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SERVICE QUALITY OF RIDE HAILING COMPANIES

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ABSTRACT :

This study explores service quality in ride-hailing services, focusing on factors like reliability, responsiveness, and convenience. Using customer surveys, it finds that driver professionalism, app usability, and transparent pricing are key to satisfaction. The paper also examines how service quality influences customer loyalty, highlighting the role of reliability and vehicle cleanliness. Additionally, a comparative analysis across different regions reveals variations in customer expectations based on geography. Some gaps are identified between consumer expectations, especially in punctuality and driver behavior. The research suggestions include improvement in communication, pricing model, and driver training. Suggestions on adaptation of strategies to regional needs should aim at enhancing satisfaction. Overall, service quality improvement would require a holistic approach.

KEY POINTS: Ride availability, Driver behaviour, Customer satisfaction, Ratings of the service.

INTRODUCTION :

The massive growth of the ride-hailing sector has greatly transformed urban mobility, providing an alternative as convenient as ride-hailing is flexible compared to other means of transportation. Uber, Lyft, and regional competitors have revolutionized the way people travel: from mere taps on a smartphone, which provides on-demand services. As competition increases in recent years, service quality has established itself as a critical competency to differentiate between performing and nonperforming companies in relation to maintaining customer loyalty. Service quality of taxi-hailing services ranges from mere transportation service; it entails various dimensions: driver professionalism, vehicle condition, user-friendliness of applications, transparency of the ride rate, and overall experience.

Ride-hailing companies aim at maintaining high standards of service quality for customer retention and brand reputation. However, operational and geographic diversity in terms of the variety of expectation by customers at different locations continues to add complexity to this task. The differences in safety, on-time delivery, behavior, and even communication between drivers and passengers do vary widely from one region to another; hence the standardization of service remains quite a daunting task. Expectations of customers in an urban setting might be different from those in suburbia or the countryside, thus affecting their perception of service quality.

LITERATURE REVIEW :

1. The role of service quality dimensions in influencing customer satisfaction with ride-hailing services in Kuala Lumpur, Malaysia.(Chia Kar Man et al. (2019)
2. Rachbini et al. (2020) observed that customer involvement, fueled by positive service experiences, significantly impacts loyalty.
3. Kotler and Keller (2016) defined customer satisfaction as the extent to which service meets or exceeds expectations.
4. Gunderson et al. (1996) argued that satisfaction is a key performance indicator for service providers, with repeated findings in studies on public transportation, including the works of Wahid et al. (2017).
5. Zeithaml (1988) described perceived value as the trade-off between received benefits and incurred costs.
6. Reichheld and Schefter (2000) highlighted the link between consistent service quality and customer retention

OBJECTIVES :

1. To evaluate the impact of ride-hailing service quality on customer satisfaction.
2. To assess the relationship between price models in ride-hailing services and customer loyalty
3. To assess the wait time and ride availability to affect the satisfaction of ride-hailing customers.
4. To compare the differences in service quality between the ride-hailing companies vs. the traditional taxi.
5. Observe the environmental and sustainability practices of ride-hailing companies.

DATA ANALYSIS AND INTERPRETATION :

1. **Age**

Demographic		No. of respondents	percentage
Age	Below 20	22	34.4%
	20-30	37	57.8%
	30-40	6	9.4%
	40-50	2	3.1%
	Below 50	0	0
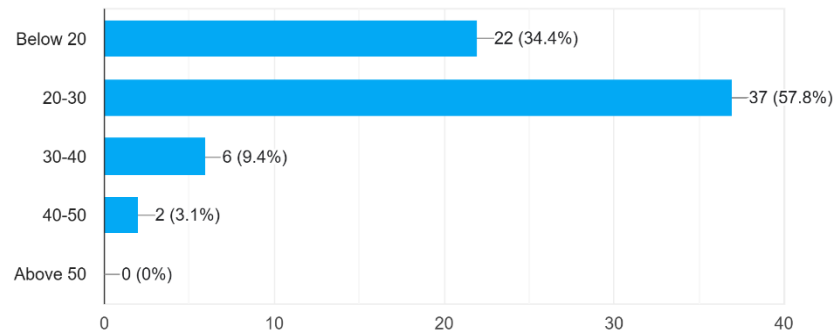
INTERPRETATION

The majority of the respondents were aged between 20-30 years (57.8%) and a considerable number falls below 20 years of age (34.4%). Older segments are underrepresented because no more than 9.4% falls within the bracket of 30-40, and only 3.1% is within the range of 40-50. No respondent falls above the age of 50. Thus, it mainly targets the young.

2. **Gender**

Demographic		No of respondents	Percentage
Gender	Male	36	56.3%
	Female	28	43.8%
	Others	0	0
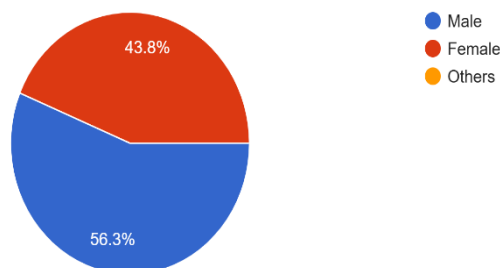
INTERPRETATION

The survey shows a gender majority, as 56.3% (36 respondents) identified as male in comparison to 43.8% (28 respondents) who identified as female; there were no "Other" respondents. The gender balance is thus relatively well represented, but skewed towards males.

3. Employment status

| Demographic		No. of respondents	Percentage
Employment status	Employed full time	13	20.3%
	Employed part time	4	6.3%
	Un employed	8	12.5%
	student	39	60.9%
	Retired	0	0
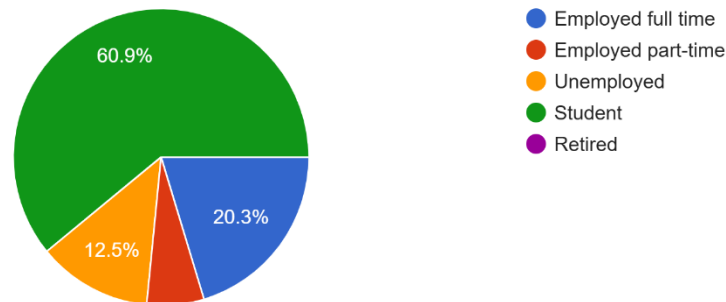
INTERPRETATION

The largest proportion of respondents (60.9%, 39 respondents) is composed of students, while only a small part are working full-time (20.3%, 13 respondents) or part-time (6.3%, 4 respondents), 12.5% (8 respondents) of respondents are unemployed, and nobody is retired. It gives some grounds to the conclusion that the sample is mainly represented by the students or young people at professional education stages.

4. Location

| Demographic		No. of respondents	Percentage
Location	Urban area	27	42.9%
	Sub- urban area	7	11.1%
	Small town	16	25.4%
	Rural area	13	20.6%
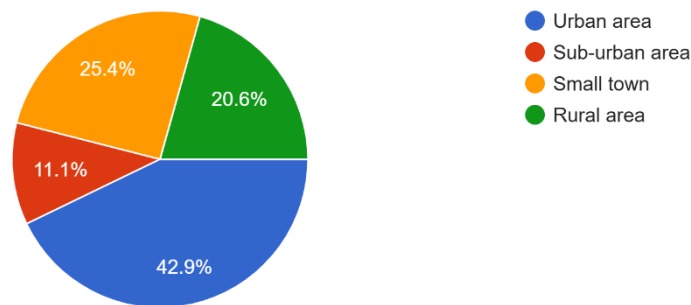
INTERPRETATION

The survey indicates that 42.9% of the respondents, or 27, live in urban areas, making it the location with the highest prevalence. A relatively fewer percentage lives in suburban areas as indicated by 11.1%, or 7 respondents, while 25.4%, or 16, live in small towns, and 20.6%, or 13, come from rural locations. This would indicate a diversified spread of respondents living in different types of locations with an elastic urban majority.

5. How satisfied are you with the professionalism and behaviour of drivers?

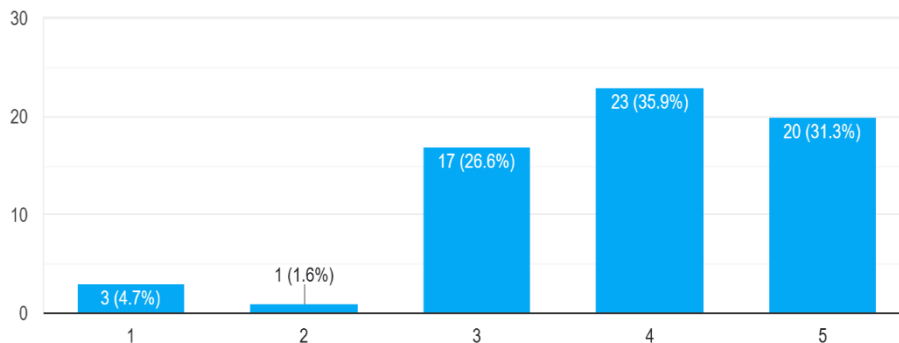| S.NO	Particulars	No of respondents	Percentage
1	Very dissatisfied	1	1.6%
2	Dissatisfied	1	1.6%
3	Neutral	25	39.1%
4	Satisfied	31	48.4%
5	Very satisfied	6	9.4%
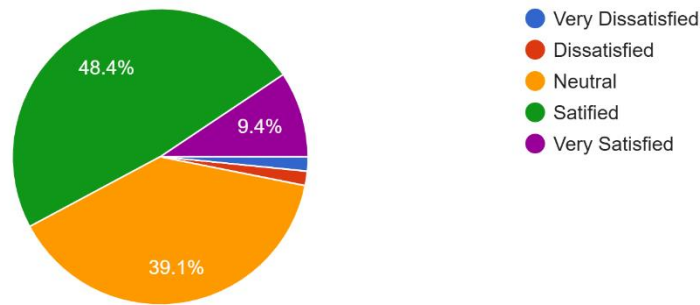
INTERPRETATION

The majority of respondents are satisfied with the professionalism and behavior of drivers, being 48.4 percent (31 respondents) "satisfied" and 9.4 percent (6 respondents) "very satisfied." A smaller share consists in neutral attitude (39.1 percent or 25 respondents), and only 1.6 percent or "very dissatisfied" and 1.6 percent or "dissatisfied" of the respondents correspondingly are. The general opinion on the provided feedback suggests contentment with driver professionalism and behavior.

6. **How would you rate the overall quality of service provided by ride-hailing companies?**

| S.NO	Ratings	No of respondents	Percentage
1	1	3	4.7%
2	2	1	1.6%
3	3	17	26.6%
4	4	23	35.9%
5	5	20	31.3%

INTERPRETATION

The majority of respondents, 67.2%, rated the overall quality of service provided by ride-hailing companies positively, with 35.9% giving a rating of 4 and 31.3% rating it 5. However, a significant number, 26.6%, rated it as average at 3. Only 6.3% had ratings below 3, which would thus imply that general satisfaction is paramount in the service. The overall feedback reveals a positive view regarding ride-hailing services.

7. **How satisfied are you with the safety measures in place in ride-hailing vehicles?**

| S.NO	Particulars	No of respondents	Percentage
1	Very satisfied	12	18.8%
2	Satisfied	27	42.2%
3	Neutral	21	32.8%
4	Dissatisfied	4	6.3%
5	Very dissatisfied	0	0
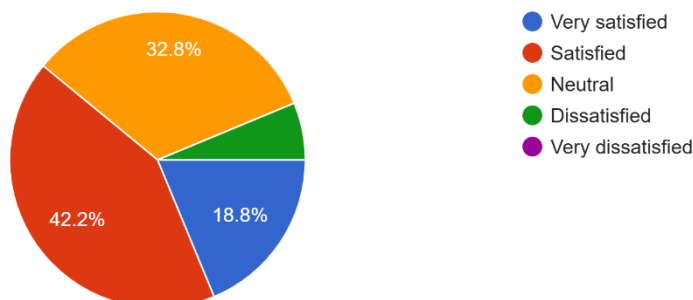
INTERPRETATION

The majority of the respondents (61%) were satisfied with the safety measures in ride-hailing vehicles, 42.2% of whom were "satisfied," and 18.8% "very satisfied." As many as 32.8% were neutral, indicating that although most are positive regarding the safety arrangements, there is room for improvement. Only a minute fraction of 6.3% were negative, while no respondents were "very dissatisfied." It shows generally favorable views on safety but highlights some points for improvement.

8.   How do you rate the comfort and cleanliness of ride-hailing vehicles?

| S.NO	Particulars	No of respondents	Percentage
1	Very poor	0	0
2	Poor	3	4.7%
3	Average	22	34.4%
4	Good	35	54.7%
5	Excellent	4	6.3%
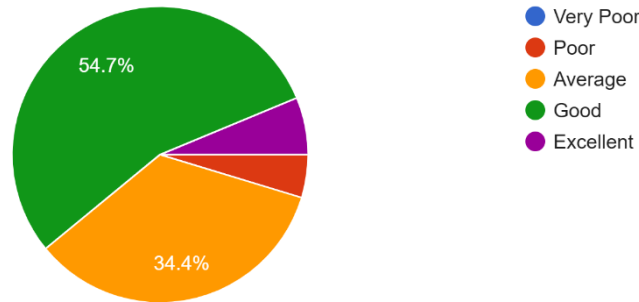
INTERPRETATION

The vast majority of respondents, 65.4%, assessed the comfort and cleanliness of ride-hailing vehicles positively, with 54.7% rated as "Good" and 6.3% as "Excellent". The significant percentage of respondents graded it "Average" at 34.4%, and this indicates satisfaction along with elements of dissatisfaction. Only 4.7% found it "Poor", and nobody gave an assessment of "Very poor.". Overall, the vehicle rating has indicated that in particular, most riders find the vehicles comfortingly tidy but have room to improve with higher consistency in quality.

9.   How often do you experience technical issues with the ride-hailing app (e.g., location accuracy, payment issues)?

| S.NO	Particulars	No of respondents	Percentage
1	Very frequently	6	9.4%
2	Frequently	11	17.2%
3	Occasionally	21	32.8%
4	Rarely	22	34.4%
5	Never	4	6.3%
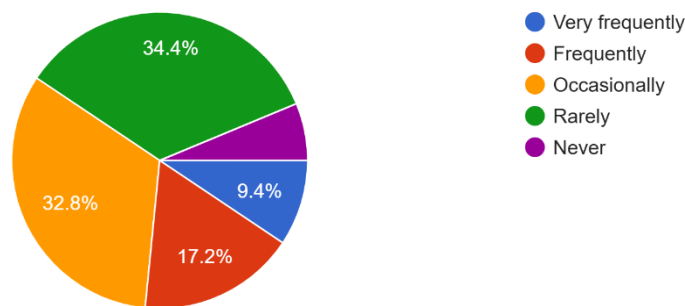
INTERPRETATION

A majority of respondents (68.4%) report technical problems with the ride-hailing app either "rarely" (34.4%) or "occasionally" (32.8%), which implies that these incidents are not so frequent. A smaller proportion, 26.6%, experience issues more regularly: 9.4% "very frequently," and 17.2% "frequently." Only 6.3% said they never encountered problems. This indicates that while technical problems do happen for some, they are not prevalent or regular for anyone.

10.   How satisfied are you with the pricing of ride-hailing services?

S.NO	Particulars	No of respondents	Percentage
1	Very dissatisfied	2	3.1%
2	Dissatisfied	4	6.3%
3	Neutral	22	34.4%

| 4	Satisfied	32	50%
5	Very Satisfied	4	6.3%
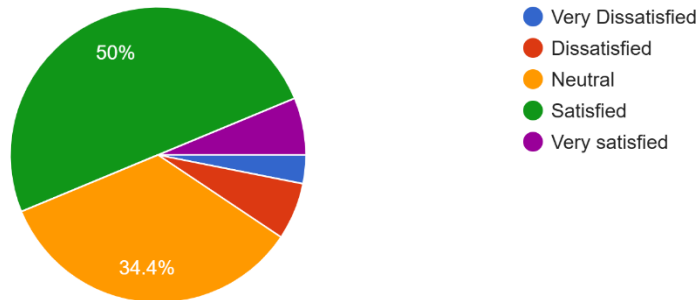
INTERPRETATION

The majority of the respondents (56.3%) are satisfied with the pricing of ride-hailing services, at 50% with "Satisfied" and 6.3% "Very Satisfied." A considerable portion remains neutral, neither fully satisfied nor dissatisfied, at 34.4%. On the other hand, only a small portion remained at 9.4%, who were not satisfied. Of this, 3.1% of them were "Very dissatisfied." Overall, the feedback there is much room for improvement in meeting all the customers' expectations as most users are content with pricing.

11.   I switch to a different ride-hailing service based on a more favourable pricing model.

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	1	1.6%
2	Disagree	2	3.1%
3	Neutral	21	32.8%
4	Agree	35	54.7%
5	Strongly agree	5	7.8%
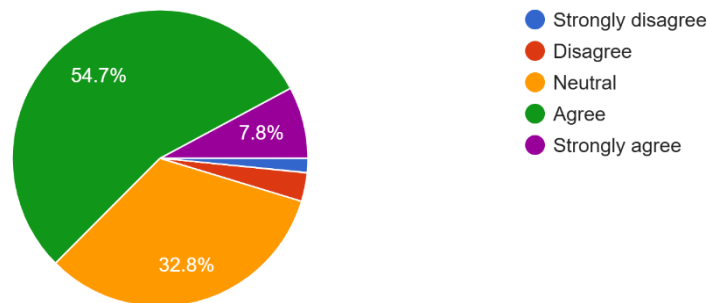
INTERPRETATION

A large proportion of respondents, 62.5%, would switch their ride-hailing service if offered a more favorable pricing model, with 54.7% in agreement and 7.8% strongly agreeing. The next is a neutral proportion of respondents standing at 32.8%, which suggests that they would switch but are not entirely committed. Only a tiny proportion, 4.7%, disagreed with the above statement, implying that price is a matter of importance when deciding upon a suitable ride-hailing service.

12.   Does the pricing model influence your loyalty to a particular ride-hailing service?

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	1	1.6%
2	Disagree	3	4.7%
3	Neutral	25	39.1%
4	Agree	31	48.4%
5	Strongly agree	4	6.3%
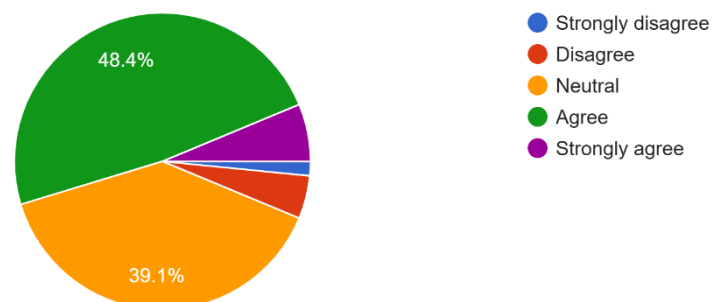
INTERPRETATION

Most of the respondents, or 54.7%, reported that the pricing model has something to do with their loyalty to a specific ride-hailing service. This was indicated by a total of 48.4% agreeing and 6.3% strongly agreeing. In turn, 39.1% expressed neutrality, meaning that despite being consequential, pricing perhaps was not the only factor in loyalty. Those that disagreed were as few as 6.3%. Therefore, for most users, the pricing model must play a significant role in being kept on in service.

13. **Price transparency (knowing the fare before the ride) is important to me.**

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	1	1.6%
2	Disagree	1	1.6%
3	Neutral	21	32.8%
4	Agree	29	45.3%
5	Strongly agree	12	18.8%
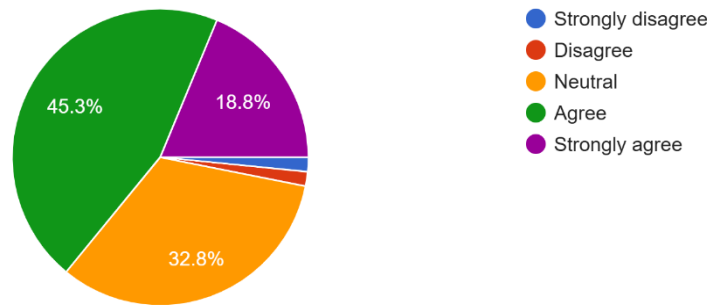
INTERPRETATION

A vast majority of respondents (64.1%) place value on price transparency. They believe that people want to know the fare before they take the ride by agreeing with it at 45.3% and strongly agreeing at 18.8%. Moreover, the rest, which is 32.8%, were neutral, meaning that there is some flexibility on this. And only 3.1% disagreed, meaning that most are likely to want clear prices before they agree to take a ride. A vast majority of respondents (64.1%) place value on price transparency. They believe that people want to know the fare before they take the ride by agreeing with it at 45.3% and strongly agreeing at 18.8%. Moreover, the rest, which is 32.8%, were neutral, meaning that there is some flexibility on this. And only 3.1% disagreed, meaning that most are likely to want clear prices before they agree to take a ride.

14. **How often do you face long wait times when booking a ride?**

| S.NO	Particulars	No of respondents	Percentage
1	Frequently	8	12.5%
2	Very frequently	8	12.5%
3	Occasionally	21	32.8%
4	Rarely	22	34.4%
5	Never	5	7.8%
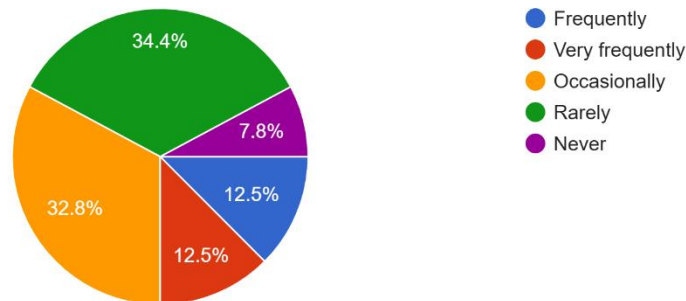
INTERPRETATION

Most respondents, 69.2 percent, experienced long waiting times "rarely" (34.4 percent) or "occasionally" (32.8 percent), indicating that while delays have occurred, they are not very common for most users. A smaller proportion, 25 percent, experience long waiting times more often than others, at 12.5 percent "frequently" and another 12.5 percent "very frequently." Only 7.8 percent claimed never to experience long waiting times, which indicates that, while delays represent a significant problem to some extent for some users, they are not an everyday problem for all passengers.

15. How satisfied are you with the availability of ride-hailing services in your area?

| S.NO	Particulars	No of respondents	Percentage
1	Very dissatisfied	2	3.1%
2	Dissatisfied	8	12.5%
3	Neutral	17	26.6%
4	Satisfied	32	50%
5	Very Satisfied	5	7.8%
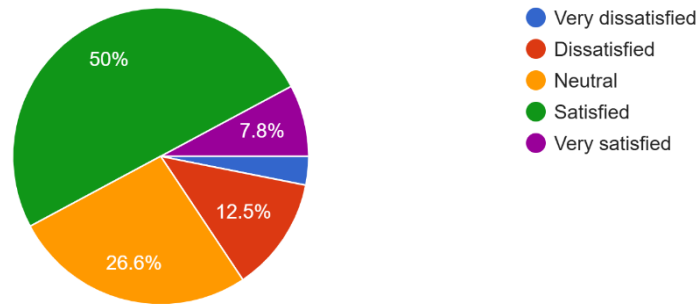
INTERPRETATION

Most of them (57.8%) are satisfied with the availability of ride-hailing services in their locality, and 50% responded "Satisfied" and 7.8% "Very Satisfied". The significant numbers who were neutral-26.6%- suggest that many may be satisfied while still allowing for variation in experience of availability. However, 15.6% are dissatisfied, 12.5% "Dissatisfied," and 3.1% "Very Dissatisfied." This could mean that although users in general are satisfied with service availability, there is always room for improvement in certain aspects.

16. Wait times affect my satisfaction with the ride-hailing service.

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	3	4.7%
2	Disagree	6	9.4%
3	Neutral	25	39.1%
4	Agree	25	39.1%
5	Strongly agree	5	7.8%
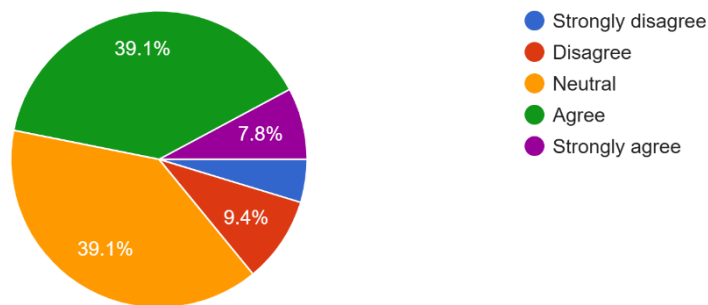
INTERPRETATION

The majority share, 46.9%, answered affirmatively, meaning wait times do influence the users' satisfaction with ride-hailing services. Of these, 39.1 percent agreed, while 7.8 percent strongly agreed that it does. A further 39.1 percent were neutral, as wait times are a factor but not necessarily the prime cause of influence among all users. A minority of 14.1% disagreed, with 9.4% disagreeing and 4.7% having strongly disagreed: it is apparent that for most people, wait times do indeed play a part in shaping their experience with the service.

17. How often do you cancel a ride due to long wait times?

| S.NO	Particulars	No of respondents	Percentage
1	Very Frequently	5	7.9%
2	Frequently	8	12.7%
3	Occasionally	22	34.9%
4	Rarely	20	31.7%
5	Never	8	12.7%
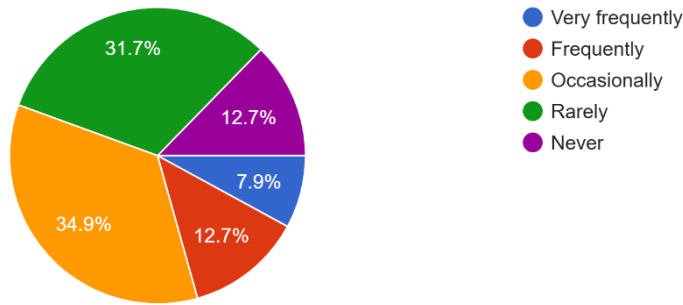
INTERPRETATION

Long wait times are the most common reasons why most users cancel their rides, at 66.6%, with 31.7% choosing "Rarely" and 34.9% on "Occasionally". A minimal percentage cancels rides more often, at 20.6%, with 12.7% choosing "Frequently" and 7.9% "Very Frequently." Nevertheless, 12.7% said they never cancel a ride due to long wait time, meaning that even though waiting does cause others to cancel rides for them, it is not a problem that most encounter.

18. **How satisfied are you with the real-time updates on the estimated arrival time of your ride?**

| S.NO	Particulars	No of respondents	Percentage
1	Very dissatisfied	2	3.1%
2	Dissatisfied	4	6.3%
3	Neutral	22	34.4%
4	Satisfied	29	45.3%
5	Very Satisfied	7	10.9%
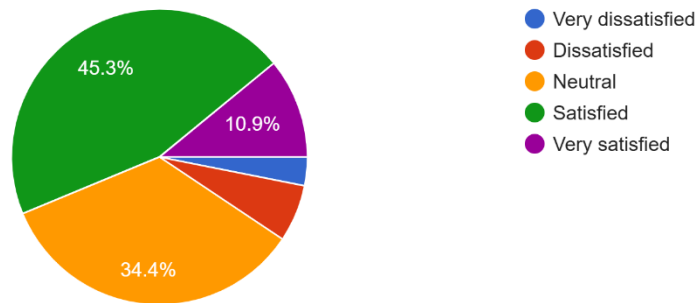
INTERPRETATION

More respondents are satisfied with the real-time updates on the estimated time to ride (55.6%), with 45.3% rating it as "satisfied" and 10.9% as "very satisfied." A large chunk of 34.4% maintained that they were neutral, meaning people approve of such updates but there is room for improvement in this regard. Only a few (9.4%) were dissatisfied, with 3.1% of the population being "Very Dissatisfied" and 6.3% "Dissatisfied." This suggests that although most of the users find it valuable to get updates, some complain of inconsistencies or inaccuracy.

19. **How often do you choose a traditional taxi over a ride-hailing service?**

| S.NO	Particulars	No of respondents	Percentage
1	Very Frequently	8	12.5%
2	Frequently	11	17.2%
3	Occasionally	23	35.9%
4	Rarely	20	31.3%
5	Never	2	3.1%
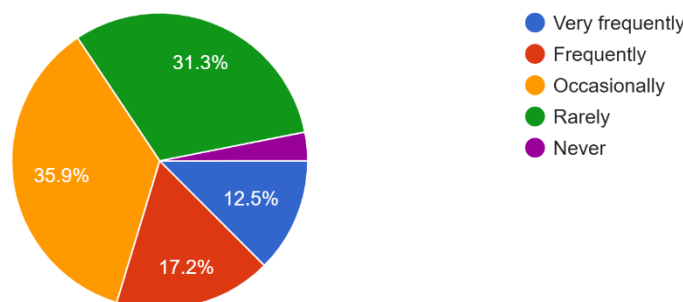
INTERPRETATION

Most respondents rarely or occasionally opt for a traditional taxi over a ride-hailing service, at 66.9 percent, where 31.3% have answered "Rarely" and 35.9% "Occasionally". A less significant portion (29.7%), of course, opt for a traditional taxi more frequently, where 17.2% "Very Frequently" and 12.5% "Frequently." Only 3.1% of the respondents have chosen "Never" while choosing a traditional taxi; this means ride-hailing services are more preferred among most, and traditional taxis are still considered an option for the remainder of the users given the right circumstances.

20.   What factors influence your choice between ride-hailing and traditional taxis?

| S.NO	Factors	No of respondents	Percentage
1	Price	35	54.7%
2	Availability	35	54.7%
3	Service quality and safety	23	35.9%
4	Environmental impact	19	29.7%
5	Convenience	22	34.4%
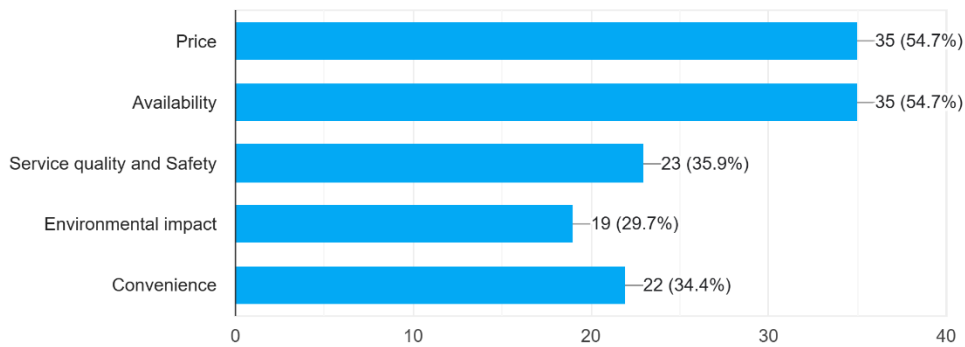
INTERPRETATION

Price and Availability were mentioned by 54.7% of respondents as the most influential factors for making the choice between ride-hailing services and traditional taxis. Service quality and safety rank third at 35.9%, while Convenience ranks at 34.4%, implying that users prefer to seek an experience that is safe, reliable, and convenient. Environmental impact was less influential at 29.7%. In general, price and availability go hand in hand, followed by the quality of service and convenience.

21.   I am satisfied with the professionalism of drivers in ride-hailing services compared to traditional taxis.

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	3	4.7%
2	Disagree	7	10.9%
3	Neutral	23	35.9%
4	Agree	26	40.6%
5	Strongly agree	5	7.8%
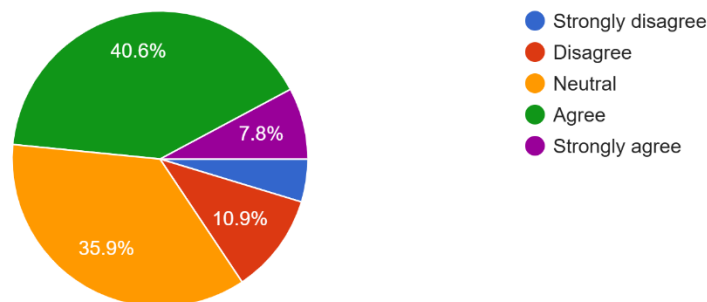
INTERPRETATION

The majority, 48.4%, were satisfied with the professionalism of drivers in ride-hailing services compared to traditional taxis, agreeing at 40.6% while 7.8% strongly agreed with it. A huge percentage, 35.9%, was neutral and indicated that although many reckon ride-hailing drivers are professional, this is not usually a strong opinion. A smaller proportion, 15.6%, disagreed, with 10.9% disagreeing and 4.7% who strongly disagreed. On the whole, this indicates that people perceive ride-hailing services as more professional in terms of drivers as compared to the regular taxi.

22. **I will be willing to pay a premium for a ride with an environmentally-friendly vehicle.**

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	2	3.1%
2	Disagree	7	10.9%
3	Neutral	15	23.4%
4	Agree	34	53.1%
5	Strongly agree	6	9.4%
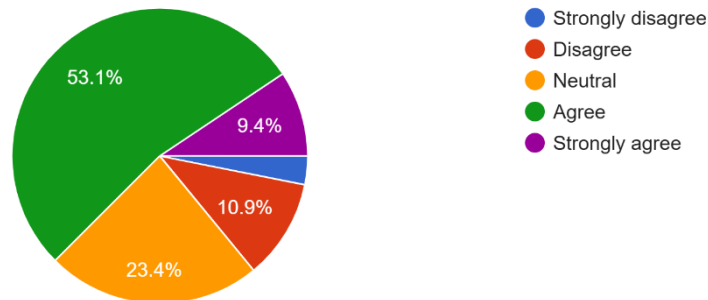
INTERPRETATION

A large majority of respondents (62.5%) will pay a premium for a ride in an environmentally-friendly vehicle, and 53.1% agree and 9.4% strongly agree. A minority of 23.4% is neutral, hence signaling that while environmental concerns form an essential aspect, they are not a deciding factor for everyone. Only 14% disagreed, including 10.9% disagree and 3.1% strongly disagree. This indicates that most of the users would be willing to pay more for the ecologic-friendly versions because sustainability awareness is rising.

23. **I have used a ride-hailing service with electric or hybrid vehicles.**

| S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	1	1.6%
2	Disagree	7	10.9%
3	Neutral	20	31.3%
4	Agree	29	45.3%
5	Strongly agree	7	10.9%
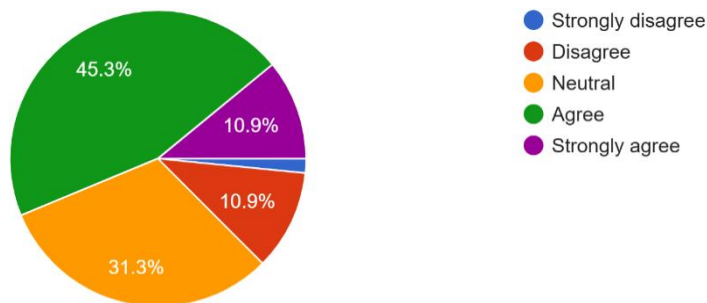
INTERPRETATION

The majority of respondents, 55.6%, reported having used a ride-hailing service with electric or hybrid vehicles, with 45.3% in agreement and 10.9% in strong agreement. A big percentage, 31.3%, were neutral, meaning that though some have been using it, there is still a significant group that hasn't or is unsure. There were only 12.5% in disagreement: 10.9% disagree and 1.6% strong disagreement. This makes electric and hybrid vehicles more common through services like ride-hailing, but the availability or usage can still be limited for some passengers.

24. 24. **I would prefer to choose a ride-hailing service that offers eco-friendly vehicle options.**

S.NO	Particulars	No of respondents	Percentage
1	Strongly disagree	4	6.3%
2	Disagree	1	1.6%
3	Neutral	20	31.3%
4	Agree	35	54.7%
5	Strongly agree	4	6.3%
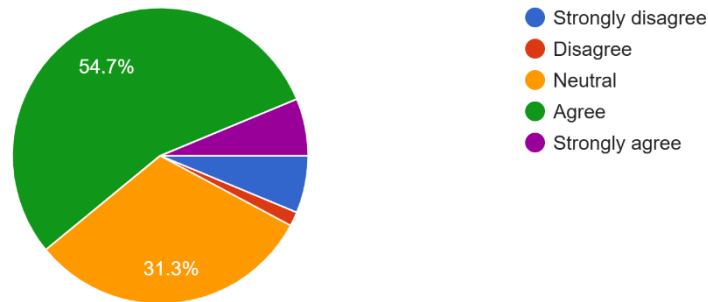
INTERPRETATION

61% of the respondents prefer to choose a ride-hailing service that provides green vehicles. 54.7% agree, and 6.3% strongly agree. While 31.3% remain neutral, showing some acceptance of green vehicles, this does not amount to preference. A mere 7.9% disagree, 6.3% strongly, and 1.6% disagrees. This indicates that most of the users want green vehicle options, but it does not prove to be a decisive factor for all of them.

CHI SQUARE ANALYSIS

TABLE

Age and satisfied with the real time updates on the estimated arrival time of ride.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.63	12	.0004
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		

7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.

Chi-square value= 35.63

Degree of freedom=12

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between Age and satisfied with real time updates on the estimated arrival time of ride

FINDINGS :

1. *Age Distribution*: The survey predominantly represents younger individuals, with 57.8% aged 20-30 and 34.4% under 20, indicating a youthful target audience.
2. *Gender Distribution*: The gender distribution is slightly male-skewed, with 56.3% male and 43.8% female respondents, showing a balanced but male-majority sample.
3. *Occupation*: Most respondents (60.9%) are students, followed by a smaller portion of full-time (20.3%) and part-time (6.3%) workers, reflecting a student-centric demographic.
4. *Location*: A majority (42.9%) live in urban areas, with a diverse mix of respondents from suburban (11.1%), small town (25.4%), and rural (20.6%) locations.
5. *Driver Professionalism*: The majority of respondents (57.8%) are satisfied with driver professionalism, with 48.4% rating it as "satisfied" and 9.4% as "very satisfied."
6. **Overall quality of service**: Most customers are satisfied, with 67.2% having given positive ratings (4 or 5).
7. **Safety measures:** They are satisfied with the safety measures, 61%, though 32.8% are neutral.
8. **Comfort and cleanliness:** the majority of participants, 65.4%, evaluated this indicator highly, but 34.4% only assessed it as average.
9. **Technical problems:** Technical problems occur occasionally for 65.2% of the users but not very often.
10. **Pricing acceptability**: 50% of the respondents are satisfied with the pricing, while 9.4% of them expressed dissatisfaction.
11. **Switching services for better pricing**: The majority (62.5%) would switch for better pricing, but this is much more important.
12. **Loyalty and pricing**: Pricing has a strong bearing on loyalty, as 54.7% agreeing that it affects their choice.

13. **Price transparency**: Nearly all users (64.1 percent) like knowing the fare in advance, with very few disagreeing.
14. **Waiting**: A considerable number (69.2%) rarely or occasionally face long wait times, while others (25%) find delays to be a frequent occurrence.
15. **Satisfaction with availability:** 57.8% are satisfied with service availability in their area, though 15.6% are dissatisfied.
16. **Impact of wait times on satisfaction:** Wait times affect satisfaction for 46.9% of users, with a majority agreeing.
17. **Cancel rides due to waiting times**: 66.6% rarely or sometimes cancel rides if wait times are long.
18. **Satisfaction with real-time information/updates**: The majority, 55.6%, of users are satisfied with real-time updates on arrival time.
19. **Choosing taxis over ride-hailing**: 66.9% rarely or occasionally prefer the traditional taxi, with ride-hailing being the main preferred option.
20. **Factors influencing choice**: Price and availability are the most influential in choosing between ride-hailing and traditional taxis-at 54.7% each.
21. **Drivers' professionalism:** 48.4% are satisfied with the professionalism of ride-hailing drivers, in comparison to traditional taxis.
22. **Willingness to Pay for Green Vehicles**: 62.5% would pay extra for a ride in a green vehicle.
23. **Rideshare usage of electric or hybrid vehicles**: 55.6% have used ride-sharing services with electric or hybrid vehicles.
24. **Eco-friendly vehicle preference:** 61% prefer services that provide eco-friendly ride options.

SUGGESTIONS :

1. Provide student discounts and young professional-centric services, as 57.8% of the participants fall within the 20-30 age category.
2. Female Driver Options and Safety Features to Attract More Women Users
3. Increase presence in Suburban and Rural locations to expand to areas that the service lacks presence in.
4. Student-centric benefits; such as discounts, flexible payment options, and ride facilities during late nights.
5. Maintain the emphasis on professional and customer-friendly driver training to achieve high satisfaction levels.
6. Offer "green ride" options as, for a large part of the users, the premium was worth paying for such services.
7. Improve the services within cities and expand features within the applications, adjust wait times, and availability of rides to ensure that a greater percentage of users are retained.

CONCLUSION :

The survey shows that rideshare services are attractive to an urban younger segment of the population, with a strong focus on students and people who are highly techno-savvy. To further exploit this, affordability, being gender sensitive, and professional behavior on the part of drivers could be crucial influencing factors for user satisfaction. Suburbs and rural catchment expansion with environment-friendly vehicles and service modifications to meet specific student needs can be targeted to increase the market reach. By constantly adapting to these insights, ride-hailing firms can increase customer loyalty and attract new users, helping the firms remain competitive in the constantly changing market.

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