that a driver's friendliness can enhance customer satisfaction by enhancing communication and understanding of the needs of the passengers.

Based on the findings Table 4.18, **H4** is accepted when B=0.262 at P<0.05. One of the main reasons customers would be motivated to use the app is its ease of use, especially in countries like ours where exposure to technology has not resulted in properly formed habits. According to this survey, the third significant element affecting consumer satisfaction is application convenience. The company made a wise decision by setting up a call centre as a backup alternative, which is how most commuters choose to use it when they need support. The app component plays a crucial role in the model and differs significantly from zero. The application significantly enhances customer satisfaction by reducing the time and effort required to look for a cab and saving Brazil and Kirk's (2016) study found that the Uber app provided passengers with several benefits, includingthe choice of using a bank card or cash to pay, the opportunity to evaluate the driver before using their services, and the prevention of extra costs due to clear fares.

According to Table 4.18's regression results, **H5** is rejected. This suggests that if the **car** is considered to be within an acceptable condition and is properly working, customers are unlikely to put much value on the car's model, cleanliness, or comfort. Generally speaking, passengers expect that all transport providers will provide cars in appropriate condition; therefore this may not be an advantage. The primary worry of customers is making it to their destinations safely and on time. As a result, the Car Condition factor in the model is not meaningfully different from zeroThis falls in accordance with the findings of Rasheed, Mazhar, and Shahid (2018), who found that respondents didn't give any consideration about the condition of the car because it wasn't their main reason for traveling. This outcome, however, defies the findings of the Ray, A. Mundy (2014) Study, which came to the conclusion that a vehicle's condition is a determinant in service quality, which is a requirement for taxi passengers to be satisfied.

Table 4.18's result indicates that H6 is acceptable because B=0.297 and $P<0.05$. The findings show that call response significantly improves total customer satisfaction, as evidenced by the statistically significant ($p = 0.000$) and quite high (0.297) coefficient.

In summary, the data presented leads to the conclusion that, in this model, price, time, drivers, and car condition have no significant impact on overall customer satisfaction, whereas call responsiveness and The key elements that have a beneficial impact on total customer satisfaction are app usability and accessibility.

Customer satisfaction is a crucial indicator of the quality of services rendered. The majority of research participants agreed that the taxi service's advantages adequately addressed the primary research issue. The study's findings also had shown a positive correlation between all of the criteria and two of them, which had a statistically significant effect on customer satisfaction.

CHAPTER FIVE

Summary, Conclusion and Recommendation

5.1. Introduction

Since evaluating the factors influencing customers' satisfaction with the APP-Based service is the study's ultimate purpose (in the instance of Feres Transport). Important data was gathered via a questionnaire, relevant literature was evaluated, and research questions were posed. The collected data were analyzed, presented, and interpreted using a descriptive technique, as demonstrated in the prior chapters. Based on the analysis performed in the earlier chapter, the following conclusions, recommendations, and summary areas for additional research have been generated.

5.2. Summary of major findings

The purpose of the study was to find out what factors specifically, Feres Transport affect customers' satisfaction with the APP-Based service. Six influencing elements were chosen, looked at, and their impact on customer satisfaction was evaluated after a review of related literature and earlier studies.

The six parameters that affected customer satisfaction in this study were price fairness, time reliability, and driver professionalism, application ease of use, vehicle condition, and call centre employee responsiveness. A conceptual framework was developed, a hypothesis was presented, and appropriate research designs were implemented in order to get the conclusions.

A total of 378 respondents to structured questionnaires distributed throughout the various service delivery points participated in the study, which was carried out in Addis Ababa on clients of the FERES Transport firm. Statistical methods, both descriptive and inferential, were employed to examine the acquired primary data.

It was discovered based on the demographic profile that most of The majority of FERES consumers (61.6%) were female, followed by males (38.4%), and 14% of respondents were between the ages of 18 and 29. from 30-39 years old **34.9%,40-49**covers **(46%)**and finally from all the participants 5% of them were above 50 years of age . In addition most of the respondent was educated the list scored respondents with Certificate and belowand also they were **2%** of the total population in terms of monthly income the majority of the respondents **(60.1%)** earned in between **7500-10000**.

The majority of passengers (**60.6%)** waited for **7 to 10** minutes, which is evidence of the FERES success factor in this study. We can draw the conclusion that a significant number of customers are happy with FERES's transport timely performance of the service. Another important point to note is that over **45.8**% of customers use the FERES transport service seven to ten times a week, with **20.1%** of users being the most regular users. Several of the study's participants used the same taxi service every day, suggesting a trend toward heavy taxi usage. They may have been satisfied with the company's application-based taxi service, which encouraged them to use it again. The researcher hopeful conclusion shows that there is a sign of loyalty. FERES transport must put in a lot of effort to seize these chances and keep gathering input in order to satisfy and even exceed the expectations and desires of its customers.

Descriptive statistics have been employed to show how these independent variables (price reasnablness, time reliability, driver's professionalism, application ease of use, car quality, and call centre employee responsiveness) as viewed by FERES transport customers.

The respondents' opinions of the independent variables and the level of customer satisfaction are summed up as follows, along with mean scores, Pearson correlation, and regression results:

- ✓ The research's particular concept shows that, as evidenced by the mean score of 4.05., most participants agreed with the statements included in the perception of pricing fairness construct.
- ✓ The research defined assertions were mostly agreed upon by respondents, as seen by the overall mean of 3.83 for the perception of driver professionalism.
- ✓ The study's statements are mostly agreed upon by respondents, as seen by the overall mean of 3.80 for the evaluation of application easiness.
- ✓ A majority of respondents agree with the questions presented regarding the model provided in the study, as indicated by the overall mean of 3.78 for the perception of the driver's professionalism.
- ✓ The overall mean of 3.73 for the perception of call center responsiveness indicates that most participants agree with the survey's comments.

- ✓ The research indicates that most respondents agree with the statements, as evidenced by the overall mean of 3.71 for the sense of vehicle condition.

Customer satisfaction was significantly and positively correlated with each of the independent variables. According to the Pearson correlation result. Application easiness and call centre employee responsiveness have the highest positive correlations (r=.550) and (r=.522), followed by car condition (r=.488), drivers' professionalism (r=.464), time, and price (r=.410) and (r=.361), in compliance with the directive. The results of the regression analysis also showed that time, application usability, and call center staff' reaction times were the main factors influencing consumer satisfaction.

These findings' beta values, which were sig=.000 and B=.409 & B=.297, respectively, are in line with the better ranking scores shown by the Pearson correlation coefficient. Price fairness, vehicle quality, professionalism of the driver, and time reliability came next, with non-significant beta values of (B=.169), (B=0.384), (B=0.844), and (B=-0.975), in that order.

The regression analysis's findings also demonstrated that the most important variables affecting customer satisfaction were response times from call center employees and application usability.

These factors are very significant, as seen by their significant standardized coefficients of 0.328 and 0.262, respectively. However, the coefficients for variables like "Price, Time, Drivers, and Car Condition are almost insignificant, indicating that their effects are little. In conclusion, organizations may wish to focus on these areas in order to enhance overall customer satisfaction because call responsiveness and app ease of use seem to be key variables in favourably affecting consumers' impressions.

5.3. Conclusion

The investigation into customer satisfaction with Feres Transport's APP-Based taxi service has yielded critical insights into the factors influencing user experience. Through a comprehensive analysis involving 378 respondents, the study identified six key variables that significantly impact customer satisfaction: price fairness, time reliability, driver professionalism, application ease of use, vehicle condition, and call center employee responsiveness. The empirical evidence suggests that, among these factors, application ease of use and responsiveness of call center staff emerged as the most influential. This conclusion highlights the importance of user-friendly technology and effective customer support in enhancing overall satisfaction within the competitive APP-Based market.

Moreover, the demographic analysis of respondents reveals that Feres Transport's clientele predominantly consists of young to middle-aged individuals, with a substantial portion of customers exhibiting regular usage of the service. Notably, a significant percentage of users reported waiting times of 7 to 10 minutes, indicating positive perceptions of service timeliness. This consistency in service delivery not only contributes to customer satisfaction but also fosters loyalty among users. As evidenced by the marked agreement on several aspects of the service, including pricing and driver professionalism, it is clear that Feres Transport has cultivated a base of satisfied customers willing to engage repeatedly with its APP-Based offerings.

The findings underscore the necessity for Feres Transport to continually assess and refine its services based on customer feedback. Given that call center responsiveness and application usability have the highest correlation with customer satisfaction, targeted investments in these areas could yield substantial benefits. Enhancing the user experience through improved application features and streamlined customer service processes will be essential for maintaining and growing the customer base. Additionally, capturing and addressing customer feedback will enable the company to adapt swiftly to changing expectations and preferences within the marketplace.

5.4. Recommendation

- ✓ The majority of FERES customers are satisfied with the application-based taxi service that is provided, per the study's conclusions. Given the strong and positive correlations between the dependent variable (consumer satisfaction) and the predictor factors (pricing fairness, time reliability, driver professionalism, application ease of use, car condition, and responsiveness of call center staff), the following recommendations are made in order to have a greater and improved influence on customer satisfaction.
- ✓ The research indicates a statistically substantial association between application easiness and customer contentment, thus the corporation should prioritize improving the convenience and value of its application. This could involve streamlining the reservation procedure, providing clear instructions, enhancing the user interface, or resolving any technological issues that might have an impact on the experience of the clientele.
- ✓ The organization ought to enhance application usability and subsequently monitor the impact on customer satisfaction levels through the outcomes of the hypothesis test and consumer satisfaction evaluation. The company may assess the success of the improvements and make any necessary extra adjustments by regularly monitoring consumer feedback and satisfaction indicators.
- ✓ Feres Transport can enhance customer satisfaction, customer loyalty, and overall business performance by prioritizing application ease enhancements based on the statistically significant conclusions of the hypothesis test.
- ✓ The company needs to concentrate on improving the call centre employee responsiveness. This might include offering staff members more training in effective communication techniques, reducing the

time it takes to respond to queries or issues from customers, and making sure they have the resources they need to answer questions from customers effectively.

- ✓ The company can evaluate how changes in employee response, such as call handling times, solution rates, and customer feedback, affect customer satisfaction by regularly monitoring and measuring these indicators. The business can make sure that staff members are providing excellent customer service by establishing performance goals and tracking their advancement over time.
- ✓ Based on the hypothesis test's statistically significant results, Feres Transport can prioritize efforts to improve employee response, which will increase customer satisfaction, create customer loyalty, and assist it become out in an increasingly competitive marketplace. Prioritizing fast customer service can result in satisfied consumers and boost the business's success as a whole.
- ✓ The data suggests that consumers may not be particularly concerned about the condition of cars, but the business should still have a system in place for regularly checking and evaluating the state of its vehicle. By being proactive, the company can make sure that any possible problems are found early on and that the car is kept in adequate condition to satisfy customers.
- ✓ The company may conclude that there is no statistically significant difference in time reliability across the groups based on customer satisfaction. Therefore, the company's current time reliability criteria do not need to be changed based on the evaluation of customer satisfaction.

- ✓ In this instance, customer satisfaction may not be much impacted by time reliability; however, the company should continue to monitor customer feedback and satisfaction levels in order to pinpoint areas in need of development. By adapting its approach to the shifting demands and tastes of its clients, the business can raise overall customer satisfaction.
- ✓ Even though in this case **driver professionalism** might not be the main factor influencing customer satisfaction, the company should frequently seek out and evaluate customer feedback to find any possible areas for development. The company might exceed customer expectations by customizing its tactics based on an understanding of customer perceptions and wants. Put in place quality control or training measures.
- ✓ Prices may not significantly affect consumer satisfaction in this study. But the business might still investigate price optimization techniques to increase profitability and improve overall performance. To draw in and keep consumers, this can involve employing flexible pricing, carrying out market research, or putting targeted pricing promotions into place.
  All things considered, the company should use the information gained from the test of hypothesis

findings and customer satisfaction surveys to help it make decisions that are in line with both its goals and the demands of its customers.

- ✓ To identify trends, preferences, and areas for improvement, the company should carefully review the customer feedback. The organization may adjust its plans to meet consumer expectations and improve satisfaction levels by understanding their opinions and preferences.

5.5. Limitations and recommendations for further study

Studying customer satisfaction with APP-Based Taxi in Addis Ababa is limited in a number of ways. The study is limited to the opinions of clients who have only used FERES transportation. Furthermore, because the study used a non-probability sampling technique, it's likely that the results cannot be applied to the full population.

Since Addis Ababa's APP-Based Taxi industry is still in its early stages, little information about customer satisfaction is readily available. Conclusions concerning the variables influencing consumer satisfaction can be challenging.

- ✓ There is intense competition among the different companies in Addis Ababa's APP-Based Taxi market since they compete for consumers. Because of this, it is challenging to determine how a particular company's policies or practices affect consumer satisfaction.
- ✓ The Addis Ababa APP-Based Taxi business is always developing. Long-term studies of customer satisfaction are restricted by this.
- ✓ The market for APP-Based services in Addis Ababa is not comparable to that of other cities. This makes it challenging to generalize study findings from Addis Ababa to other places.

The following are some particular instances of potential limitations on research on Addis Ababa's APP-Based taxi the customer satisfaction:

- ➢ The market for APP-Based taxis in Addis Ababa is extremely fragmented, making it difficult to identify accurate customers of Feres Transport of customers.
- ➢ Another challenge is the lack of one reliable source of data. Because of this, it is challenging to generalize from studies conducted with a small sample of passengers to the whole taxi industry.

- There isn't a single, accepted method to measure consumer satisfaction, making it difficult to determine it makes analyzing the findings of several customer satisfaction studies challenging.
- It can be hard to account for impacting elements. Because there are so many variables that could influence a customer's pleasure, it could be difficult for a research study to take them all into consideration. This could lead to skewed results.
- Access to data is difficult to obtain. Researchers may not be able to access some confidential information required for studying APP-Based taxi customer satisfaction. This could limit the variety of possible research topics.

Researchers in the future will be able to compare and contrast businesses in the same industry. In addition to the variables used for this study, they can look at other elements that may have an impact on customer satisfaction. Furthermore, in order to reach accurate conclusions, it would be preferable to have a bigger sample size and a better sampling technique. Research findings can be improved by using secondary data. Future studies can take into account the part that mobile app taxies play in lowering

- ✓ The influence of APP-Based Taxi services on traffic congestion
- ✓ The impact of APP-Based Taxi services on the environment
- ✓ The impact of APP-Based Taxi services on the safety of passengers and drivers
- ✓ The impact of APP-Based Taxi services on the labor market
- ✓ The regulation of APP-Based Taxi services on the taxi industry

Regardless ofthese drawbacks, research on the satisfaction of APP-Based taxi users in Addis Ababa may provide valuable insights into the factors influencing customer satisfaction. The study's findings can help APP-Based taxi companies improve their services and provide better customer care.

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Appendices

Appendix 1: Survey

Addis Ababa University School of Commerce Department of Marketing Management

Post graduate program

Customers' satisfaction Questionnaire

Dear respondents,

I am a student in Addis Ababa University School of commerce in marketing management department. I am conducting a research on a topic „**FACTORS AFFECTING CUSTOMER'S SATISFACTION OF E- HAILING SERVICE THE CASE OF FERES TRANSPORT**' in a partial fulfillment of the requirements for the award of an MA degree. I kindly request you to spend some minutes of your time in answering the questionnaire designed to assess the satisfaction level of **FERES** customers‟. Your responses will be used only for academic research and any information which you provide will be kept confidential. Your genuine response will have significant effect on the result of the study.

Writing your name on the questionnaire is not mandatory.

I thank you very much for your valuable opinion & time. Asmamaw Messele,

Mobile: +251 911165967.

E-mail: asmev160@gmail.com

❖**Part I: General Information**

Instruction:

Please put a tick ("√") mark in the box relating to the opinion that identifies your response.

1. Age

1= 18-29 **2=** 30-39 **3=** 40-49 **4=** 50 years and above

2. Gender

Male Female

3. Monthly income

5,000 and below 5001 – 7,500 7,501 – 10,000 10,000 and above

4. Education level

1= Certificate and below **2**=Diploma **3** = Bachelor's Degree **4**= Masters &above

5. Current Occupation

1= Self Employed **2=** Private Secto r **3=** Public S ect or **4=** Others

6. How many times have you traveled by this transport per week?

1= 1 -3 times **2=** 4-6 times **3=** 7-10 **4=** 11 and above

7. About how long did you wait for your **FERES** (from the time you made the request to the time the vehicle arrived)?

1 2- 4 min **2=** 5-7 min **3=** 8-10 min **4=** 11 & above

❖ **Part II: factors affecting customers' satisfaction**

Instruction:

Please respond to each item by putting a tick ("√") mark in the box relating to the opinion that identifies your level of agreement:

(1= Strongly Disagree; 2= Disagree; 3=Neutral; 4= Agree; 5= Strongly Agree)

1.	**Price**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
8	Feres charges a reasonable price					
9	No extra charges by the driver as I can calc per the Feres fare structure					
10	Feres fare is high. I use it only when it prc discounts					

2	**Time**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11	Door to door service of Feres helped me time					
12	Drivers arrive at the pickup location per promised range of time					
13	Cab booking for a later use option helped m my time efficiently					

3	**Driver's professionalism**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
14	Drivers are willing to help with the lugga					
15	Drivers are well groomed					
16	Drivers have good knowledge of the rout					
17	Drivers are polite & courteous					
18	Drivers have good driving skills					
19	Drivers apologizes in case of delayed arrival for a pick up					
20	The Customers safety is assured v travelling with the driver					

4	**Car condition**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21	Feres uses latest car models					
22	Ferescars are properly serviced					

23	Feres cars are comfortable					
24	Feres cars are clean					

5	**Call center employees responsiveness**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
25	Call center employees provide accurate information to enquiries					
26	Call center employees" are fast to pick up answer calls					
27	Call center employees are always happ serve customers					

6	**Overall satisfaction**	Strongly Disagree	Disagree	Neutral	Agree	Strongly A
28	My overall experience was very satisfying					

❖ **Please fill the following section if you use the service by downloading the application on your phone or computer always or occasionally.**

7	**Application convenience**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
29	Feres application is easy to use					
30	Feres app provides different payment modes					
31	App helped me to get the information I easily					
32	In case of app failure, I can get the servic dialing 8294					

አዲስአበባዩኒቨርሲቲየንግድስራትምህርትቤትማርኬቲንግማኔጅመንትዲፓርትመንት ድህረምረቃፕሮግራም

ውድየመጠይቁተሳታፊዎች;

ስሜዮዲትበቀለይባላል:: በአሁኑሰዓትበማርኬቲንግማኔጅመንትየትምህርትዘርፍየሁለተኛዲግሪተመራቂተማሪስሆን፣ ለዚሁየድህረ-ምረቃትምህርትማሟያነትየሚውልጥናትበመስራትላይእገኛለሁ።

ስለሆነምውድጊዜአችሁንሰውታችሁለምታደረጉልኝትብብርበቅድሚያእያመሰገንኩመጠይቁንበመሙላትትተባበሩኝዘንድ በአክብሮትእጠይቃለሁ::የጥናቱዓላማበአዲስአበባበሚገኙየፈረስ

ታክሲተጠቃሚዎችድርጅቱበሚሰጠዉአገልግሎትየደንበኞችእርካታመጠንምንያህልእንደሆነማወቅነው።

የዚህጥናትአድራጊድርጅቱስለሚሰጠውአገልግሎትትክክለኛመረጃየሚያገኘውከእናንተውድየድርጅቱደንበኞችእንደሆነበፅ ኑያምናል::

በተጨማሪምየምትሰጡትምላሽሚስጥራዊነቱየተጠበቀመሆኑንናከላይከተገለፀውየመመረቂያጽሁፍማሙያነትውጭየ ማልጠቀምበትመሆኑንአረጋግጥላችኋለሁ::

ስለዚህውስንደቂቃዎችንሰጥታችሁኝይህንመጠይቅትሞሉልኝዘንድእናበተቻለመጠንትክክለኛናየተሟላመረጃበመስጠትት ተባበሩኝዘንድበትህትናእጠይቃለሁ:: እባክዎሁሉንምጥያቄዎችለመመለስይሞክሩ:: ስምመፃፍግዴታአይደለምአመሰግናለሁ**ክፍልአንድ:** አጠቃላይመረጃ;

መመሪያ;

ከታችበምትመለከቷቸውቁጥሮችላይለቀረቡትጥያቄዎችየእናንተንሃሳብየበለጠገላጭየሆነውንአማራጭበያዘውየምርጫ ሳጥንውስጥ የ(✓) ምልክትያድርጉ;

1. ዕድሜ

18-29 30-39 40-49 50 ዓመትናበላይ

2. ፆታ

ወንድሴት

3. የወርገቢ

5,000 እናበታች 5001 – 7,500 7,501 – 10,000 10,000 እናበላይ

4. የትምህርትደረጃ

ሰርተፊኬት ዲፕሎማ ዲግሪ ማስተርስዲግሪናበላይ

1. ስራየግል መንግስታዊያልሆነድርጅት መንግስታዊድርጅት ሌላ
2. የፈረስታክሲትራንስፖርትአገልግሎትንበሳምንትምንያህልጊዜይጠቀማሉ?

ከ 1-3 ጊዜ ከ 4-6 ግዜ ከ 7-10 ግዜ ከ 10 ጊዜናበላይ

3. የፈረስታክሲትራንስፖርትአገልግሎትንከጠየቁበትእስከሚያገኙበትድረስለስንትደቂቃያህልይጠብቃሉ?
4. ከ 2-4 ደቂቃ ከ 5-7ደቂቃ ከ 8-10ደቂቃ ከ 11 ደቂቃናበላ

ክፍልሁለት; የአመለካከትጥያቄዎች**መመሪያ;**

ከታችለቀረቡትጥያቄዎችየዕናንተንእይታየበለጠገላጭየሆነውንአማራጭአረፍተነገርየያዘውየምርጫሰንጠረዝውስጥየ(✓) ምልክትያድርጉ:: በተጨማሪም 1=በጣምአልስማማም 2 =አልስማማም 3= ገለልተኛነኝ 4= እስማማለሁ 5 = በጣምእስማማለሁየሚልውክልናየያዙመሆኑንልብይበሉ::

1	**ዋጋንበተመለከተ**	በጣምአልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማ ማለሁ	በጣምእስማ ሁ
8	ፈረስየሚያስከፍለውክፍያከአገልግሎቱጋርተመጣ ው					
9	የክፍያዉን ዋጋ ራሴ ማስላት ስለምችልአልጭበረበርም					
10	የፈረስአገልግሎትክፍያበጣምከፍያለስለሆነቅናስሲ ብቻእጠቀማለሁ					
2	**ሰአትንበተመለከተ**	በጣምአልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማ ማለሁ	በጣምእስማ ሁ

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11	መተግበሪያው ሰአቴን በአግባቡ እንድጠቀም ረድቶኛል				
12	አሽከርካሪውለደንበኛውእደርሳለሁባለውሰአትይደርሳል				
13	የታክሲአገልግሎቱንቀድሞየማዘዝአማራጭሰአቴንየበለጠበአግባቡእንድጠቀምረድቶኛል				

3	**የአሽከርካሪውስነምግባርናቅልጥፍና**	በጣምአልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማ ማለሁ	
14	የፈረስአሽከርካሪዎችየተሳፋሪንሻንጣለማገዝዝግጁናቸው					
15	የፈረስአከሽርካሪዎችንጽህናቸውንየጠበቁናቸው					
16	የፈረስአሽከርካሪዎችመንገዶችንናአካባቢዎችንበደንብለይተውያውቃሉ					
17	የፈረስአሽከርካሪዎችጨዋናሰውአክባሪናቸው					
18	የፈረስአሽከርካሪዎችበቂየመንዳትችሎታአላቸው					
19	አሽከርካሪውለደንበኛውእደርሳለሁባለውሰአት					
	ካልደረሰይቅርታይጠይቃል					
20	በጉዞዬወቅትምንምየደህንነትስጋትየለብኝም					

4	**የመኪናውንሁኔታበተመለከተ**	በጣምአልስማ	አልስማማ	ገለልተኛ ነኝ	እስማ ማለሁ	በጣምእስማማ
21	ፈረስዘመናዊሞዴልመኪናዎችንይጠቀማል					

22	የፈረስ ተሽከርካሪዎች ደህንነት በየወቅቱ ይረጋገጣል					
23	የፈረስተሽከርካሪዎችምቾትአስተማማኝነው					
24	የፈረስተሽከርካሪዎችጽዳትበጣምጥሩነው					

5	**የጥሪማእከልሰራተኞችንበተመለከተ**	በጣምአልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማ ማለሁ	በጣምእስማማለሁ
25	የጥሪማእከሉሰራተኞችበቂመረጃይሰጣሉ					
26	የጥሪማእከሉሰራተኞችፈጥነውስልክበማንሳትቀል አገልግሎትናመረጃይሰጣሉ					
27	የጥሪማእከሉሰራተኞችሁሌምተገልጋዮችንለማገል ግጁናደስተኞችናቸው					

6	**አጠቃላይእርካታንበተመለከተ**	በጣምአልስማ	አልስማማ	ገለልተኛ ነኝ	እስማ ማለሁ	በጣምእስማማ
28	ለድርጅቱያለኝአጠቃላይእይታአርኪነው					

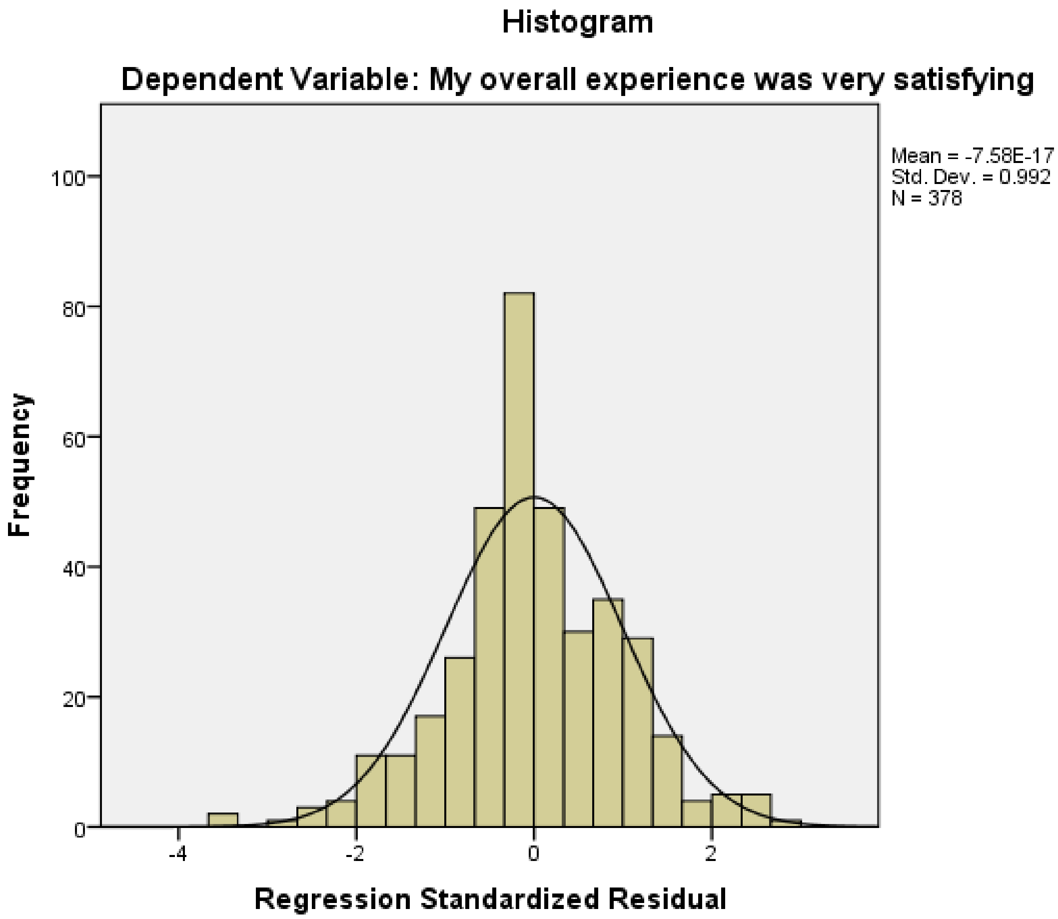
❖የራይድንአገልግሎትየሚያገኙትየሞባይልመተግበሪያውንበመጠቀምከሆነእባክዎየሚቀጥሉትንጥያቄዎ ችይመልሱ

7	**የሞባይልመተግበሪያንምቹነትበተመለከተ**	በጣምአልስማ	አልስማማ	ገለልተኛ ነኝ	እስማ ማለሁ	በጣምእስማማ

29	የ ፈረስየሞባይልመተግበሪያለመጠቀምቀላል ነው					
30	የ ፈረስየሞባይልመተግበሪያየተለያዩየመክፈያአማራጮችአ					
31	የሞባይል መተግበሪያው የምፈልገውን መረጃ በቀላሉእንዳገኝረድቶኛል					
32	የሞባይልመተግበሪያውአልሰራቢለኝእንኳን 8294 ላይበመደወልአገልግሎቱንአገኛለሁ					

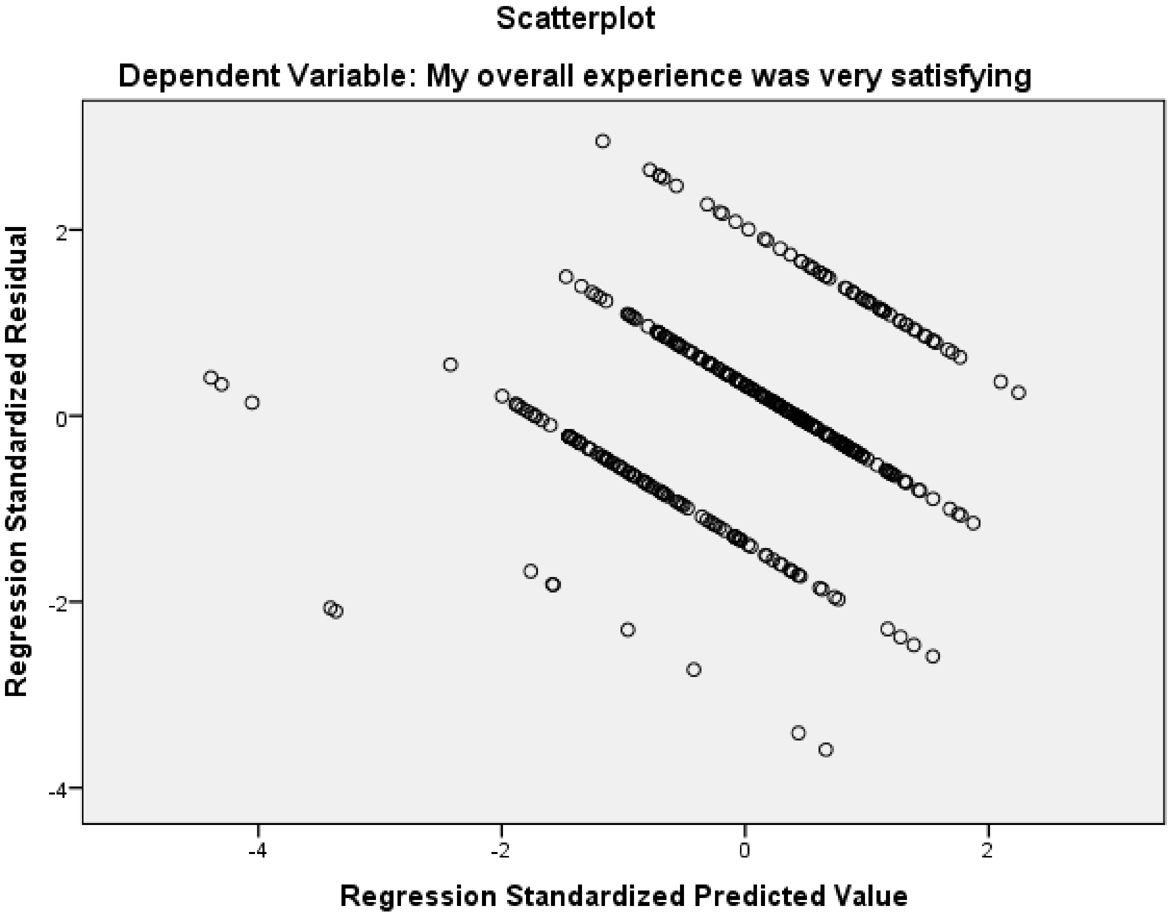
Appendix 2: Figures

Fig 4.1 Histogram of Regression Standardized Residual



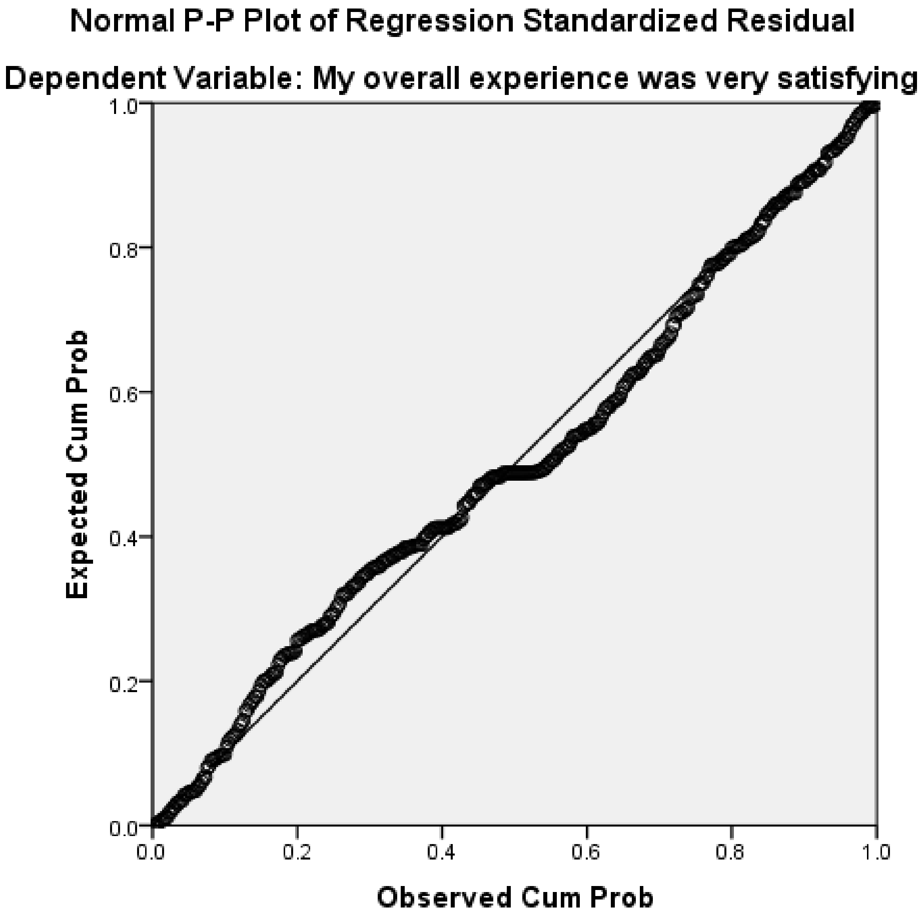
Source: *Survey Result (2024)*

Fig. 4.2 Linearity scatter plot of regression standardized residual



Source: SPSS output (2024)

Fig. 4.3 P-Normal P plot of Regression standardized residuals



Source: SPSS output (2024)