FACTORS AFFECTING CUSTOMER'S SATISFACTION OF APPLICATION BASED TAXI SERVICE (The Case of RIDE)

YODIT BEKELE

A Thesis Submitted to: department of Marketing Management School of Commerce College of business and economics

Presented in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Marketing Management

June, 2019

Addis Ababa, Ethiopia

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Advisor

Dr. Temesgen Belayneh

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Addis Ababa, Ethiopia

Declaration

I hereby declare that the thesis entitled "*Factors Affecting Customers Satisfaction: The Case of RIDE*" is my original work and submitted by me for the award of Degree of Master of Marketing Management from Addis Ababa University college of business and economics School of Commerce at Addis Ababa and it hasn't been presented for the award of any other Degree of any other university or institution and that all sources of material used for the study have been duly acknowledged.

…….

Yodit Bekele

Signature_____

Date_____

June, 2019

Statement of Certification

This is to certify that Mrs. Yodit Bekele has carried out her research work on the topic entitled *Factors Affecting Customers' Satisfaction of Application Based Taxi services (The case of RIDE).*The work is original in nature and is suitable for submission for the award of Master's Degree in Marketing Management.

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Adviser: Temesgen Belayneh (PhD)

Date: _____

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

GRADUATE STUDIES MA PROGRAM

ASSEING THE FACTORS AFFECTING CUSTOMERS' SATISFACTION OF APPLICATION BASED TAXI: THE CASE OF RIDE.

Prepared by: Yodit Bekele

Approved by Board of Examiners

Chairman, Department	**Signature**
Dr. Temesgen Belayneh	
Advisor	**Signature**
Dr. Mulugeta G/medhin	
Examiner	**Signature**

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Yodit Bekele

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Acronyms and Abbreviations

App: Application

DV: Dependent variable

Emp: Employee

IV: Independent variable

MTB: Mobile taxi booking

SD: Standard Deviation

SMS: Send message system

SPSS: Statistical Package for Social Science

VIF: Variance Inflation Factor

Abstract

This research deals with identifying those factors affecting customers satisfaction in Mobile application based taxi service with reference to RIDE, one of the few companies which are participating in the sector in Addis Ababa. Structured questionnaire was used to gather the data from 365 respondents (customer of RIDE) who were selected using a purposive sampling technique. The collected data was analyzed using SPSS version 20, employing statistical tools such as mean, correlation, and multiple regression analysis. The findings of the study revealed that all the six satisfaction affecting factors, (Price, Time, Application Convenience, Driver's professionalism, Call Centre employees Responsiveness & Car condition) have a positive relationship with taxi passenger's satisfaction. Also six hypotheses were tested to examine the effect of these variables have on customer's satisfaction. The Multiple regression analysis result proved that three of the factors (Price, Time & app convenience) have a positive and a significant effect on customer's satisfaction while the other three factors (Car condition Driver's professionalism & responsiveness of call center employees) having a positive but insignificant effect. In addition the findings of this study indicated that customers were most satisfied with the Timely performance of RIDE followed by the fair price charged compared to the service provided. Furthermore, the results of the analysis showed that these predictor variables collectively contribute to the 67% variation in customer satisfaction indicating that there are other unmentioned variables (33%) that have influence on the satisfaction of customers. Based on the findings of the study, the researcher forwarded some recommendations to RIDE Company.

Key words: Customer satisfaction, app taxi service, Quality factors.

CHAPTER ONE
INTRODUCTION

1.1. Background of the study

Customer satisfaction is expressed in different ways by different scholars. Kotler & Keller, (2009) explained that satisfaction is "a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations". Authors elaborate, if performance fails to meet what is expected, then the customer will feel disappointed or dissatisfied whereas, if the performance is able to meet what is expected, then the customer will feel satisfied and if the performance could exceed what is expected, then the customer will feel very satisfied or delighted.

Based on disconfirmation point of view, Customers have positive confirmation when they find that actual performance is somewhat equal or falls above their expected performance of products and services. But when the actual performance falls below the expectation, customers have negative confirmation which leads to dissatisfaction. Hence, satisfied customers have positive confirmation resulting in their positive feedback from products and services.

Customer satisfaction is a function of expectations and service quality performance. It occupies a strategic position for the well-being of a company and then existence, because a lot of benefits to be gained: First, many researchers agree that a satisfied customer tends to be loyal. Second, according to Anderson, Formelo & Lehmann (1994), satisfaction is a factor that would encourage positive word of mouth communication. Third, the effect of customer satisfaction lets one to consider buying/using other offerings of the firm if it is able to meet or exceed the customer's first impression of expectation.

Anderson et al. (1994) found a significant relationship between customer satisfaction and return on assets. High quality leads to high levels of customer retention, increase loyalty, and positive word of mouth, which in turn are strongly related to profitability (Reichheld and Sasser, 1990).

A taxi service carries out an important task on offering personalized service in the urban transportation system. The inequality between the taxi supply and passenger demand is one of the challenges of running an effective taxi service these days (Shen, Qiu, Li & Feng, 2015). This makes it difficult for travelers to be picked up on time, and available taxis waste lots of time to get customers, which worsens the existing traffic congestion and the air pollution problem. Mobile taxi booking (MTB) Apps (applications) have been developed in cities as a bridge to connect passengers and taxis (Shen et al. 2015) and this is to deal with the above problem. With MTB App, passengers can search for available taxis around them and make an order. They fix their locations by GPS or typing the target location, by which drivers can easily reach them. Rayle, Dai, Chan, Cervero & Shaheen (2016).

1.2. Back ground of the company

RIDE is a private organization which competes in the Mobile app based taxi transportation in the city of Addis Ababa. It was established officially in 2015 by Samrawit Fikru a co-founder and CEO of The Hybrid Design PLC. The company started its services in collaboration with hundreds of new cabs which were imported tax-free with the help of the Ethiopian government. According to the firm's webpage disclosure, RIDE is owned by a group of investors.

Although app based taxi transportation system is a recent phenomenon in Ethiopia, it has been around for quite a while in the rest of the world. The major companies in the field incudes, Uber, Lyft, & Yellow Curb. Among these and many others though, Uber, a company originally established in the US almost a decade ago, is the most prominent, covering 633 cities worldwide (Hawi, 2018). Just like Uber, RIDE operates in connecting taxi operators/drivers to passengers. But unlike Uber, RIDE started as an SMS-based taxi hire platform in order to serve Ethiopia's large population that does not own smartphones (Samson, 2018). Users can text their location to 8202 where the system identifies their location and then contact a registered driver to check whether they are free or not. If they accept, afterwards, the system will provide them the customer's mobile number so that they could negotiate. However, currently the system has been transformed into app technology since Ethiopia's smartphone penetration has grown considerably (Samson, 2018).

Though Taxi services such as RIDE are new additions to the Addis Ababa transportation system, their impact has become visibly tangible in the business as a significant number of people are using it for their fast and convenient services they would like to receive. According to Samson (2018) RIDE became a major player in Ethiopia's transportation business with interactive web portals and a call center facility. The app alone is currently used by 18 taxi associations, which group together some 1000 taxi drivers hence making it one of the popular taxi app in the country. To access the new version of a RIDE, users are only supposed to dial 8294 or download the app to use the service across the capital.

1.3. Statement of the problem

One of the main problems that can be mentioned & observed in the city of Addis Ababa is the shortage of transportation. This problem is growing worse day by day as the supply could no longer cope with the demand as due to the continuous increase of population in the city (3.8% yearly, according to world populationreview.com/cities). This has definitely caused many to spend more time unnecessarily on the roads, directly making them unable to accomplish tasks & certainly brought inconveniences and dissatisfactions upon travelers. Though the city officials took varied actions, not so much change has been observed. (Meron, 2011) on her report mentioned, "the streets of Addis Ababa witness a unique sort of battle every morning and late afternoon as the citizens of the city fight for transport".

Following the rise of the population and poor public transportation system, there is a tremendous increase in the usage of taxi services in Addis Ababa. For instance, the recently appearing application based taxi services to the city are providing a convenient and better option that has certainly became an alternative to those who can afford such services.

Currently there are about five companies participating in the mobile application (app) taxi service sector to fulfil the needs of transportation of commuters. In a competitive business environment, it is necessary that the service quality should be matched with the perception and expectation of customers to satisfy their needs & cope up with rivals in the marketplace. Therefore, it is important for companies to understand their customer's perception regarding the quality of the service they are providing. Ling & Wang (2006) explains "customer satisfaction could be considered a comparative behavior between inputs beforehand and post obtainments". This implies customer satisfaction measures how well an organization's product or service meets or exceeds customer expectations. These expectations often reflect many aspects of the firm's activities, such as its products or services, physical environment, facilities, staff behaviors/ performance etc. (Hussain, Al Nasser & Hussain, 2015).

This research is conducted to investigate the satisfaction level of customers in app based taxi service with reference to RIDE Company, by identifying factors that contribute towards commuter's satisfaction. Though many researches have been conducted in other countries, per the researcher's knowledge, this study is unique in its regard that no such study has been conducted on the specific area till date within our country. Hence, the researcher believe it will bridge the gap & serve as a foundation work for future researchers interested in the area. The study aims to understand commuters' concern and identify areas that needs improvement which will have an impact on increasing their level of satisfaction & in turn will create an opportunity to correct shortcomings & ease the way to attract more customer base to the service provider as well.

1.4. Research Question

1.4.1. Main research question

- How do customers evaluate the overall service delivered by RIDE?

1.4.2. Sub research questions

- How do RIDE customers evaluate the fairness of the price charged?
- Are customers satisfied with pick-up time reliability of RIDE?
- How does driver's professionalism contribute to customer's satisfaction?
- Are customers satisfied with the mobile application easiness of RIDE?
- How does the car condition contribute to customer's satisfaction?
- How does call center employees responsiveness is related to customer's satisfaction?

1.5. Objective of the study

1.5.1. General Objective

The General objective of this study is to assess & identify the factors that influence the satisfaction of RIDE customers

1.5.2. Specific objectives

• To examine the effect of price fairness on customer's satisfaction

•To investigate pick-up time reliability of RIDE is as per customer's expectation

• To determine driver's professionalism is satisfactory

•To examine mobile application convenience of RIDE

• To determine if car condition contributes to customers satisfaction

•To examine if call center employees of RIDE are responsive

1.6. Significance of the study

The findings of this research indicates the major factors that affect the satisfaction of customers' in the sector and suggest on improvements. This helps RIDE to acquire good knowledge about the perceptions of their customers, evaluate current performance and develop a strategy effectively. Besides enhancing the knowledge of the researcher, the study will lay a ground for future researchers to build on it for further studies on similar topics. Furthermore, the results of the study will provide valuable information for policy makers in setting policies.

1.7. Scope of the study

Geographically the study is delimited to the city of Addis Ababa where RIDE, one of the few available mobile application based taxi service providers currently operates. Conceptually issues studied as independent variables include, application convenience, price fairness, vehicle condition, driver's professionalism, time reliability and Call center employees' responsiveness & the dependent variable, customer's satisfaction. Methodologically, the study is delimited to survey.

1.8. Limitation of the study

The research is limited to those customers who have a travel experience with Ride taxi. Hence, the selected customers may not be ideal representative of others customers who uses similar services of such types from other companies. The study is also limited to assessing the opinions of external customers' satisfaction level which excludes the opinions of internal customers or employees'. In addition, unavailability of adequate reference materials regarding the topic under the study with in the country is the other limitation. Hence, the results of the study provide information that is limited from those customers who are users of RIDE.

Definition of terms

❖ CUSTOMER

- ✓ Customer is an individual or business that purchases the goods or services produced by a business.

❖ CUSTOMER SATISFACTION

- ✓ Customer Satisfaction is a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009).

❖ MOBILE PHONE APPLICATION TAXI SERVICE

- ✓ A taxi service provided through a mobile application request button on mobile phone immediately or booking it for a later use of date and time.

1.9. Organization of the study

This paper has five chapters. The first chapter deals with background information, statement of the problem, basic research questions, objective of the study, significance of the study, and scope of the study. The second chapter deals with review of literature & the proposed hypothesis. The third chapter discussed the utilized methodology. In the fourth chapter, analysis, presentation & interpretations were discussed. The last chapter consisted, summary of major findings, the conclusion and recommendation parts.

CHAPTER TWO
REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents the review of literatures in the study area that provide a theoretical framework. The chapter begins by presenting literatures about service, service quality, customers' satisfaction, Taxi service, factors affecting Mobile application taxi service, the conceptual framework and the hypothesis.

2.2 Theoretical Review

2.2.1 Definition of service

There are many different definitions of services in literature. Definitions of services focused on the difference between products and services but the purpose of both are same, to satisfy human needs and wants as explained by Raza, Siddiquei, Awan & Bukhari (2012).

Broad definition is one that define service to include "all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provide added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser" (Zeithaml, Betner and Gremler, 2000).

A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product (Kotler, 2000).

Gronroos (2007) defines a service as "a process consisting of a serious of more or less intangible activities that normally but not necessarily always, take place in interactions between the customer and the service employee or physical resources or goods or systems of the service provider, which are provided as solutions to customer problems". Businesses offer products for sale to customers but in most cases they are selling a combination of products and services where sometimes service constitutes a bigger percentage of the total value of the product.

2.2.2. Taxi service

Taxis are private vehicles used for public transport services providing point to point or door to door personal transport. People can get taxi services broadly in three ways. Either by going to taxi stands where taxis wait for passengers at designated places or can hail a cruising taxi on the

street. In these two types of taxi services, there is uncertainty about the waiting time and the fare of the service that customers may encounter. The third type of taxi service is by the use of smart phone, either by downloading the application or making a call at a dispatching center for an immediate or a later use which is a recent phenomenon that customers are receiving these days.

2.2.3. Mobile application taxi service

It has been a while since mobile app-based taxi service became a well-known and widely used service in many parts of the world including our country. The service is convenient and efficient as it is accessible at any time anywhere in areas where it is applicable. This became possible due to the technology advancement in mobile phone applications i.e. apps. These apps are pieces of software installed onto personal phones to attain the services like entertainment, communication, transportation, shopping, mapping etc. (Rasheed, Mazhar & Shahid, 2018). These smart apps operate in a manner to locate passengers, drop them to their destinations and according to fare structure based on time and distance collect money from passengers (Rasheed et al. 2018). Mobile app-based taxis have potential benefits and positive impacts on urban transportation system. To mention some of the advantages, passengers can check driver's profile, use different payment methods cash or credit card, plus these applications offer discounts and promotions that normal taxi has never offered to passengers.

2.2.4. Service Quality

Zeithmal, parasuraman & Malhotra (2002) described service quality as both pre- and post-service aspects. Quality is the key word for the survival of organizations in the global economy. Firms with high service quality pose a challenge to other firms given that service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors (Landari, 2008). According to Lewis and Booms (1983) service quality is a measure of how well a delivered service matches the customer expectation. Parasuraman, Zeithmal and Berry (1985) defined service quality as "the global evaluation or attitude of overall excellence of services". Therefore, service quality is the difference between customers' expectation and perceptions of services delivered by service firms. Nitecki & Hernon (2000) defined service quality in terms of "meeting or exceeding customers' expectations" or as "the difference between customers' perception and expectations of service".

Service quality in the management and marketing literature is the extent to which customers' perceptions of service meet and/or exceed their expectations. For example as defined by Zeithaml, parasuraman & Berry (1990), cited by Bowen & David (2005) service quality can intend to be the way in which customers are served in an organization which could be good or poor. They argued that measuring service quality as the difference between perceived and expected service was a valid way and could make management to identify gaps to what they offer as services.

Parasuraman et al. (1985) also suggested that Quality is a comparison between expectations and performance. Meeting or exceeding customers' expectation means good service quality.

2.2.5. Customer satisfaction

According to Ling & Wang (2006) "Customer satisfaction could be considered a comparative behavior between inputs beforehand and post obtainments" as cited by Baysa Bonja (2017). Likewise, Kotler and Armstrong (2012) stated that customer satisfaction is the level of one's feelings after comparing products performance that gets along with his expectations.

Customer satisfaction is the most important concern for all those organizations that wishes to create and keep a fair competitive advantage. It is an important concept in marketing that has been used as a benchmark to measure the performance of companies (Manhasa, Parikshat, Eddy and Takumashaba, 2015). Holbrook (1994) suggests that customer satisfaction is one of the goals of marketing activity. In accord with Holbrook's suggestion, Kotler & Armstrong (2003) explained that customer satisfaction is an essential element in marketing & is a fundamental concern.

Customer satisfaction according to Hensenark and Albinson (2004) as cited by Horsu & Yobaoh (2015) is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire. The main question of this paper that seek to discover is: How do customers evaluate the overall service delivered? In the service sector many factors can influence customer satisfaction. Such factors include friendliness of employees, courteousness of employees, knowledgeableness of employees, helpfulness of employees, accuracy of billing,

timeliness, competitive pricing, service quality, good value, billing clarity and quick service (Hokanson, 1995).

2.2.6 Relationship between Service Quality and Customer Satisfaction

Spreng and Mackoy (1996) who illustrated that service quality perceptions were major determinants of customer satisfaction and that service quality leads to satisfaction. Anderson and Sullivan (1993) found the level of customer satisfaction increases with the level of perceived service quality. Bloemer et al. (1999) found significant influence of service quality dimensions on customers' willingness to recommend, repurchase intentions and price insensitivity.

Parasuraman et al. (1985) suggested that when perceived service quality is high, then it will lead to increase in customer satisfaction. He supports the fact that service quality leads to customer satisfaction which is in line with Lee et al. (2000) who acknowledge that customer satisfaction is based upon the level of service quality provided by the service provider. High quality service can improve customer satisfaction and the later can encourage customer positive desires and vice versa (Su, 2011).

According to Negi (2009) the idea of linking service quality and customer satisfaction has existed for a long time. He carried a study to investigate the relevance of customer perceived service quality in determining customer’s overall satisfaction in the context of mobile phone services and on the result, he found out that reliability of network quality is the key factor for overall service quality in addition to tangibles, empathy and assurance when evaluating perceived service quality and customer satisfaction.

A study on internet banking indicated that customers put more emphasis on the quality of service in case of choosing a specific bank (Nandan and Ashwani, 2008). Another study found that factors like conventional facilities, attitude of employees, convenience and atmosphere affect the customer satisfaction level (Jham and Khan, 2008).

Among the various scholars who probed the connection between service quality and customer satisfaction include Spreng and Singh (1993). They demonstrated the existence of direct relationship between them. They confirmed that, improved or superior service quality will boost

customer satisfaction. Service quality determines the level of customer satisfaction and can be seen as the result of the service offered by the firm (Parasuraman et al, 1988).

Cronin and Taylor (1994) first proved the precedence of service quality to customer satisfaction. Spreng and Mackoy (1996) researched in this field and proved positive effects of high service quality on customer satisfaction. Till date numerous research papers are presented on the subject. A study by Chao and Kao (2009) proves that all elements of service quality directly influence customer satisfaction. Hence, the above scholars confirmed the strong relationship that existed between service quality and customer satisfaction.

2.3. Empirical review

According to a Taxi study conducted in Houston by Ray (2014) explained Service quality includes vehicle quality, driver behavior, waiting time for taxis. Transport for NSW (2014) revealed from its study that customers have been found to be satisfied with convenience and accessibility, including ease of booking the taxi, convenience of drop off places at destination and adequate space during the journey.

A study by Erin (2014) revealed that the key factors influencing overall customer satisfaction were: satisfaction with drivers, the ability to speak with dispatchers in a timely manner, the politeness of dispatchers and satisfaction with experiences during the journey along with value for money. A study result on public transportation by Rana (2014) in Amman, indicated that shared taxis are satisfied with the cost, ease of payment, and journey travel time.

2.3.1 Service Quality factors in Mobile application taxi service

Hussain et al. (2015) concluded that the service quality may assume various aspects such as physical quality, interactive quality and corporate image quality. When it comes to this study i.e. mobile app-based taxi services, the physical quality relates to the tangible aspects of service e.g. car condition. The Interactive quality, to the level of two-way flow that occurs between service provider and customer. Corporate quality is connected to the image or perception of service Provider Company. Rabiul, Mohammed, Chowdhury, Mohammad and Salauddin (2014) concluded that reliability of services as well as waiting time seems to be the most important cause of taxi passengers' satisfaction.

According to Disney (1998) friendliness behavior of the driver can satisfy customers by developing better communication and knowledge of its customer's needs. On the other hand, service frequency, reliability, convenience and responsiveness are taxi service quality variables that are considered as important in customer satisfaction (Cavana and Corbett, 2007; Taylor et al, 2008).

Horsu & Yeboah (2015) suggested that high quality service can increase customer satisfaction. Quality factors in taxi service such as comfort, reliability, safety, price affordability and driver's attitude, nonstop service influence the taxi passenger satisfaction. Ross (2015) suggested on his study conducted in Washington that service quality includes vehicle condition, driver attitude, and wait time for taxi arrival. He added, Customer's satisfaction is also influenced by convenience of accessibility, ease of online taxi booking, convenience of drop off place to destination and adequate travel time for a journey.

Zhi-gang & Xiao-dong (2011) inferred that there is a relation between service quality and satisfaction in taxi industry. The results of their study showed that improved service quality can increase satisfaction of taxi passengers.

Khupse (2017) conducted a survey on 150 app based taxi users with a help of structured questionnaire targeting only those respondents who have used app based taxi services at least 3 times using the application from their phone. He found that reasons such as timely and quick availability of cabs, safety, fare cheaper than traditional model of taxies, cab- pooling, attractive cash back, coupons and discounts are the most common and significant reasons for using app based taxi services.

Watchareebhorn (2016) showed on her study, main factors influencing consumer brand choice of mobile applications taxi in Bangkok includes Process, security, convenience, reasonable price, cash payment, credit payment, availability in business area, availability in residential area, car condition, cleanliness, online booking, driver's friendliness and politeness, driver's knowledge and skill, driver's trust and credibility and lifestyle are the main components that drive users to fulfill their needs before choosing the service.

2.3.2. Studies conducted on Uber

Customers view Uber as a complement transport option that serves a previously unmet demand for fast mobility in urban areas (Hal, Chan & Dai, 2014). Besides, convenience is the main

reason why customers choose Uber service. A study by Ngo (2015) states, Uber provides better service than other taxi service with faster time, reduced cost of money.

Based on a survey held by Rayle et al. (2014) 78 out of 313 respondents expressed that Uber service is more convenient, comfortable and gave them a better experience. Li, Hong, and Zhang (2016) mentioned that Uber promoted trip "bundling" and greater use of alternative transportation that can perfectly be a solution to traffic congestion in urban areas. In addition, its lower price, convenience, short waiting time, efficiency & availability derived customer's intention to use Uber.

Ngo (2015) mentioned safety inspection is the most important factor that can attract customers to choose Uber service which is directly related to driver's professionalism. Rules and regulation are all set in order to ensure the safety of Uber's customers. Drivers must pass examination before they get the license. The driver must not have a criminal record & must have a certificate for liability insurance. In addition, several conditions must be fulfilled before the car is registered for Uber, which include the vehicle type & model. The model of the car should not exceed a life of 5 years as well as the requirements for monitoring and evaluation.

Brazil and Kirk (2016) mentioned that Uber benefited commuters in so many aspects. The option to pay by cash or by bank card, extra charges are avoided due fare transparency and reduction of drunk driving accidents are to mention some. For more safety, Uber's app connects the driver and passengers via smartphone so that passengers can know and evaluate their driver before agreeing to use the service.

An Ipsos Public Affairs in Toronto (2015) study found customers to be very satisfied by Uber. That was due to service cost was low and the mobile apps were of high quality. However, there was no adequate insurance which exposed the weakest part of Uber services. On the other hand, the presence of Uber raised a great concern over the increase in traffic congestion. Yet, Li, Hong, and Zhang (2016) executed an experiment and found that the entry of Uber in urban areas actually leads to a substantial reduction in carbon dioxide releases and traffic jam. Even though several studies have deeply investigated the issue, yet the discoveries are still uncertain & controversial.

Based on the above literatures, the following most frequently mentioned constructs (quality factors) were selected in this study as independent variables that are considered to contribute foremost to taxi passenger's satisfaction by the researcher: Price fairness, time reliability, driver's professionalism, application easiness, vehicle condition, call center employees' responsiveness and where the dependent variable is customers' satisfaction.

Price fairness:

Price is an important factor which persuades the customer's decision for buying products and services. Also, it is one of the main reasons people choose one service provider over the other. Price fairness in taxi service can mean the lesser amount of money one has to pay compared to competitors or an optimal charge that will be asked for the service provided instead. Taxi price attribute may include discounts given, day & night time charges per km & waiting charges. Imran, Safwan, Rehman, Afzal, Ali and Ali (2010) found that price reasonability and consumer satisfaction are significantly associated with each other. Based on this the following hypothesis was proposed:

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

Time reliability:

Many studies proved that the waiting time customers spend to get the service highly affects their satisfaction level in almost all branches of service rendering institutions. That is, the longer the waiting time it takes to get the service, the lower the customers' satisfaction level would be. Time reliability in taxi services can means a lot and can be one of the major reasons commuters choose one provider from the other. These days taxi waiting time can be saved as mobile app technology made it possible to plan ahead and book a taxi service for a later use In addition to the on demand service available where riders can call for a taxi from anywhere, any time in big cities. In addition such services are convenient as riders can stay home or their desired place until the taxi arrives for a pick up. Hence, the second proposed hypothesis is:

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

Driver's professionalism:

Professionalism attribute of a driver comprises, safe driving skill that includes respecting traffic regulations, knowledge of the routes, soft skills such as good communication skill, being polite & respectful. Disney, (1998) explained, friendliness behavior of the driver can satisfy customers by developing better communication with commuters and understanding their needs. Drivers grooming and neatness may also be related to the factors that could create a decent impression on customers. Thus the following third hypothesis is proposed.

H3: Driver's professionalism has a significant and positive relationship with customer's satisfaction.

Application easiness:

Application said to be user friendly if it is not complicated, simple & easy to use with intuitive design. If a customer knows the exact time to get picked up ahead of time, how much he/she has to pay, the type of vehicle & its plate number and driver's information just by touching a button, then it can be concluded that the application is convenient & easy as it provides most of the required information at once. Also, the app will be favorable if it works with a minimum or slow internet connection. In addition, availability of call centers will be a backup & serve as an option for those who are less aware of how the app is working.

H4: Application easiness has a significant and positive relationship with customer's satisfaction.

Car condition:

Quality of cab hired, such attributes includes the car model, cleanliness of interiors & exteriors, properly serviced parts & functioning fixtures such as airbag, and seat belts, etc. considered as vehicle conditions. Ray, A. Mundy, (2014), in Houston Taxi Study mentioned vehicle condition is one of the factors that contributes to service quality which is a pre requisite to taxi passenger's satisfaction.

H5: Car condition has a significant and positive relationship with customer's satisfaction.

Call center employee's Responsiveness:

Call center responsiveness in app taxi is referring to the ability of employees to check via the app for the availability of nearest cab and inform customers the expected time of cab arrival for a pickup, the promptness for answering calls for enquiries, courteousness and helpfulness of staff.

According to (Anton, 1997) Call center responsiveness is a best way of providing and controlling customer satisfaction. This directed to the proposal of:

H6: Responsiveness of employees at call center has a significant and positive relationship on customer's satisfaction.

2.4 Conceptual Framework:

Conceptual Framework describes the relationship between the main concepts of the study. It is arranged in a logical structure to aid provide a picture or visual display of how ideas in a study relate to one another (Grant & Osanloo, 2014). The Framework displays the independent variables: price, time, driver's professionalism, app easiness, vehicle condition, responsiveness and the dependent variable: customer's satisfaction.

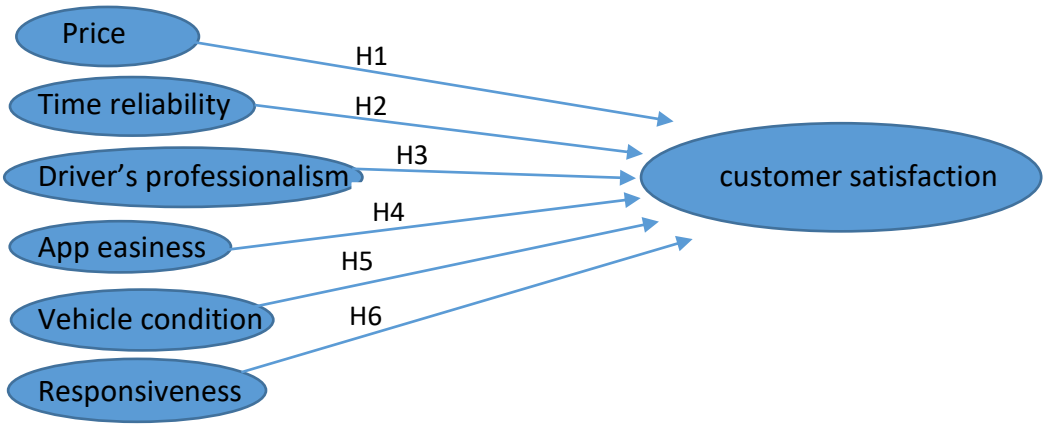

Fig. 2.1 Conceptual framework adapted from Purba H. Rao et al. (2017)

CHAPTER THREE
Research Methodology

This section deals with how the study was conducted, specifically on the approach of the study, method of data collection, sampling techniques and methods of data analysis.

3.1. Research approach

Based on the type of data it employs, a research can follow quantitative, qualitative and mixed approaches. A quantitative research is used in researches that have measuring and counting attributes which largely depends on the measurement device or instrument used. The approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari, 2004). It is also often concerned with finding evidences to either support or contradict a hypothesis that contains concepts to be measured. Hence, this study found the quantitative method appropriate to investigate the causal relationship between the variables in line with the main aim of the research which was testing the developed hypothesis.

3.2. Research design

The study employed explanatory research method that describes any causal link between independent and dependent variables that pertains to the research problem. Since the intention of this study is to evaluate the effect of independent variables over the dependent variable, the method was suitable and helpful in examining the relationship and conclude from the findings.

3.3. Sources & method of Data collection

To achieve the objectives of the study primary data that was obtained via a structured questionnaire. The questionnaire has a total of 32 questions with two parts. The first part deals with collecting the personal information of respondents using a nominal scale. The second part consisted the perception of respondents that measured the dimensions of the hypothesized factors. In the questionnaire a 5 points Likert scale rating technique was used which started with 1= strongly disagree to 5= strongly agree.

3.4. Population of the study

The target population of the study comprised of all individual customers' who were occasional and/or regular users of RIDE, which were either men or women aged 18 and more years old and has at least a foundation education.

In the research, as the number of customers could not be determined and the population of the study was considered infinite. Addis Ababa was the only target location where the RIDE service was available to obtain the respondents data.

3.5. Sampling technique

Because of the large number of the sample unit, time and cost constraint, the sample was drawn from the targeted population by using a non-probability sampling. This sampling method involves purposive or deliberate selection of particular units of the universe for constituting a sample which represents the universe (Kothari, 2004). In this research, purposive sampling technique was used where the population elements were selected in the sample based on the criteria if they have used RIDE at least once. The researcher contacted the target element in Addis Ababa, who were willing to participate.

3.6. Sample size

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

$$\boldsymbol{n_0 = \frac{Z^2 pq}{e^2}}$$, where

n_0-Sample size

Z – z value at specified confidence interval, e.g. z=1.96 at 95% CI

p – Degree of variability (0.5)

q – Q=1-p (0.5)

e – Desired level of precision (±5%)

Which is valid where n0 is the sample size, Z2 is the abscissa of the normal curve that cuts off an

area α at the tails (1 – α) equals the desired confidence level, e.g., 95%), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve

To illustrate, It was assumed there was a large population that we didn't not know the variability in the proportion that adopted the practice; therefore, assumed p=.5 (maximum variability). Furthermore, it was desired to have a 95% confidence level and ±5% precision

$$\boldsymbol{n_0} = \frac{\boldsymbol{Z^2 pq}}{\boldsymbol{e^2}} = \frac{(\mathbf{1.96})^2(\mathbf{0.5})\mathbf{0.5})}{(\mathbf{0.05})^2} = 384.16 \approx 384$$

3.7. Reliability of the instrument

Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency. That is, if we measure something many times and the result is always same, then we can say that our measurement instrument is reliable (John et al., 2010).

In order to test the internal consistency of variables in the research instrument Cronbach alpha coefficient was calculated. Cronbach-alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2003). This coefficient was calculated for all items under each variable and the results showed an acceptable level of reliability.

3.8. Validity of the instrument

Validity is how the strength of our conclusions, inferences or propositions are. It involves the degree to which we are measuring what we are supposed to, more simply, the accuracy of our measurement (John et al, 2010). The questionnaire items were adopted from previous researchers (Sharma, K. & Das, S. 2017) & (Ali, S.; Magati, A.; Dosari, M.; Mandil, F., 2018) that was rephrased to suit the study.

3.9. Methods of data analysis

The data gathered from the questionnaire were entered and all the analysis were performed with the Statistical Package for the Social Sciences (SPSS version 20). Descriptive analysis was used to organize and summarize the demographic data of the respondents which include age, gender, educational level and marital status. On the other hand, correlation analysis was used to see if there is any linear relationship between the independent and the dependent variable. In addition, multiple linear regression analysis was also used to learn by how much the independent variables has influenced the dependent variable.

3.10. Ethical considerations

According to Resnik (2015) many of the ethical norms help to ensure that researchers can be held accountable to the public. Therefore this research took this in to account & be responsible to keep the interests of the public it dealt with. Participants were asked if they were voluntary to participate in the study. In addition, Anonymity of individuals who participated in filling of the questionnaires remained anonymous throughout the study. Information collected from the customers were kept confidential and not to be used for any other purposes than this study.

CHAPTER FOUR
Data presentation, Analysis & discussion

4.1. Introduction

Generally, this chapter is organized in the following manner: It consists of reliability test for the measures used, the demographic profile of the respondents were presented and analyzed. To facilitate ease in conducting the empirical analysis, the results of descriptive analyses were presented first, followed by the results of Pearson's correlation coefficient and regression results.

4.2. Samples and Response rate

A total of 384 questioners were distributed, and 379 were received back. After excluding 14 invalid questionnaires, a total of 365 valid questionnaires were accepted for a response rate of 98.69%. Therefore, out of the 384 questionnaires distributed, 95.05% of the subjects returned valid questionnaires.

4.3. Demographic Profile of respondents

The samples of this study have been classified according to three demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents' proportion of males and females in the sample, range of age, and academic qualification of respondents. The demographic composition of the respondents is summarized in Table 4.1.

It is evident from the table that the majority of Ride customers are between the ages of 30-39 (42.5%). The major participants were males (52.9%), whilst 47.1% of the participants were females. Furthermore, the academic qualification of the respondents dominated by bachelor degree, masters and above degree and diploma holders which consists 34.5%, 29.0% and 28.8% respectively.

In summary, the majority of the respondents were males within the age group 30-39 having predominantly bachelor degree, master's degree and diploma.

Table 4.1: Demographic Profile of Respondents

		Frequency	Percent	Cumulative Percent
Gender	Male	193	52.9	52.9
	Female	172	47.1	100.0
	Total	365	100.0	
Age Group	18-29	142	38.9	38.9

	30-39	155	42.5	81.4
	40-49	37	10.1	91.5
	50 and above	31	8.5	100.0
	Total	365	100.0	
Academic Qualification	Certificate and below	28	7.7	7.7
	Diploma	105	28.8	36.4
	Bachelor degree	126	34.5	71.0
	Masters and above	106	29.0	100.0
	Total	365	100.0	
Current Occupation	Self employed	167	45.8	45.8
	Private Sector	118	32.3	78.1
	Public and others	80	21.9	91
	Total	365	100.0	100.0

Source: *Own survey (2019)*

Table 4.2: Descriptive statistics summary of the respondents on waiting time and travel per week

Taxi waiting time	2-4 min	263	72.1	72.1
	5-7 min	50	13.7	85.8
	8-10	52	14.2	100.0
	Total	365	100.0	
Travel per week	1-3 times	246	67.4	67.4
	4-6 times	78	21.4	88.8
	7-10	41	11.2	100.0
	Total	365	100.0	100.0

Source Own survey (2019)

Per the above Table, More than 70% of the respondents waiting time fall within the range of 2-4 minutes while the rest of commuters waited from 5-10 minutes. Regarding the frequency of travel, majority of commuters (67%) travelled 1-3 times per week, the rest 20% & 11% once daily and more than once a day respectively.

4.4. Reliability test

Reliability is essentially about consistency. That is, if we measure something many times and the result is always same, then we can say that our measurement instrument is reliable (John et al., 2010). According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. Therefore, based on the test, results the items are reliable and acceptable.

Table 4.3: Cronbach`s Alpha of data reliability

Measurement items(Interval scale)	Items Cronbach's alpha	Reliability
Price fairness	3	0.837
Time reliability	3	0.830
Driver's professionalism	7	0.839
Car condition	4	0.733
Call center emp. responsive	4	0.833
App convenience	4	0.838
Overall satisfaction	1	0.843
No. of items	26	

Source: own survey (2019)

4.5. Descriptive Statistics of the level of agreement of the respondents perception towards variables of the research

To assess the RIDE customer's satisfaction level from customer's perspective a five point Likert scale was used. Within which three items were used to represent the variable *price reasonableness*, three items were used to represent the variable *Time* and seven items were used to measure *driver's professionalism*, four items to measure *App easiness*, four items *to Car condition* and three items to measure *Call employees responsiveness* respectively.

The analysis of the study was done using descriptive statistic or through using central tendency, from these the researcher used the mean scores of each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimensions of the predictor variable and to reach the grand mean of each dimension. Finally, the interpretation is made through using the grand mean of each independent dimension for the aim of achieving partial research objectives of the study. The grand mean score for the constructs are above 3 will communicate respondents somehow show an agreement to the questions raised during the survey. On the other hand, high Standard Deviation score implies, the data is wide spread due respondents have relatively diverse opinion whereas, the low standard deviation score mean to be respondents have relatively similar responses to items under the study.

4.5.1. Customers' Perception on price of Ride

This section of the questionnaire tested the attitude and views about price reasonableness of Ride. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.4 indicates the mean and standard deviation for each item.

According to the data illustrated below, respondents agree that price reasonableness of Ride with mean score of 4.09. Respondents also agree that there is no extra charge by the driver other than displayed by the app with mean score of 4.07. Respondents have agreeing attitude towards price discounts offered by Ride with mean score of 4.00. The overall mean for the perception of price of Ride is 4.05, indicating that the majority of respondents are towards agreeing level of contract with the statements specified in the study.

Table 4.4: Customers' Perception on price

	Minimum	maximum	Mean	Std. Deviation
Price reasonableness	1	5	4.09	.724
No extra charge by driver	1	5	4.07	.764
Price discount	1	5	4.00	.802
Overall perception on price	**1**	**5**	**4.05**	**0.763**

Source: *own survey (2019)*

4.5.2. Customers perception on timeliness of RIDE drivers

This section of the questionnaire tested the attitude and views about time of Ride service. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.5 indicates the mean and standard deviation for each item.

According to the illustrated data regarding the perception of respondents towards the timeliness of drivers to destinations, respondents agreed that on time arrival to destinations with mean score of 4.09. Respondents also agree that on time pickup with mean score of 4.09. Furthermore, respondents have an agreeing attitude when asked if drivers of Ride keep booking time with mean score of 4.14. The overall mean for the perception of time is 4.11, indicating that the majority of respondents are towards the agree level with the statements specified in the study.

Table 4.5: Customers' Perception on Time

	Mean	Std. Deviation
On Time arrival to destinations	4.09	.857
On Time pickup	4.09	.888
Keeping booking Time	4.14	.728
Overall perception regarding timeliness	**4.11**	**.824**

Source: *own survey (2019)*

4.5.3. Customers' Perception on Driver's Professionalism

This section of the questionnaire tested the attitude and views about drivers of Ride taxi. A series of seven statements were presented to respondents and respondents were asked to rate their level of agreement with each statement.

The data illustrated in table 4.6 shows that respondents have satisfied with driver's support to passenger's baggage & their assured safety with mean score of both 3.68. & toward driver's neatness & driver's skill of driving with 3.90 & 3.96 respectively. In addition, respondents agree that driver's knowledge of routes & having good behavior with higher mean score of 4.06 & 4.07 respectively. In addition respondents also agree that driver's response to discrepancy handling was rated with a mean score of 4.19. The overall mean perception on the driver is 3.93, indicating that the majority of respondents are towards the agree level with the statements specified on the study.

Table 4.6: Customers' Perception on Driver

	Mean	Std. Deviation
Driver's support for baggage	3.68	1.240
Driver's neatness	3.90	.935
Driver's knowledge of routes	4.06	.730
Driver's behaviours	4.07	.814
Driving skill	3.96	.951
Driver's discrepancy response	4.19	.649
Security of passengers	3.68	1.249
Overall perception regarding the driver	**3.93**	**.938**

Source: *own survey (2019)*

4.5.4. Customers' perception regarding the car condition

This section of the questionnaire tested the attitude and views about cars of Ride taxi. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.7 indicates the mean and standard deviation for each item.

The data illustrated in table 4.7 shows that respondents have agree attitude towards all the four items under Car condition. Their response to the car model, periodic maintenance, Car comfort & cleanliness was with mean scores of 3.71, 3.73, 3.70 & 3.81 respectively. The overall mean for the perception of RIDE cars is 3.74 indicating that the majority of respondents are towards agree level with the statements specified in the study.

Table 4.7: Customers' Perception on Car Condition

	Mean	Std. Deviation
latest Car model	3.71	1.052
Car periodic service	3.73	.812
Car comfort	3.70	.965
Car cleanliness	3.81	1.084
Overall Perception regarding the car	**3.74**	**.978**

Source: *own survey (2019)*

4.5.5. Customer's perception on call centre employees

This section of the questionnaire tested the attitude and views about Ride call centre service. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement.

The data illustrated in table 4.8 shows that respondents have agree attitude about the service call centre employees provide. Respondents have agreed to the questions asked if employees give enough information & in their phone pickup efficiency with mean score of 3.94 & 3.91. Respondents agree that call centre employees willingness to help with mean score of 4.06.

The overall mean for the perception of call centre is 3.97, indicating that the mean perception is to the agreeing level with the statements specified in the study.

Table 4.8: Customers' Perception on Call Centre

	Mean	Std. Deviation
Call centre provide enough information	3.94	.773
Call centre phone pickup efficiency	3.91	.893
Call centre willingness to help	4.06	.768
Overall perception on call centre	**3.97**	**.811**

Source: *own survey (2019)*

4.5.6. Customers perception on application

This section of the questionnaire tested the attitude and views about of Ride application. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.9 indicates the mean and standard deviation for each item.

The data illustrated in table 4.8 shows that respondents have agree attitude about application simplicity to users with mean score of 3.85 and a mean score of 3.90 to the capability of the application to use different ways of payment. In addition, respondents had an agree level response to the items if the application provides basic information & if they use a phone calling service in case of app malfunctioning, with mean score of 3.96 & 3.68 respectively. The overall mean for the perception of application is 3.84, indicating that the opinion of the respondents is towards agree level with the statements specified in the study.

Table 4.9: Customers' Perception on Application Convenience

	Mean	Std. Deviation
Application simplicity for user	3.85	.877
Application allows different ways of payments	3.90	.935
Application provides basic information	3.96	.951
Availability of phone service in case of App failure	3.68	1.249

Over All perception on Application	**3.84**	**1.003**

Source: *own survey (2019)*

4.5.7. Comparison of customers Perception on factors affecting overall customer satisfaction

Table 4.10 below show the overall means of all items in the customer satisfaction of Ride customers. According to the findings of the means timeliness of drivers represented the highest overall mean score (mean= 4.11).

Table 4.10: Customers' Perception on Overall Customer Satisfaction

Construct	Mean score	Standard deviation	Rank
Timeliness	**4.11**	**.824**	1st
Price	**4.05**	**.763**	2nd
Call centre	**3.97**	**.811**	3rd
Driver	**3.93**	**.938**	4th
Application	**3.84**	**1.003**	5th
Car	**3.74**	**.978**	6th

Source: *own survey (2019)*

4.6. Correlation Analysis: Relationship between the study variables

In this study Pearson's correlation coefficient was used to determine whether there is a relationship between price, time, driver, application, car, and call employees with satisfaction of customers. Pearson's coefficient of correlation is the most widely used method of measuring the degree of relationship between variables. This coefficient assumes there is a linear relationship between the two variables.

The following section presents the results of correlation on the relationship between independent variables and dependent variable. Table 4.11 below indicates that the correlation coefficients for the relationship between independent variables (price, time, Driver, application, car & call employees) and the dependent variable (overall satisfaction of customers) is linear and positive ranging from moderate to strong correlation coefficients.

Table 4.11: Summary of Pearson Correlation

		Overall satisfaction of users
Price	Pearson Correlation	.641**
	Sig. (1-tailed)	.000
	N	365
Time	Pearson Correlation	.741**
	Sig. (1-tailed)	.000
	N	365
Application	Pearson Correlation	.617**
	Sig. (1-tailed)	.000
	N	365
Car	Pearson Correlation	.346**
	Sig. (1-tailed)	.000
	N	365
Call	Pearson Correlation	.496**
	Sig. (1-tailed)	.000
	N	365
Driver	Pearson Correlation	.589**
	Sig. (1-tailed)	.000
	N	365

Source: *own survey (2019)*

As it is clearly indicated in Table 4.11, a moderate to strong and positive relationship was found between price and overall customer satisfaction (r =.641, p < .05), time and overall customer satisfaction (r = .741, p < .05), application and overall customer satisfaction (r = .617 p < .05) car and overall customer satisfaction (r = .346, p < 0.05), call and overall customer satisfaction (r = .496, p < .05), driver and overall customer satisfaction (r= .589, p < 0.05) which are statistically significant at 95% confidence level.

4.7. Multiple Linear Regression

4.7.1. Assumptions Testing in Multiple Regression

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity, outliers, auto- correlation, homoscedasticity, linearity, and normality.

4.7.2. Sample size

Different authors tend to give different guidelines concerning the number of cases required for multiple regressions. Tabachnick and Fidell (2007) gave a formula for calculating sample size requirements, taking into account the number of independent variables to use: N > 50 + 8m (where N= number of participants & m = number of independent variables). In this study six independent variables had existed and cases were 384. Therefore, the study satisfied sample size assumption.

4.7.3. Multi Collinearity

Multi Collinearity is checked using correlations between the variables in the model. Independent variables show at least some relationship with dependent variable (above 0.3 preferably). In this case all of the scales (independent variables) correlate substantially with customer' satisfaction (Price, r =.641, Time, r = .741, App, r = .617, Car, r = .346, Call emp., r = .496 & Driver, r= 589) respectively.

Collinearity diagnostics on the variables as part of the multiple regression procedure is done using Tolerance and Variance Inflation Factor (VIF). Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multi Collinearity (Pallant, 2007). Variance Inflation Factor (VIF) is just the inverse of the tolerance value (1 divided by tolerance). According to Pallant, (2007), VIF values above 10 would be a concern, indicating multi Collinearity. The result shows that the tolerance value for each independent variable is (P=0.644, T= 0.466, App= 0.627, Car= 0.648, Call emp. = 0.548) respectively. Therefore, multi Collinearity assumption is not violated. This is also supported by the VIF value, which is 1.552, 2.148, 1.594, 1.543, and 1.826 which is way below the cut-off value of 10.

Table 4.12 Multicollinearity test

Variables	Collinearity Statistics	
	Tolerance	VIF
Price	.644	1.552
Time	.466	2.148
Application	.627	1.594
Car	.648	1.543
Call	.548	1.826
Driver	,297	3.370

Source: *own survey (2019)*

4.7.4. Normality and Linearity

One of the ways that these assumptions can be checked is by inspecting the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the analysis. These are presented in normal P-P Plots of regression standardized residuals graph. In normal probability plots the points will lie in reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The finding from normal P=P Plot reveals no violation of normality assumptions.

The study used both methods of assessing normality; graphically. Figure 4.1, depicted that the scores are normally distributed using Normal Probability Plot (P-P) graph (on the appendix section) and numerically using Skewness and Kurtosis.

The skewness value provides an indication of the symmetry of the distribution while kurtosis provides information about the sharpness of the peak of a frequency-distribution curve. For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicated deviation from normality According to (Hair, Black, Babin, & Anderson, 2010), the most commonly acceptable value for (kurtosis/skewness) distribution is

±2.58. Therefore; as it can be seen in the following table, the kurtosis and skewness values of the variables fall within the range.

Table 4.13 Skewness and Kurtosis

Variables	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Price	365	-.817	.128	.254	.255
Time	365	-1.141	.128	1.341	.255
Application	365	-.458	.128	.402	.255
Car	365	-.162	.128	-.945	.255
Call	365	-.933	.128	1.388	.255
Driver	365	-.918	.128	1.633	.255

Source: *own survey (2019)*

4.8. Multiple Regression Analysis

Multiple regression analysis was employed to examine the influence of (price, Time, driver professionalism, Application convenience, Car condition and Call Centre employee's responsibility.) on customers' satisfaction.

Table 4.14 Model Summary

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.819[a]	.672	.665	.355	1.644
a. Predictors: (Constant), Price, Time, Car, Driver, Call, Application,					
b. Dependent Variable: Overall satisfaction of users					

Source: *survey result (2019)*

The regression model summary presents how much of the variance on customer's satisfaction is explained by the predictor variables. The adjusted R square indicates 67 % of the variation in customer satisfaction is explained by the combined effect of the six predictor variables, i.e. price, Time, car, driver, Call & Application.

Table 4.15 ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.264	5	18.453	146.458	.000[b]
	Residual	45.232	359	.126		
	Total	137.496	364			
a. Dependent Variable: Overall satisfaction of users						
b. Predictors: (Constant), Price, Time, Driver, Call, Car, Application						

Source: *survey result (2019)*

The ANOVA tells us whether the overall model is statistically significant and is good in predicting the outcome variable. (F) Value is (146.458) at 0.000 indicates that the regression model is fit and significant.

Table 4.16 Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.539	.170		3.165	.002		
	Price	.314	.041	.287	7.605	.000	.644	1.552
	Time	.381	.042	.399	8.989	.000	.466	2.148
	Application	.262	.042	.236	6.180	.000	.627	1.594
	Car	.030	.031	.035	.941	.348	.648	1.543
	Call	.066	.040	.068	1.663	.097	.548	1.826
	Driver	.059	.075	.044	.786	.432	.297	3.371
a. Dependent Variable: Overall satisfaction of users								

Source: *survey result (2019)*

The coefficient table indicates level of effect each variable has on the dependent variable. The highest beta value of Time B= 0.381 indicates that the variable has relatively a strong degree of importance for customer satisfaction than any other variables in the study. Variables with second & third degree of importance are Price & Application with beta values (.314 & .262) respectively.

The regression equation would take the following form to measure customer's satisfaction

$Y = \beta° + \beta1X1 + \beta2X2 + \beta3X3 + \beta4X4 + \beta5X5 + \beta6X6 + \varepsilon°$

CS = β°+ β1 (P) + β2 (T) - β3 (D) + β 4 (App) + β 5 (C) +β 6 (CL)

CS = 0.539+0.314(P) +0.381(T) +0.059(D) +0.262(App) +0.030(C) +0.066(CL)

Where;

CS = Overall Customer Satisfaction

P = Price

T = Time

D=Driver

App = Application

C = Car

CL = Call

$\beta°$= intercept of equation

$\varepsilon°$= Error term &,

β1, β2, β3, β4, β5, and β6 = The Regression unstandardized coefficient of each variable

From the above multiple regression analysis it can be noted that the three independent variables i.e. price (B=0.314, P=.000), Time (B=0.381, P=.000) & App (B=.262, P=.000) are statistically significant and have a positive impact on customer satisfaction. Whereas, the other three independent variables car condition (B=.030. P=.348), driver's professionalism (B=.059, P=.432) and employee's responsiveness (B=.066, P=.097)) have a p-value of greater than 0.05, which means they showed a positive relationship on customer satisfaction but not statistically significant.

Standardized coefficient (Beta value) indicates the degree of importance each variable has towards customer satisfaction as a result, the affecting variables can be ranked in the following order on the basis of their contribution. Time comes first with the highest standardized beta value (B=0.399), followed by price (B=0.287) and application ranked third with beta value (B=0.236). In addition, the beta value on the coefficients table indicates the level of effect or impact each variable has on the dependent variable. If we consider Time, the one with the highest standardized beta value, for every additional standard deviation (SD) of time a customer saved,

one would expect a gain of 0.399 SD points on the customer satisfaction provided, other variables are held constant. If we use the unstandardized beta value, the expression will be as follows: for every unit (minute) a customer saved one would expect a 0.381 unit increase in customer satisfaction. Therefore, from among the three variables, Time contributes the strongest unique effect on customer satisfaction. Thus, RIDE should focus on keeping its on time performance on the pickup and arrival time of customers by lowering the waiting time & respecting the pre booked reservation service without fail.

Since three of the six variables (Driver, Car, and Call employees) do not contribute to the model, they are removed from the model & the final regression equation would be:

$$CS = \alpha + \beta 1\,(P) + \beta 2\,(T) + \beta 3\,(App)$$

$$CS = 0.539 + 0.314(P) + 0.381(T) + 0.262(App)$$

4.9. Hypothesis Testing

As the alternate hypothesis denotes that there is a significant difference on the outcome variable that is caused by the IVs. The obtained results are presented in Table 4.17

Table 4.17: Hypothesis testing

Hypothesis	Result	Reason
H1: A fair Price charged by RIDE has a significant and positive effect on customers' satisfaction.	*H1supported*	*B*=0.314 t=7.605 *P <0.05*
H2: Time reliability has a significant and positive effect on customers' satisfaction.	*H2 supported*	*B*=0.381 t=8.989 *P <0.05*
H3: Driver's professionalism has a significant and positive effect on customer's satisfaction**.**	*H3 rejected*	*B*=0.059 t=.789 *P >0.05*
H4: Application easiness has a significant and positive effect on customer's satisfaction.	*H4 supported*	*B=0.*262 t=6.180 *P <0.05*
H5: Car condition has a significant and positive effect on customer's satisfaction.	*H5 rejected*	*B=0.*030 t=.941 *P >0.05*
H6: Responsiveness of employees at call centre has a significant and positive effect on customer's satisfaction.	*H6 rejected*	*B*=.066 t=1.663 *P >0.05*

Source: survey result (2019)

4.10. Discussion of Results

As per the multiple regression result, among the six independent variables, three of them (Time, price Fairness, & App Convenience) showed a positive & statistically significant result. However, Car Condition, Driver's Professionalism & Employee's responsiveness showed a positive relationship but insignificant impact. Thus, this lead to the acceptance of the three developed hypotheses and the rejection of the other three. The results of the hypotheses test are detailed here under:

As indicated on Table 4.17, *H1* is supported as Price fairness factor is significantly different from zero & is important in the model. This implies customers' feel satisfied when taxi services provide a reasonable taxi fare. Customers are also happy with the transparency of the fare they are paying since the application will calculate it based on the company's fare structure & the kilo meter travelled. In addition, they are happy when discounts are offered. Price fairness is the second most important variable that influenced customer's satisfaction positively and significantly in this research. The finding is in consistent with the results of researchers Horsu & Yeboah (2015) who concluded that price affordability is a major factor to a high quality service that increases customer's satisfaction. Also, Khupse (2017) found that reasons such as a fare cheaper than traditional model of taxies, cab- pooling, attractive cash back, coupons and discounts are the most common and significant reasons for using app based taxi services.

Concerning the second hypothesis, Table 4.17 showed, *H2* is supported as Time reliability factor is significantly different from zero & is important in the model. This implies, customers feel satisfied when they get picked up in time and arrive at their targeted destination per the estimated time since it helps them save time for whatever they are planning to execute. In this study, Time reliability has the highest significant influence on customer satisfaction which is in coherent with the study of Rabiul et al. (2014) that showed reliability of time to be the most important cause of taxi passengers' satisfaction.

Table 4.17 indicated that *H3* is rejected since B=0.059 & P > 0 05. The driver factor is not significantly different from zero & hence is not important in the model. This could indicate that customer's might not care if the driver is well groomed, polite & if he is willing to help with luggage or not. However, regarding the safe driving, they must have believed that the company would hire a proficient driver with all the skills needed for driving, as well as availing good customer care and communication. Although this result is in consistent with that of Horsu & Yeboah (2015) which ended up with a negative beta, indicating a negative relationship, but in contradiction of others researchers result Disney (1998), Erin (2014) & Watchareebhorn (2016) friendliness behavior of the driver can satisfy customers by developing better communication and knowledge of its customer's needs.

H4 is supported since B=0.262 at P<0.05 as presented on Table 4.17. The app being not complicated is one of the major reasons that commuters will be keen to use it, especially in the

developing country like ours where exposure to the technology is not habituated well. Application convenience in this study is the third important factor influencing customer satisfaction. It is a smart move by the Company that they have availed a call center as the backup option where most commuters are of using it when requesting for the service. The app factor is significantly different from zero & is important in the model. The app has a strong impact on customers' satisfaction in minimizing the taxi searching effort as well as saving time while keeping comfort. A study in coherent with this study by Brazil and Kirk (2016) revealed that the application used by Uber benefited commuters in so many aspects such as option to pay by cash or by bank card, avoiding extra charges due fare transparency and able to evaluate the driver before agreeing to use the service are to mention some.

H5 is rejected as per the results of the regression indicated on Table 4.17. This indicates, customers do not give much importance to the car model, the cleanliness and the comfort as well if the car found to be on the acceptable range & reasonably functional. In general commuters expect the car to be in good condition from all taxi service providing companies so that it might not constitute as a differentiating factor. Customers' major concern is on the timely arrival at their respective destinations safely. Thus, Car Condition factor is not significantly different from zero & is not important in the model which is in consistent with that of Rasheed, Mazhar & Shahid (2018) who concluded respondents did not bother about the car condition as it is not their prime objective for travelling. However this result is in contrary to Ray, A. Mundy (2014) Study which concluded as vehicle condition is one of the factors that contribute to service quality which is a pre requisite to taxi passenger's satisfaction.

Per the result on Table 4.17, *H6* is rejected since B=0.066 & P>0.05. Call center Employee's Responsiveness factor is not significantly different from zero & is not important in the model which opposed the opinion of (Anton, 1997) that states Call center responsiveness is a best way of providing and controlling customer satisfaction. This may have happened either some of the respondents do not need the support from call center employee as they can communicate with the driver directly with the help of the app or respondents might have assumed call center employees to be responsive enough to pick up and answer calls, able to connect with the nearby driver, willing to answer queries with patience in order to sustain their business, knowing that

commuters can switch to other competing taxi providing companies easily if they are not satisfied with them.

This study indicates that customers in Addis Ababa have a positive overall perception to the application based taxi service practices provided by RIDE. Customer satisfaction is an important measure of how well services are provided. The majority of consumers in this study were satisfied with the extents of taxi service characteristics that answers the main research question of this study. Also, this study indicated that there is a positive relationship among all of the factors with three of them having a statistically significant effect to customer's satisfaction.

Chapter Five

Summary, Conclusions and Recommendations

5.1. Introduction

The result of the analysis of this study has been discussed in the earlier chapter. The focus of this chapter is going to be in the summaries of the findings, conclusion, recommendation and areas for further researches.

5.2. Summary of major findings

The study was conducted to investigate the factors affecting customer's satisfaction in app based taxi transport sector. After reviewing previous researches and related literatures, six affecting factors were selected, examined & the effect of each on customer satisfaction was investigated. Price fairness, Time reliability, Driver's professionalism, Application easiness, Vehicle condition, Call centre employee's Responsiveness were the six satisfaction affecting factors in this research. Accordingly, a conceptual framework was developed, hypothesis formulated and appropriate research designs were implemented to reach at the conclusions.

The study was conducted in Addis Ababa on customers of the Ride with a total of 365 respondents participating in answering a structured questionnaires distributed throughout the different service giving points. Descriptive and inferential statistical techniques were used to analyse the primary data collected.

Based on the demographic profile it was found that the majority of RIDE customers were males (52.9%) followed by (47.1%) females with (42.5%) of respondents falling in the age range of 30-39 years. In addition most of the respondent were educated once and also they were self & private sector employees.

Regarding the waiting time, majority of commuters (72%) waited for only 2-4 minutes which is the success factor of RIDE in this research. We can conclude that a huge portion of users are satisfied with the timely performance of the service provided by RIDE. The other factor worth mentioning here is more than 67% use RIDE service 1-3 times a week and the most frequent users were found to be around 11%. Some customers in this study used the same taxi service on daily basis, indicating a tendency of high taxi patronage and their satisfaction with the

application based taxi service of the company might contribute to repeat usage The outcome of this research is encouraging & reveals that there is a sign of becoming loyal. RIDE should work hard not to lose such opportunities & continue collecting feedbacks to meet and surpass commuter's needs and wants.

The result of the survey indicated the effect of these satisfying factors (Price fairness, Time reliability, Driver's professionalism, Application easiness, Vehicle condition, Call centre Responsiveness) as perceived by Ride customers is presented using descriptive statistics. Respondent's perception towards the factors and customers satisfaction level with mean scores, Pearson correlation and regression results are summarized here under:

- The overall mean for the perception of *timeliness* of the driver is 4.11, indicating that the majority of respondents are towards agreeing level to the questions asked for the construct specified in the study.
- The overall mean for the perception of *fairness of price* construct is 4.05, indicating that the majority of respondents were towards agreeing level to the statements under the specified construct in the study.
- The overall mean for the perception of *responsiveness of call center* is 3.97, indicating that the majority of respondents are to the agree level with the statements specified in the study.
- The overall mean for the perception of driver professionalism is 3.93, indicating that the majority of respondents answered to the agree level with the statements specified in the study.
- The overall mean for the perception of application easiness is 3.84, indicating that the majority of respondents are to the agree level with the statements specified in the study.
- The overall mean for the perception of vehicle condition is 3.74, indicating that the majority of respondents opinion is to the agree level with the statements specified in the study.

The Pearson correlation result indicates that all the independent variables were significantly and positively correlated with customer satisfaction. The most positively correlated variable being Time, Price & Application with (r=.741), (r=.641) & (r=.617) followed by Driver, Call employee responsibility & Car condition with (r=.589), (r=.496) & (r=.346) respectively The regression

analysis also revealed the most important factors in influencing customer satisfaction to be Time, Price followed by Application with beta value of (B=.381), (B=.314) & (B=.262), along sig=.000 which is consistent with the higher ranked scores observed in the Pearson correlation coefficient followed by Call employee's, Driver's professionalism & Car condition with a non-significant beta values (B=.066), (B=0.059) & (B=.030) respectively.

The overall results of this study indicate that application based taxi service has a positive and significant influence on customer satisfaction. This study has found that customers of the Ride rated the suitability of the service as acceptable and were also satisfied with the overall service.
In addition, more than 50% of respondents use the service either for time reliability or fairness of the price. This can suggest that these two factors are very important in app based taxi services & might be indicative of satisfaction with the service and hence a repeat usage & can be an area of interest for future research. The study results have shown that 67.2% of the variation in customer satisfaction is explained by three of the six variables (price, time & app) mentioned in the study.

5.3. Conclusion

According to the research findings, three of the six customer satisfaction affecting factors had a positive and significant influence on customer's satisfaction. Time reliability had the highest influence on customer satisfaction followed by price fairness & application easiness. Whereas, call emp. responsiveness & vehicle condition & Driver's professionalism have a positive relation with a non-significant impact. Therefore, it can be concluded in this research that time reliability has displayed the highest influence on customer satisfaction among other variables followed by price & application easiness.

5.4. Recommendation

Based on the findings of the study it is found that the majority of customers of RIDE are satisfied with the application based taxi service provided. Accordingly, given the significant & positive relationships between the predictor variables (Price fairness, Time reliability, Driver's professionalism, Application easiness, Vehicle condition, Call centre employee's

Responsiveness) and the outcome variable (customer satisfaction), the following recommendations are forwarded for a better and more impact on customer satisfaction.

- RIDE has to keep the current waiting time even lower to build its brand known for being prompt & should maximize its accessibility on those areas where commuters are waiting for longer time.
- It is everybody's desire to receive quality service for affordable price. RIDE must work on ways to lower fare charges by thinking of options such as utilizing medium to bigger sized vehicles that could solve for those of who troubled to find suitable transportation service during rush hours & the current RIDE fare is a bit higher for them. This will bring a mutual benefit for both RIDE & commuters.
- Application convenience being one of the affecting factors towards the satisfaction of commuters must have to be simple and user friendly. The research result indicated that most users of RIDE are youngsters & only less than 20% users are found above the age of 40. This may be due to the app is more complex for them Thus, RIDE has to improve its application to be simpler so that be friendly to be used by the elderly.
- RIDE has to avail different payment options rather than accepting only cash.
- Adequate advertisement must be executed to encourage application usage that help implement loyalty programs and attract commuters with coupons & discounts, hence increase customer base.
- Though Car condition exhibited insignificant impact in this study, it is highly connected with comfort, safety and other important characteristics contributing to satisfaction. Thus care should be taken during inspection since new entrant competitors are jumping in to the sector with a brand new vehicles.
- The researcher believes the taxi driver being professional has an influence in improving satisfaction of customers by demonstrating good manner, communication skills and showing empathy to customers. Proper trainings should be given to drivers regarding how to provide good customer service to successfully address both the customer's needs and the company interests.
- Care has to be taken while hiring drivers at the recruitment stage, studying the background and skill proficiency in every regard since it is the driver who is the frontline

employee that has a face to face contact with commuters. In addition, it is with him/her that commuters are spending most of their travel time with. He/she can bridge the gap that might exist between RIDE and commuters by using the opportunity to promote the company's services, benefits to be gained & other useful information. Likewise, transferring customer's concerns to the company so that will be easier to detect & correct shortcomings.

- According to the study call center employees' responsiveness is only a little higher than the average rank per respondent's opinion. In this world of competition mild way of doing a business is a risky way of doing it. RIDE should increase the efficiency of workers that matches customer's interest.

5.5. Limitations and directions for future research

.The research is limited to the opinion of those customers who have a travel experience with only Ride taxi. Hence, the results of the study is not representative of other customers who uses similar services of such types from other companies. In addition, since the study used a non-probability sampling method, the results of the study may not be generalized to the population. The study is also limited to the specified variables.

Future researchers can compare and contrast among companies operating in same sector. They can also investigate new factors that can influence customer satisfaction other than the variables used in this research. In addition, it would be better to use larger sample size & better sampling method in order to make unbiased generalizations. Usage of secondary data can be used to enrich research findings. As mobile app taxies do not make empty cruises a lot rather they will be on duty only after requests are made by commuters, the role such taxies play in the reduction of fuel consumption & road crowding can be considered in future researches.

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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 Customers' Satisfaction of Application Based Taxi services (The case of RIDE)'* 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 RIDE 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.

Yodit Bekele,

Mobile: +251 911402775.

E-mail: yoditmbekele@yahoo.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

1= ☐ Male **2=** ☐ Female

3. Monthly income

1= ☐ 5,000 and below **2=** ☐ 5001 – 7,500 **3=** ☐ 7,501 – 10,000 **4=** ☐ 10,000 and above

4. Education level

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

5. Current Occupation

1= ☐ Self Employed ☐ Private Secto☐ **3=** Public S☐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 ride (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	RIDE charges a reasonable price					
9	No extra charges by the driver as I can calculate per the RIDE fare structure					
10	RIDE fare is high. I use it only when it provide discounts					

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

3	**Driver's professionalism**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
14	Drivers are willing to help with the luggage					
15	Drivers are well groomed					

16	Drivers have good knowledge of the routes					
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 while travelling with the driver					

4	**Car condition**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21	RIDE uses latest car models					
22	RIDE cars are properly serviced					
23	RIDE cars are comfortable					
24	RIDE 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 and answer calls					
27	Call center employees are always happy to serve customers					

6	**Overall satisfaction**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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	Ride application is easy to use					
30	Ride app provides different payment modes					
31	App helped me to get the information I need easily					
32	In case of app failure, I can get the service by dialing 8294					

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ድህረ ምረቃ ፕሮግራም

ውድ የመጠይቁ ተሳታፊዎች;

ስሜ ዮዲት በቀለ ይባላል:: በአሁኑ ሰዓት በማርኬቲንግ ማኔጅመንት የትምህርት ዘርፍ የሁለተኛ ዲግሪ ተመራቂ ተማሪ ስሆን፣ ለዚሁ የድህረ-ምረቃ ትምህርት ማሟያነት የሚውል ጥናት በመስራት ላይ እገኛለሁ። ስለሆነም ውድ ጊዜአችሁን ሰውታችሁ ለምታደረጉልኝ ትብብር በቅድሚያ እያመሰገንኩ መጠይቁን በመሙላት ትተባበሩኝ ዘንድ በአክብሮት እጠይቃለሁ:: የጥናቱ ዓላማ በአዲስ አበባ በሚገኙ የራይድ ታክሲ ተጠቃሚዎች ድርጅቱ በሚሰጠዉ አገልግሎት የደንበኞች እርካታ መጠን ምን ያህል እንደሆነ ማወቅ ነው። የዚህ ጥናት አድራጊ ድርጅቱ ስለሚሰጠው አገልግሎት ትክክለኛ መረጃ የሚያገኘው ከእናንተ ውድ የድርጅቱ ደንበኞች እንደሆነ በፅኑ ያምናል:: በተጨማሪም የምትሰጡት ምላሽ ሚስጥራዊነቱ የተጠበቀ መሆኑንና ከላይ ከተገለፀው የመመረቂያ ጽሁፍ ማሙያነት ውጭ የማልጠቀምበት መሆኑን አረጋግጥላችኋለሁ:: ስለዚህ ውስን ደቂቃዎችን ሰጥታችሁኝ ይህን መጠይቅ ትሞሉልኝ ዘንድ እና በተቻለ መጠን ትክክለኛና የተሟላ መረጃ በመስጠት ትተባበሩኝ ዘንድ በትህትና እጠይቃለሁ::

እባክዎ ሁሉንም ጥያቄዎች ለመመለስ ይሞክሩ::

ስም መፃፍ ግዴታ አይደለም አመሰግናለሁ

ክፍል አንድ: አጠቃላይ መረጃ;

መመሪያ;

ከታች በምትመለከቷቸው ቁጥሮች ላይ ለቀረቡት ጥያቄዎች የእናንተን ሃሳብ የበለጠ ገላጭ የሆነውን አማራጭ በያዘው የምርጫ ሳጥን ውስጥ የ(✓) ምልክት ያድርጉ;

1. ዕድሜ

☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50 ዓመትና በላይ

2. ፆታ

☐ ወንድ ☐ ሴት

3. የወር ገቢ

☐ 5,000 እና በታች ☐ 5001 – 7,500 ☐ 7,501 – 10,000 ☐ 10,000 እና በላይ

4. የትምህርት ደረጃ

☐ ሰርተፊኬት ☐ ዲፕሎማ ☐ ዲግሪ ☐ ማስተርስ ዲግሪና በላይ

5. ስራ

☐ የግል ☐ መንግስታዊ ያልሆነ ድርጅት ☐ መንግስታዊ ድርጅት ☐ ሌላ

6. የራይድ ታክሲ ትራንስፖርት አገልግሎትን በሳምንት ምን ያህል ጊዜ ይጠቀማሉ?

☐ ከ 1-3 ጊዜ ☐ ከ 4-6 ግዜ ☐ ከ 7-10 ግዜ ☐ ከ 10 ጊዜና በላይ

7. የራይድ ታክሲ ትራንስፖርት አገልግሎትን ከጠየቁበት እስከሚያገኙበት ድረስ ለስንት ደቂቃ ያህል ይጠብቃሉ?

☐ ከ 2-4 ደቂቃ ☐ ከ 5-7ደቂቃ ☐ ከ 8-10ደቂቃ ☐ ከ 11 ደቂቃና በላይ

ክፍል ሁለት; የአመለካከት ጥያቄዎች

መመሪያ;

ከታች ለቀረቡት ጥያቄዎች የዕናንተን እይታ የበለጠ ገላጭ የሆነውን አማራጭ አረፍተ ነገር የያዘው የምርጫ ሰንጠረዝ ውስጥ የ(✓) ምልክት ያድርጉ:: በተጨማሪም 1=በጣም አልስማማም 2 =አልስማማም 3= ገለልተኛ ነኝ 4= እስማማለሁ 5 = በጣም እስማማለሁ የሚል ውክልና የያዙ መሆኑን ልብ ይበሉ::

1	**ዋጋን በተመለከተ**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
8	ራይድ የሚያስከፍለው ክፍያ ከአገልግሎቱ ጋር ተመጣጣኝ ነው					
9	የክፍያዉን ዋጋ ራሴ ማስላት ስለምችል አልጭበረበርም					
10	የራይድ አገልግሎት ክፍያ በጣም ከፍ ያለ ስለሆነ ቅናስ ሲኖር ብቻ እጠቀማለሁ					

2	**ሰአትን በተመለከተ**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ

11	መተግበሪያው ሰአቴን በአግባቡ እንድጠቀም ረድቶኛል					
12	አሽከርካሪው ለደንበኛው እደርሳለሁ ባለው ሰአት ይደርሳል					
13	የታክሲ አገልግሎቱን ቀድሞ የማዘዝ አማራጭ ሰአቴን የበለጠ በአግባቡ እንድጠቀም ረድቶኛል					

3	**የአሽከርካሪው ስነ ምግባርና ቅልጥፍና**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
14	የራይድ አሽከርካሪዎች የተሳፋሪን ቫንጣ ለማገዝ ዝግጁ ናቸው					
15	የራይድ አከሽርካሪዎች ንጽህናቸውን የጠበቁ ናቸው					
16	የራይድ አሽከርካሪዎች መንገዶችንና አካባቢዎችን በደንብ ለይተው ያውቃሉ					
17	የራይድ አሽከርካሪዎች ጨዋና ሰው አክባሪ ናቸው					
18	የራይድ አሽከርካሪዎች በቂ የመንዳት ችሎታ አላቸው					
19	አሽከርካሪው ለደንበኛው እደርሳለሁ ባለው ሰአት					

	ካልደረሰ ይቅርታ ይጠይቃል					
20	በጉዞዬ ወቅት ምንም የደህንነት ስጋት የለብኝም					

4	**የመኪናውን ሁኔታ በተመለከተ**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
21	ራይድ ዘመናዊ ሞዴል መኪናዎችን ይጠቀማል					
22	የራይድ ተሽከርካሪዎች ደህንነት በየወቅቱ ይረጋገጣል					
23	የራይድ ተሽከርካሪዎች ምቾት አስተማማኝ ነው					
24	የራይድ ተሽከርካሪዎች ጽዳት በጣም ጥሩ ነው					

5	**የጥሪ ማእከል ሰራተኞችን በተመለከተ**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
25	የጥሪ ማእከሉ ሰራተኞች በቂ መረጃ ይሰጣሉ					
26	የጥሪ ማእከሉ ሰራተኞች ፈጥነው ስልክ በማንሳት ቀልጣፋ አገልግሎትና መረጃ ይሰጣሉ					
27	የጥሪ ማእከሉ ሰራተኞች ሁሌም ተገልጋዮችን ለማገልገል ዝግጁና ደስተኞች ናቸው					

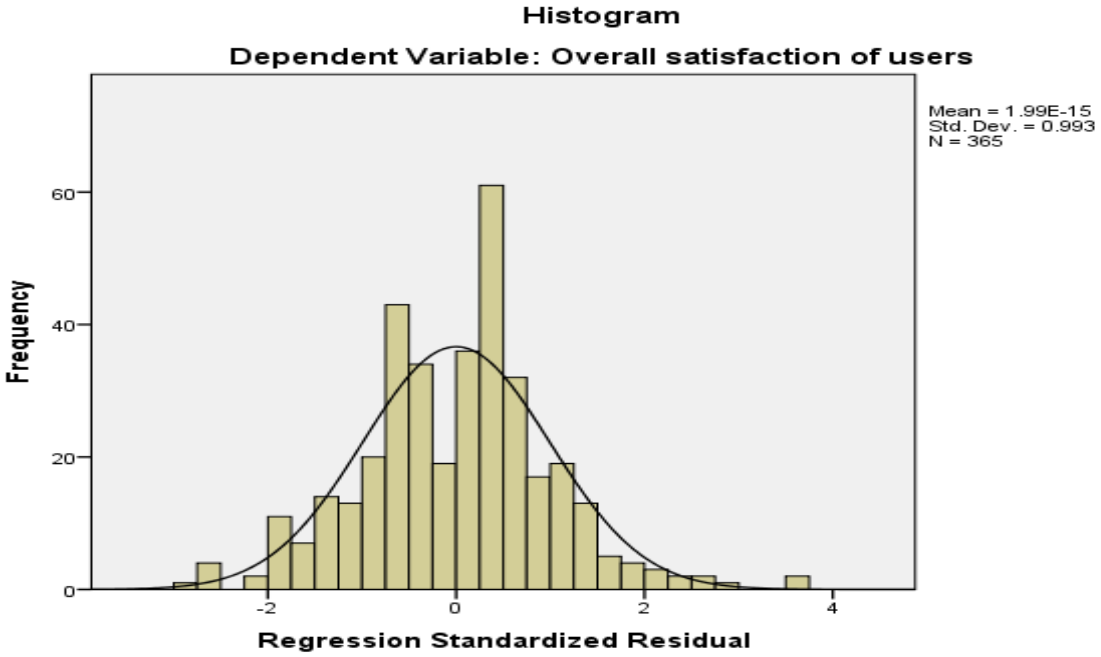
6	**አጠቃላይ እርካታን በተመለከተ**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
28	ለድርጅቱ ያለኝ አጠቃላይ እይታ አርኪ ነው					

- የራድን አገልግሎት የሚያገኙት የሞባይል መተግበሪያውን በመጠቀም ከሆነ እባክዎ የሚቀጥሉትን ጥያቄዎች ይመልሱ

7	**የሞባይል መተግበሪያን ምቹነት በተመለከተ**	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
29	የ ራይድ የሞባይል መተግበሪያ ለመጠቀም ቀላል ነው					
30	የ ራይድ የሞባይል መተግበሪያ የተለያዩ የመክፈያ አማራጮች አሉት					
31	የሞባይል መተግበሪያው የምፈልገውን መረጃ በቀላሉ እንዳገኝ ረድቶኛል					
32	የሞባይል መተግበሪያው አልሰራ ቢለኝ እንኳን 8294 ላይ በመደወል አገልግሎቱን አገኛለሁ					

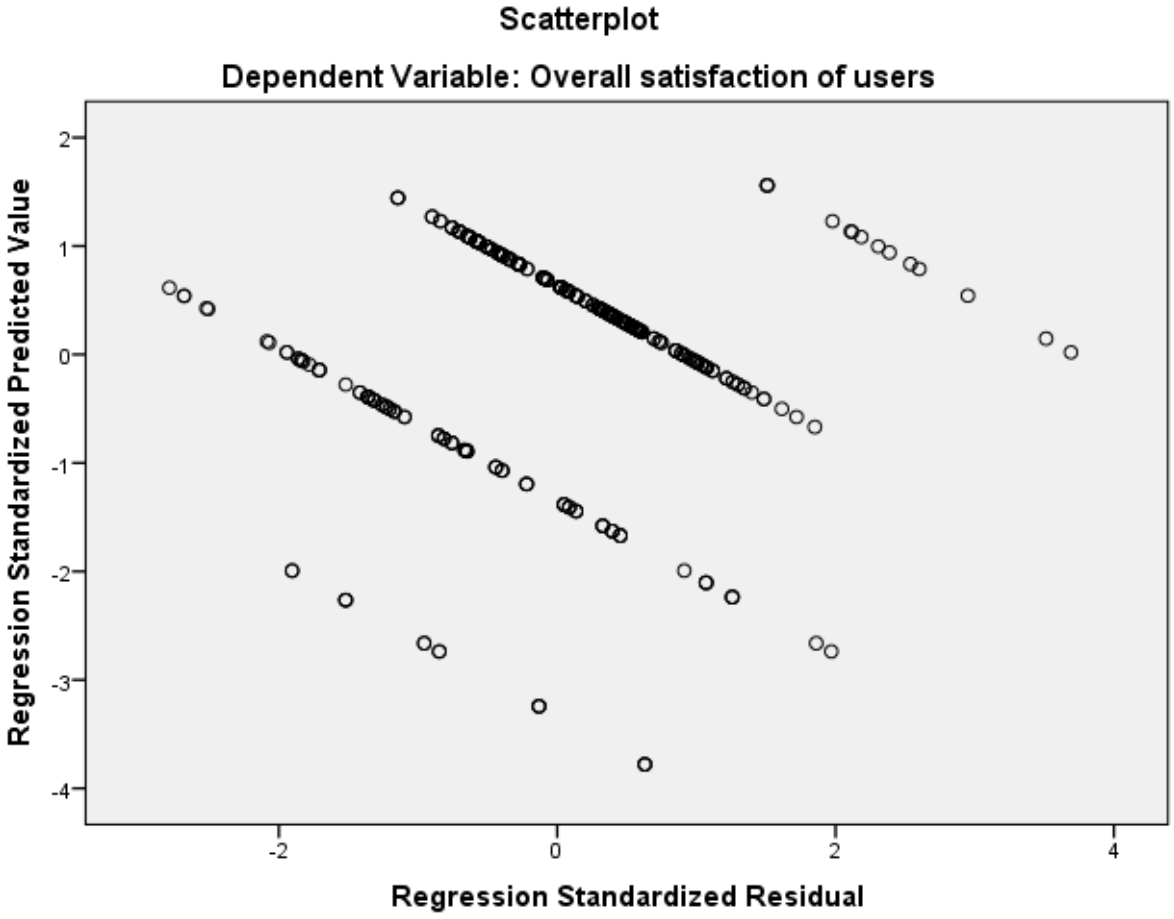
Appendix 2: Figures

Fig 4.1 Histogram of Regression Standardized Residual



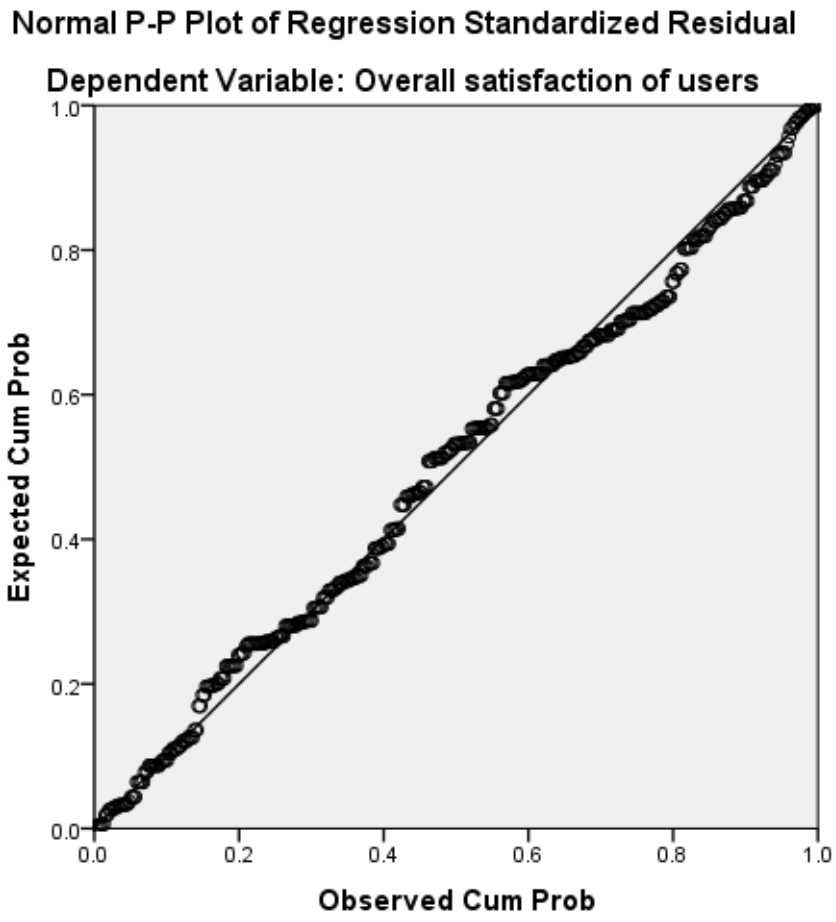
Source: *Survey Result (2019)*

Fig. 4.2 Linearity scatter plot of regression standardized residual



Source: SPSS output (2019)

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



Source: SPSS output (2019)