A COMPARATIVE STUDY ON SERVICE QUALITY OF OLA AND UBER IN COIMBATORE

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ABSTRACT:

Taxi is a type of vehicle leasing service, which includes hiring the services of a driver along with the vehicle. The study was undertaken for customers of Uber and Ola in India to assess the Service quality of Uber and Ola from the customer's perspective. The study also aimed to identify differences between expectations and perceptions of customers from service quality dimensions and compares differences between Uber and Ola. The objectives of this study were achieved by using the structured questionnaire. The questionnaires were distributed amongst 120 customers in Coimbatore. The findings revealed that there was a disconnect between consumer expectations and views on the factor of service quality.

Keywords: Service quality, Ola, Uber

INTRODUCTION

Taxi is a type of vehicle leasing service, which includes hiring the services of a driver along with the vehicle It can be availed by single or multiple passengers on bases of sharing non-sharing option. A passenger can book or hail a taxi ride via a call and message, or going to service providers physical location and with the help of a smartphone application or website using internet, which also known as e-hailing. If we go back five years in time, no one in India would have heard of Ola / Uber because it didn't exist, but now, with over 2, 50,000 automobiles on the road, the app is utilized to perform over 7, 50,000 rides per day. Its American counterpart had already launched, but it arrived head-to-head competition with on-demand services such as Uber, Ola, and taxi for sure have differed around the world. While some local

governments in the United States and Indian state governments have passed legislation allowing on-demand services to operate on public roads, others have obtained restraining orders against their vehicles.

OBJECTIVES OF THE STUDY

1. To study about the demographic variable of the respondents.

2. To know about the perception of customers towards Taxi services.

3. To know about service quality

REVIEW AND LITERATURE:

Swaroop Tiwari, (2019), conducted a study on "A Comparatives study on OLA and UBER". The study's goal is to determine client satisfaction with the various taxi services. This study based on primary data. The concluded that emphasizedon customer satisfaction and it targets youth of the country for attaining profit and sustaining the market.

SoumyaJalan(2019) conducted a study on "A study comparing customer satisfaction with UBER and OLA Cabs in Delhi NCR Region". The objective of the study to measure the customer satisfaction level towards OLA and UBER. The sampling technique used in this study was convenience sampling. The study found that UBER is gaining better market share in the market because of its services and OLA needs to work hard to gain more market acceptance.

Ashish AvinashKhade& Dr. VaibhavPatil (2018) conducted study on " customersatisfacyion level OLA and UBER paid taxi services". The study aims to know the motivational factors which drivr people to use OLA \UBER Cab services. The study based don primary data which is obtained from customers. The study conducted that 54% respondents strongly agree that they feel OLA\UBER is secure and sale for women.

VaishreeSah(2015) conducted a study on "Comparative study of service quality of UBER and OLA". The study aimed to identify difference between expectations and perceptions of customers from the customer perceptions. The aim achieved by using questionnaire. The study concluded that the gap was even more incase of OLA when compared to UBER with respect to almost all the dimensions of service qualities.

METHODOLOGY:

The study is descriptive in nature as the characteristics of the respondents in terms of expectations and satisfaction is studied. Convenience sampling method is adopted to identify the respondents. It was identified that in an average 120 respondents used taxi per, data collection was performed for three weeks duration, the population is 300 respondents, and hence the sample size should have been 169 respondents. Due to time constraints 120 respondents are taken as samples for the study. The research is based on primary data acquired through a questionnaire.Questionnaire consists of three sections. Section one deals with demographic profile of the respondents. Section two deals service usage behavior of the respondents. Third section deals with the key contributing expectations from call taxi services and satisfactions from OLA and UBER service. For analysis of the data, various satisfied tools are used. For statistical analysis the tools that have been applied are: Percentage Analysis Weighted Average Score Method, Ranking Analysis and Chi-square Test

DATA ANALYSIS AND INTERRUPTION:

Table 1showing Quality of UBER booking service

S. No	Booking service	Frequency	Percent
1	Excellent	40	33.3
2	Good	70	58.3
3	Adequate	10	8.3
	Total	120	100.0
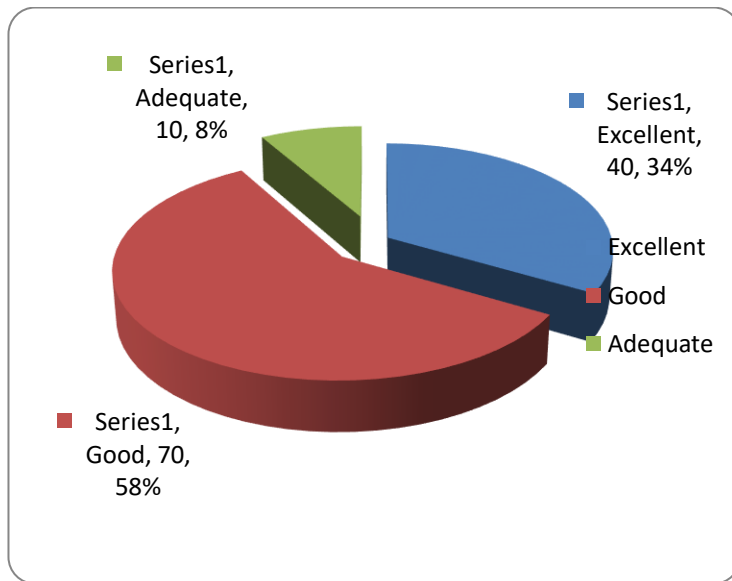
Interpretation

The above graph depicts the quality of UBER booking service, with 33.3 percent of 120 respondents rating it as great, 58.3 percent rating it is good, and 8.3 percent rating it is adequate. It shows that most of the respondents said that the quality of UBER booking service is good.

Table 2 showing the factor that experience on the services of OLA taxis

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total Score	Weighted Average Score	Rank
Comfort	4	2	20	70	24	468	3.9	2
Safe	2	4	24	62	28	470	3.91	1
Time	12	0	4	60	32	462	3.85	3

Interpretation

The above table clearly shows that safe of OLA taxis occupies the first rank in influencing the experience on the services of OLA taxis with the weight average score of 3.91, the comfort of OLA occupies the second place with a weighted average score of 3.9, the time of OLA occupies the third place with the weighted average score of 3.85.

Table3 showing the factor that experience on the services of UBER taxis

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total Score	Weighted Average Score	Rank
Comfort	3	4	12	78	23	474	3.95	2
Safe	0	6	14	70	30	484	4.03	1
Time	4	6	20	62	28	464	3.86	3

Interpretation

The above table clearly shows that safe of UBER taxis occupies the first rank in influencing the experience on the services of UBER taxis with the weight average score of 4.03, the comfort of UBER occupies the second place with a weighted average score of 3.95, the time of UBER occupies the third place with the weighted average score of 3.86.

FINDING:

➢ Majority of the respondents are female.
➢ Majority are from the age group between 18-24 years.
➢ Majority of those polled are singlein our survey.
➢ The vast Majority of the respondents have completed their undergraduate studies..
➢ Majority of the respondents are students.

SUGGESTIONS

- The service users' demand for OLA and UBER services is not met due to lack of vehicles.The service provider will be able to increase the number of vehicle.

- It is identified that the following variables contributing to both the expectations and satisfactions: Friendliness towards the service users', politeness and courtesy, intimating right time of service, Telephone Response level and performing service at promised time.

- Provide with free calls while connecting to the driver.

- The vehicles should be properly maintained.

- To provide with offers and discounts on festival seasons.

CONCLUSION

Today's service industries are facing their toughest competition. Every service provideindustry aims to win the customers and outperform the competitors. Service is defined as the activities, benefits or satisfactions which are offered for the sale or are provided in connection with the sale of goods. The characteristics of services that separate them from products are Intangibility, Invariability, Perish ability, and Inseparability.The main objective of the study is to analyses about the service provided by OLA and UBER and to know about customer satisfaction about the UBER and OLA when think about the safety.Customer prefer certain products or services because the believe the thing best meet their performance and emotional needs, as measured by comparison norms. The need of the study is that to compare the service provided by OLA and UBER. A sample of 120 was collected from the respondents were percentage analysis, chi square analysis were used as tools to the data. The conclusion is that the Service Quality of both the cars are same and it can be increased by companies by increasing the response towards business in near picture.

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