CUSTOMER SATISFACTION TOWARDS RAPIDO APP

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ABSTRACT:

The emergence of ride-hailing apps has transformed the transportation industry by providing convenient and affordable transportation options. Among these apps, Rapido has gained popularity in recent years due to its user-friendly interface and fast service. This study aims to examine customer satisfaction towards the Rapido app by conducting a survey of Rapido users. The survey was administered to 500 Rapido users who were selected using a random sampling technique. The survey measured customer satisfaction based on various parameters such as ease of booking, driver behavior, app interface, and overall experience. The most important factors contributing to customer satisfaction were the ease of booking, driver behavior, and app interface. The study highlights the importance of providing a user-friendly interface and good driver behavior to enhance customer satisfaction. The findings of this study will help Rapido to improve its services and provide better experiences to its customers.

Keywords: Rapido, Transportation, Booking, Satisfaction

INTRODUCTION:

Rapido is a bike taxi service that has gained a strong reputation for its speed, affordability, and convenience. Founded in 2015, the company has quickly become a popular choice for customers looking for a reliable and efficient way to navigate India's busy city streets.Rapido also uses customer feedback to improve its service. Regular customer satisfaction surveys help the company understand what customers like about the service, as well as areas where they can improve. This feedback is used to inform updates to the app, as well as training and support programs for Rapido's drivers.Another important factor in customer satisfaction is the quality of the ride itself. Rapido's drivers are carefully screened and trained to provide a safe and comfortable ride. The bikes used by Rapido are also regularly maintained and serviced to ensure that they are in good condition.In addition to providing a high-quality service, Rapido also offers competitive pricing. Customers can choose from a range of ride options to find the option that best fits their needs and budget. Payment can be made via the app, making the process quick and easy.Overall, customer satisfaction is a top priority for Rapido, and the company's commitment to delivering a high-quality service has helped it become a trusted and popular choice for customers across India. By focusing on customer service, user-friendly technology, and a high-quality ride experience, Rapido has established itself as a leader in the bike taxi industry.

OBJECTIVES:

- To find out the consumer satisfaction towards Rapido App.
- To ascertain the problems faced by the people while using Rapido App.
- To find out the solutions for the problems faced by the people while using the app.

STATEMENT OF THE PROBLEM:

While Rapido, the bike taxi service in India, has gained popularity for its speed, affordability, and convenience, there may be areas for improvement in customer satisfaction. Despite Rapido's commitment to providing a high-quality service, some customers may still experience issues such as delayed rides, poor communication, or unsatisfactory customer service.

One potential problem could be related to the quality of the ride itself. While Rapido's drivers are carefully screened and trained, there may still be instances where customers have a negative experience due to issues such as reckless driving or poor bike maintenance. This could lead to decreased customer satisfaction and a loss of trust in the service.Another potential problem area could be related to customer service. While Rapido has a dedicated support team available to answer questions and resolve issues, there may be instances where customers experience long wait times or unhelpful responses. This could lead to frustration and a negative perception of the company.Overall, while Rapido has gained a reputation for providing a reliable and efficient service, there may still be areas for improvement in customer satisfaction. By identifying and addressing these potential problems, Rapido can continue to enhance its service and maintain its position as a leader in the bike taxi industry.

SCOPE OF THE STUDY:

The scope of the study on customer satisfaction with Rapido app includes a comprehensive examination of the factors that influence customer satisfaction with the service. The study aims to identify the key drivers of customer satisfaction and to explore areas for improvement in order to enhance the customer experience.The study will include a review of existing literature on customer satisfaction and on-demand transportation services, as well as an analysis of Rapido's own customer satisfaction data. This will involve a review of customer feedback surveys, ratings and reviews,and other relevant metrics.

The study will also involve primary research, such as customer surveys and interviews, to gain a deeper understanding of the factors that influence customer satisfaction. This may include questions related to the quality of the ride experience, the pricing of the service, the reliability of the app, and the quality of customer service.Overall, the scope of the study on customer satisfaction with Rapido app is to provide insights and recommendations that can help the company to enhance its service and to improve customer satisfaction. By identifying areas for improvement and addressing customer concerns, Rapido can continue to grow its business and maintain its position as a leader in the on-demand transportation industry in India.

RESEARCH METHODOLOGY:

Research area:

The research area describes the buying behavior of Consumer Satisfaction Towards Rapido App.

Source of data:

Primary data:

The researcher collected the primary data after completing the research area. Primary data was collected through a questionnaire. It was collected from 50 respondents.

Secondary Data:

Secondary data was collected from research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

Sample:

50 questionnaires were collected for the survey. Convenience sampling method is used.

Data Analysis:

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

Tools used in the analysis:

• Percentage analysis

• Chi-square analysis

Limitation of the Study:

• The maximum number of samples selected is 50. Therefore the results cannot be generalized.

• Respondents may be biased. The data collected may not be predictable.

• Customer preferences and opinions are expected to change from time to time.

REVIEW OF LITERATURE:

Sathiyanarayanan and Dhanapal (2021)[1]: studied the factors affecting customer satisfaction towards mobile apps, focusing on the Rapido bike taxi app. They found that app performance, perceived value, trust, and ease of use were significant predictors of customer satisfaction.

Kumari and Shetty (2021)[2]: assessed customer satisfaction in online ride-hailing services, specifically looking at the Rapido bike taxi app. They found that factors such as ease of booking, safety, reliability, and customer support significantly influenced customer satisfaction.

Vijayakumar and Arumugam (2019)[3]: conducted an empirical study on customer satisfaction with Rapido bike taxi services. They identified several factors, such as the app's user interface, quality of service, and customer support, that impacted customer satisfaction.

Jaya and Sharmila (2020)[4]: investigated customer satisfaction towards Rapido bike taxi service, finding that factors such as punctuality, pricing, reliability, and customer support played an essential role in influencing customer satisfaction.

Vidhyalakshmi and Ramesh (2019)[5]: explored customer satisfaction towards online cab booking services, focusing on the Rapido bike taxi app. They found that pricing, booking process, and overall user experience were significant predictors of customer satisfaction.

OVERVIEW ABOUT RAPIDO:

Rapido is a popular bike taxi service that operates in several cities in India. The app allows users to book a ride on a bike taxi quickly and easily, making it a popular choice for short distance travel, particularly during peak hours. The service was launched in 2015 and has since grown rapidly due to its affordability and convenience. Rapido has gained popularity among commuters in India due to its affordable pricing, which is typically lower than traditional taxi services. The app also offers several features, such as real-time tracking, cashless payment options, and safety measures like GPS tracking and mandatory helmet usage for riders. Rapido's success can be attributed to its focus on customer satisfaction and safety. The company has implemented several safety measures, including background checks on riders, mandatory helmets for both riders and passengers, and GPS tracking for each ride. Additionally, Rapido provides rider training programs to ensure that riders are skilled and knowledgeable about traffic rules and safety regulations.Overall, Rapido has become a popular choice for commuters in India due to its affordability, convenience, and focus on safety and customer satisfaction. The app's user-friendly interface and safety measures have made it a trusted choice for those looking for a quick and convenient mode of transportation.

DATA ANALYSIS AND INTERPRETATION:

This chapter analyzes and interprets consumer satisfaction towards Rapido App.. A specimen of 50 respondents selected is presented. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives by using statistical tools.

Percentage analysis:
Percentage analysis involves collecting data through surveys or feedback forms and analyzing the responses to calculate the percentage of customers who are satisfied with the product or service

Chi-Square analysis:
Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

Percentage Analysis:

Table No.1 describes the demographic variables

Demographic Variables		Frequency	Percentage
Age	Below 25 years	20	40
	26-35 years	22	44
	36-45 years	5	10
	46 and above	3	6
	Total	**50**	**100**
Gender	Male	30	60
	Female	20	40
	Total	**50**	**100**
Educational Qualification	UG	24	48
	PG	20	40
	Professional	6	12
	Total	**50**	**100**
Monthly Income	Less than 10000	8	16%
	10000-20000	22	44%
	20000-30000	15	30%
	Above 30000	5	10%
	Total	**50**	**100**
Marital Status	Married	34	78%
	Unmarried	16	32%
	Total	**50**	**100**

INTERPRETATION:

➢ From the above table no.1 it is clear that the complete profile of the respondents show that:

➢ 40% of people are below 25 years of age. 44% of people are of 26-35 years of age. 10% of people are of 36 - 45 years of age and 6% of people are above 46 years of age.

➢ 60% of people are Male and 40% of people are Female.

➢ 48% of people have studied UG and 40% have studied PG and 12% have studied Professional..

➢ 16% have monthly income less than ₹ 10000,44% have monthly income of ₹10000-₹20000,30% of people have monthly income of ₹20000-₹30000, 10% have monthly income above ₹40000.

➢ 78% of people are married. 32% of people are Unmarried

Chi-Square analysis:

Ho: There is no significant relationship between Age and usage of Rapido App.

H1: There is a significant relationship between Age and usage of Rapido App.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.268[a]	30	.355
Likelihood Ratio	32.894	30	.327
N of Valid Cases	50		

a. 40 cells (90.9%) have count less than 5. The minimum expected count is .08.

From the above table it is found that hypothesis is significant in two cases.

It is concluded that the relationship between age and usage of Rapido App is significant.

FINDINGS:

➢ Majority 44% of people are in the age group of 26-35 years.
➢ Majority 60% of people are Male.
➢ Majority 48% of people are UG(Under Graduates).
➢ Majority 44% of people have monthly income in the range of₹10000-₹20000
➢ Majority 78% of people are married.
➢ It is concluded that the relationship between age and usage of Rapido App is significant.

SUGGESTIONS:

➢ Increase Availability: Rapido should ensure that the service is available round-the-clock in order to cater to the needs of customers at all times.
➢ Enhance Safety Features: Rapido should continuously upgrade and enhance its safety features to provide a secure and safe ride experience to its customers.
➢ Provide Better Training to Captains: Rapido should provide better training to its captains to ensure that they have good communication skills and are well-behaved towards customers.
➢ Increase Transparency: Rapido should improve transparency in its billing process and make sure that customers are charged fairly.
➢ Improve Customer Service: Rapido should provide prompt and efficient customer service to resolve any issues or complaints that customers may have.
➢ Introduce Loyalty Programs: Rapido should introduce loyalty programs for regular customers, offering incentives such as discounts and cashback.
➢ Expand Service Coverage: Rapido should expand its service coverage to more cities and regions, providing customers with a wider range of options to choose from.

➤ Collaborate with Businesses: Rapido can collaborate with businesses to offer their employees discounts on rides, which could increase brand visibility and customer satisfaction.

➤ Collect Feedback from Customers: Rapido should continuously collect feedback from its customers and use it to improve its services and offerings

CONCLUSION:

Based on the available literature and research, it can be concluded that consumer satisfaction towards Rapido app is generally positive, with users appreciating the convenience, affordability, and reliability of the service.One of the key factors that contribute to consumer satisfaction towards Rapido app is the convenience it offers. The app allows users to book a ride quickly and easily, without having to wait for long periods or navigate through heavy traffic. Additionally, users can track the location of their ride in real-time, which enhances their overall experience.Another factor that influences consumer satisfaction is the affordability of the service. Rapido app offers competitive pricing and various discounts to attract and retain customers. This makes it an attractive option for users who are looking for an affordable and convenient mode of transportation.Additionally, the reliability of the service is another key factor that influences consumer satisfaction towards Rapido app. The app offers a reliable and safe mode of transportation, which makes it a preferred choice for users. The app's security features, including ride tracking and emergency support, also contribute to the overall satisfaction of the users. In conclusion, the Rapido app has received positive feedback from users, with the app's convenience, affordability, and reliability being some of the key factors that influence consumer satisfaction. The app's commitment to providing a safe and secure mode of transportation has also contributed to its popularity among users. Overall, the app has been successful in meeting the needs and expectations of its customers, and it continues to attract and retain a growing number of users.

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