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Research Paper

SERVICE SATISFACTION AMONG WOMEN USERS OF E-HAILING SERVICES: AN EMPIRICAL STUDY IN COIMBATORE CITY

¹Mrs Shobi Babu & ²Dr .P.S .Deepa

¹Research Scholar, Sankara College of Science and Commerce, Saravanampatti, Coimbatore 641035

Mail: shobibabu207@gmail.com

²Research Guide, Assistant Professor and Head, Department of Commerce,

Sankara College of Science and Commerce, Saravanampatti, Coimbatore 641035

Mail: deepaps@sankara.ac.in

ABSTRACT

This study investigates the level of service satisfaction among women users of car-based e-hailing services in Coimbatore City. It also aims to detect the key factors influencing satisfaction and to understand the multi-faceted nature of service experience. Primary data were collected from women users. The collected data analysed using factor analysis (Principal Component Analysis with Varimax rotation).

The results indicated that service satisfaction is not a single construct but consists of five significant underlying dimensions: service reliability and time performance, pricing fairness and value, driver service experience, app experience and service recovery, and overall satisfaction and expectation confirmation. These five factors together explain 69.463% of the total variance, indicating strong explanatory power.

The findings also state that both operational efficiency and experiential aspects significantly influence satisfaction among women users. The study offers practical insights for improving service quality, safety perception, pricing transparency, and digital experience in e-hailing services.

Keyword: Service Satisfaction, E-hailing, Women Users, Service Experience, Service Reliability

INTRODUCTION

E-hailing services have revolutionized urban transportation by offering convenience, accessibility, and flexibility. In Tier-2 cities like Coimbatore, the adoption of app-based taxi services has grown rapidly, especially among women users who value safety, reliability, and comfort.

However, service satisfaction among women users is influenced by multiple factors beyond basic transportation. The elements such as driver behaviour, pricing transparency, app usability, and service reliability play a crucial role in shaping customer experience.

Understanding these factors is essential for service providers to increase customer satisfaction, ensure safety, and build long-term loyalty. This study concentrates specifically on women users to capture their unique

expectations and concerns in using car-based e-hailing services.

OBJECTIVES

- To measure the level of service satisfaction among women users of e-hailing services.
- To identify the key factors influencing service satisfaction among women e-hailing users.

REVIEW OF LITERATURE

Sikder, Rana, and Polas (2021) examined the impact of service quality on customer satisfaction in motor ride-sharing services in Dhaka city, Bangladesh. The study aimed to test the SERVQUAL dimensions (tangibility, reliability, responsiveness, assurance, and empathy) in an app-based mobility context and extended the framework by incorporating price fairness as an additional

determinant of satisfaction. A cross-sectional survey design was used, with data collected from 386 ride-sharing users in Dhaka selected through a convenience sampling technique. Respondents were required to have used app-based ride-sharing services within the preceding year. A structured questionnaire measured the six predictors and customer satisfaction using a five-point Likert scale. The analysis employed PLS-SEM using SmartPLS 3.0. The reported model explained a substantial share of variance in satisfaction ($R^2 = 0.736$) and reported fit indices including SRMR (0.076) and NFI (0.899).

Jusoh and Ridzuan (2022) investigated customer satisfaction toward ride-hailing services in Kuantan, Pahang, with the objective of determining the association between SERVQUAL service-quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction. The study addressed the practical issue of sustaining service usage in a competitive ride-hailing market by linking satisfaction to measurable service-quality attributes.

Wireko-Gyebi et al. (2024) examined how service quality shapes customer satisfaction and customer loyalty among sharing economy vehicle (e-hailing) users in Accra, Ghana, where platform adoption increased while user complaints continued. The study aimed to determine whether seven service-quality dimensions significantly predict customer satisfaction and whether customer satisfaction significantly predicts customer loyalty, operationalized through intention to reuse and willingness to recommend the service.

RESEARCH METHODOLOGY

This study is descriptive research based on primary data. It was conducted in the Coimbatore City with 400 women users of E hailing Platforms. A self-administered online survey was conducted and proportionate random sampling method is used. The tools which have been used for data analysis are charts, diagrams, frequency, table, percentage

analysis and the secondary data were collected from various websites, articles, newspapers, etc.

DATA ANALYSIS AND INTERPRETATION

Table 1
Overall Satisfaction With E-Hailing Services

Level of satisfaction	No of respondents	Percentage
Highly satisfied	140	35
satisfied	120	30
Neutral	40	10
dissatisfied	62	15.5
Highly dissatisfied	38	9.5
Total	400	100

The table indicates that a majority of respondents are satisfied with e-hailing services. About 35% are highly satisfied and 30% are satisfied, totalling 65%. Around 10% of respondents are neutral in their opinion. However, 15.5% are dissatisfied and 9.5% are highly dissatisfied, making up 25% of the sample. Overall, the results show positive satisfaction levels with some scope for improvement.

Table 2
Future use of e-hailing service

Options	No of respondents	Percentage
Very Unlikely	42	10.5
Unlikely	30	7.5
Neutral	78	19.5
Likely	130	32.5
Very Likely	120	30
Total	400	100

The table indicates that a majority of respondents are inclined to continue using e-hailing services in the future. About 32.5% are

likely and 30% are very likely to use these services, together accounting for 62.5% of the respondents. Around 19.5% of respondents remain neutral, showing uncertainty about future usage. However, a smaller proportion, 10.5% and 7.5%, are very unlikely and unlikely respectively, totalling 18%. Overall, the results suggest a positive future intention toward e-

hailing services with some hesitation among a minority of users.

HYPOTHESIS

H01: There are significant underlying factors that contribute to Service Satisfaction among women users of car-based e-hailing services in Coimbatore City.

Testing of Hypothesis 1

Table 3

Total variance explained for the Service Satisfaction scale

Component	Initial Eigenvalue	Percentage of Variance	Cumulative Percentage	Rotated Percentage of Variance	Rotated Cumulative Percentage
1	4.496	14.986	14.986	14.118	14.118
2	4.290	14.299	29.285	13.935	28.053
3	4.233	14.111	43.396	13.872	41.925
4	4.046	13.486	56.882	13.815	55.740
5	3.774	12.581	69.463	13.723	69.463

Extraction Method: Principal Component Analysis.

The results of factor analysis show that five components have eigenvalues greater than 1.00 and are therefore retained for the Service Satisfaction scale. Before rotation, the five extracted components together explain 69.463% of the total variance. After Varimax rotation, the explained variance is distributed more evenly across the five components, accounting for 14.118%, 13.935%, 13.872%,

13.815%, and 13.723% respectively. The cumulative variance explained by the five factors remains 69.463%, which indicates that the extracted factor structure adequately represents the major dimensions of Service Satisfaction among women users of car-based e-hailing services in Coimbatore City. Thus, the factor analysis supports the presence of five meaningful underlying dimensions in the Service Satisfaction scale.

Table 4

Rotated component matrix of the Service Satisfaction scale

Item No.	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
B1					.841
B2					.834
B3					.838
B4					.814
B5					.816
B6					.819
B7	.839				
B8	.813				
B9	.871				
B10	.866				
B11	.810				
B12	.824				

B13			.852		
B14			.796		
B15			.835		
B16			.830		
B17			.834		
B18			.836		
B19		.855			
B20		.817			
B21		.837			
B22		.829			
B23		.808			
B24		.850			
B25				.843	
B26				.834	
B27				.787	
B28				.814	
B29				.862	
B30				.831	

Note: Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization, Rotation converged in 5 iterations.

The rotated component matrix indicates that the 30 items of the Service Satisfaction scale are grouped into five distinct and interpretable factors. Items B7 to B12 load highly on Factor 1, indicating a dimension related to service reliability and time performance. Items B19 to B24 load strongly on Factor 2, representing pricing fairness and value. Items B13 to B18 load on Factor 3,

reflecting driver service experience. Items B25 to B30 load on Factor 4, indicating app experience and service recovery. Items B1 to B6 load on Factor 5, representing overall satisfaction and expectation confirmation. The factor loadings are all substantial and generally exceed 0.78, showing a strong association between the items and their respective factors. The rotated structure therefore confirms that the Service Satisfaction scale is multidimensional and that the extracted five-factor solution is conceptually meaningful and statistically sound.

Table 5
Factor-wise classification of items in the Service Satisfaction scale

Factor	Items Included	Proposed Factor Name
Factor 1	B7, B8, B9, B10, B11, B12	Service reliability and time performance
Factor 2	B19, B20, B21, B22, B23, B24	Pricing fairness and value
Factor 3	B13, B14, B15, B16, B17, B18	Driver service experience
Factor 4	B25, B26, B27, B28, B29, B30	App experience and service recovery
Factor 5	B1, B2, B3, B4, B5, B6	Overall satisfaction and expectation confirmation

The factor-wise classification of items shows that each extracted factor contains a logically coherent set of statements. Factor 1 consists of items related to arrival time, pickup accuracy, trip completion, reliability, and predictability, and is therefore named service reliability and time performance. Factor 2 comprises items relating to fare reasonableness, fare clarity, fairness during peak hours, value for money, billing transparency, and offers, and is named pricing fairness and value. Factor 3 includes statements concerning driver politeness, communication, cleanliness, driving style, supportiveness, and confidence in driver behaviour, and is therefore named driver

service experience. Factor 4 contains items related to ease of app use, app updates, payment convenience, customer support, complaint handling, and difficulty in obtaining support, and is named app experience and service recovery. Factor 5 consists of general satisfaction statements related to expectations, consistency, quality of ride experience, and satisfaction during busy hours, and is therefore named overall satisfaction and expectation confirmation. This classification confirms that the extracted factors are conceptually meaningful and consistent with the structure of the Service Satisfaction construct.

Hypothesis	Statement	Result	Decision
H01	Factors exist for service satisfaction	5 factors identified Service reliability & time performance, pricing fairness & value, driver service experience, app experience & service recovery, overall satisfaction & expectation (69.463% variance)	Accepted

FINDINGS

- Majority of respondents are highly satisfied with E-hailing services.
- Majority of respondents are willing to continue to use E-hailing services in future.
- Multidimensional Nature of Satisfaction
 - Service satisfaction is composed of five key factors, not a single dimension.
 - These factors explain 69.463% of total variance, indicating strong model adequacy.
- Identified Factors
 - Service Reliability and Time Performance
 - Pricing Fairness and Value
 - Driver Service Experience
 - App Experience and Service Recovery
 - Overall Satisfaction and Expectation Confirmation
- Strong Factor Loadings

All items show high loadings (above 0.78), indicating strong reliability and validity of the scale.

6. Hypothesis Result

The hypothesis is accepted:
There are significant underlying factors contributing to service satisfaction.

SUGGESTIONS

- Enhance ride reliability and punctuality through better driver allocation systems.
- Clearly communicate fare structure and surge pricing.
- Provide detailed billing breakdowns to users.
- Ensure background verification and monitoring.
- Improve user interface and app stability.
- Simplify booking and payment processes.
- Strengthen complaint handling systems.

- Provide faster grievance redressal, especially for safety-related issues.

CONCLUSION

This study summarises that service satisfaction among women users of e-hailing services in Coimbatore City is a multidimensional construct influenced by five key factors. Among these five factors, reliability, pricing fairness, and driver behaviour play a crucial role in shaping user perception.

The findings highlight that both service quality and user experience must be managed simultaneously to improve satisfaction. E-hailing companies need to investigate not only on operational efficiency but also on safety, transparency, and digital experience.

By considering these factors effectively, service providers can increase customer satisfaction, build trust among women users, and achieve long-term sustainability in the competitive e-hailing market

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