



Factors Affecting Customer Satisfaction of Online Taxi Services in Dhaka City

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ABSTRACT

Purpose: Overall purpose of this research is to investigate the factors affecting customer satisfaction of Online Taxi Services by an online taxi services providing companies in Dhaka City.

Methodology: Here, the researcher used two variables, one is independent variable (reliability, price, comfort, service quality), and (customer satisfaction) is dependent variable. Data was collected through questionnaires from 100 respondents from Dhaka city. Here researcher used SPSS V20 to get results and 5-point Likert scale.

Findings: This research found that the majority of the taxi service users are female. It is also found that the relationship between independent and dependent variables is highly significant. From correlation analysis, it concludes that the price has the most positive relationship with customer satisfaction among the four independent variables. Quality and reliability have first and second positive relationship consecutively with customer satisfaction, whereas, comfort has no significant relationship with customer satisfaction. Thus this research concludes that taxi Services Company has to develop or expand their facilities to gain customer's satisfaction.

Limitations: The main limitation of this study is the study was carried out in Dhaka city only; which limits the generalization of the study.

Practical Implications: Here only four attributes have been used that are associated with customer satisfaction. In future researchers may additionally use other attributes that relate with the customer satisfaction. This study will facilitate the taxi companies in addition to the taxi users in Bangladesh to pick out the most charming service provider and additionally modify the existing facilities and gain overall customer satisfaction.

Originality/Value: In Bangladesh, a little research work has been done on online taxi services in Dhaka city. This research will contribute to existing literature in determining the dimensions of quality, price, comfort, and reliability stimulating customers' satisfaction while using online taxi services.

1. Introduction

Taxi services in Bangladesh is not a new concept. As the taxis were first introduced in Bangladesh in 1997. Initially, 11,260 cabs including 4,513 AC and 6, 747 non-AC hit the

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streets in Dhaka and Chittagong. However, most of those went bust within a couple of years. (The Daily Star; 2016). Customers are becoming more aware of modern technology and their uses, there is a tremendous growth of online taxi services in today's era. There are more attributes to choosing a taxi service. The only thing is to develop customer satisfaction is to increase and maintain customer relationship. For this purposes, taxi industries are more concerned about the given facilities to their customers.

Since 2010, the government repeatedly tried to introduce more taxicabs. However, it could not be done due to some legal complications and bureaucratic tangles. In April 2014, Prime Minister Sheikh Hasina inaugurated 46 air-conditioned yellow taxicabs -- 27 of Trust Transport Services of Army Welfare Trust, and 19 of Toma Group, a private operator. At present, some 500 taxicabs ply the Dhaka streets, according to transport and passenger welfare associations.

Almost after two years, an App-based rental cab service was introduced in the Bangladeshi market. Among various transportation modes taxi service gained popularity because of its advantage of door-to-door service and now because of technological advancement customers were able to book taxis at competitive prices in just one click using their smartphones. These apps based taxi services were having tremendous potential for growth in densely populated countries like Bangladesh where parking is a major problem because of space crisis, as well as public transports being over crowded during peak hours. Slowly this convenient mode of travel started gaining popularity and competition became dense after Uber's launch in 2016. It is a challenging job for the rental cab industry to meet the customer's expectation as the demand is becoming high. Customers are now more conscious about the price and quality of services. They can access, differentiate, evaluate and purchase by using their smartphone. Nowadays Uber and Pathao open a solution for offering various services ranging from lowest to highest price. Uber and Pathao not only grabbed the customer's attention but also established a great opportunity for drivers.

Taxis are an important integral of the public transport system in an economy and their importance in providing comfortable and flexible service to customer cannot be ruled out. Irrespective of nature of economy of any nation. Taxi industry is quite visible, which can be a single passenger taxi market or a shared taxi market, on fixed or flexible routes. The tremendous expansion of internet has fueled the growth of e-commerce. The internet has huge impact on transportation sectors as well as consumer markets. With the popularity of smart phones, online taxi system has introduced in the market as a new business stream. With the potentialities of online taxi industries, many firms are taking business in consideration to contribute to the economy. With the emergence of online taxi system, there is a consumer-shift trend from traditional taxi system to online taxi system. Thus, a consumer now has shifted from general taxi services to app based or online taxi services.

The quality of Online taxi services is growing tremendously now a days. If a taxi company wants to capture customer's attention, it has to offer unique features and variations in services. Once customers get valued offer, they will turn out to be a loyal ones. Parasuraman et al. (1988) organization has to satisfy their customers by fulfilling customer's expectation. Zeithaml et al. (1990) defined service quality is the difference between customer expectations of service and perceived service.

In Bangladesh, Uber is one among the foremost popular ride-sharing companies now. Uber expanded to the Bangladesh market in August 2016 with the introduction of its services in Dhaka. Not only in Bangladesh but also in more than 630 + cities around the world Uber is on the market. Uber Technologies, Inc. is an American international transport network corporation that provides services that include peer-to-peer ridesharing, ride hailing, food delivery, and a bicycle sharing scheme. The corporate relies in point of entry and has operations in 785 metropolitan areas worldwide. With Uber it is extremely easy to place an order. The user should just open the app and choose the placement of the place. Pathao is second most popular ride-sharing company in Bangladesh. They are currently providing their services in three separate cities including Dhaka, Chattogram, and Sylhet. They also provide services related to food distribution and logistics. Choose the place to receive and drop off, order a ride and are picked up in minutes. Back in 2015, Pathao began its voyage as a delivery company with its own motorcycle and cycle fleet. They served as a logistics company for many e-commerce companies. After that in mid-2016, Pathao started bike-sharing services and had successfully signed up quite 100,000 drivers and around 1 million users by March 2018 across the country. (The Daily Star; 2016). Obhai is another major ride-hailing service based in Bangladesh. The tagline, "Ride during a minute" defines the services pattern. This accommodates people's daily transportation needs whether CNG Auto-Rickshaw or Bike, they need all covered. Shohoz currently only provides its services in Dhaka City. It also has food distribution services and ticket booking services for buses, launches, and events. (Insiderbd, 2019)

Online taxi service Provider Company entered the taxi services market in Bangladesh having many connections with services, such as the concept of taxi aggregators, reasonable price, air-conditioned taxi services, and app-based taxi services, attracting passengers of major metropolitan cities.

1.1. Objective of the Study

Here for the growing number of online taxi users in Dhaka City, this research is designed to understand the satisfaction level of users. The objective of this study is:

- To find out the factors affecting customer satisfaction of online taxi services in Dhaka city.

2. Research Methodology

This research is focused on Taxi users in Dhaka city. After the literature, review gaps have been identified and a questionnaire has been designed to collect the data. After reviewing the limited literature done on the taxi industry in Bangladesh especially on online taxi services and it is evident that there is a gap in literature on service quality and customer satisfaction in Bangladeshi taxi industry. Hence, the researcher apprehends these grounds in this research endeavor. The purpose of this paper is to identify the factors affecting customer satisfaction of online taxi services. Here researcher used two dimensions namely reliability and quality from SERQUAL (Parasuraman et al., 1985), and comfort and price (affordability) from McKnight et al.'s (1986) to examine customer satisfaction in choosing online taxi services.

Primary data for the study has been collected through a survey, using a structured questionnaire that was designed based on the literature review. Secondary data was collected from internet, several journals and so on. All the respondents were from Dhaka city and data was collected from April 2019 to September 2019. The research is descriptive. Here researcher used SPSS V20 to get results that are more authentic. Also used 5 point Likert scale and 5 variables, among them quality, price, comfort and reliability as independent variables; and customer satisfaction as a dependent variable.

To fulfill the objectives and based on the literature review following hypothesis has been designed.

- H1: Quality has a positive relationship with customer satisfaction of choosing a taxi.
- H2: Reliability has a positive relationship with customer satisfaction of choosing a taxi.
- H3: Price has a positive relationship with customer satisfaction of choosing a taxi.
- H4: Comfort has a positive relationship with customer satisfaction in choosing a taxi.

3. Literature Review

In our daily life, transportation plays an important role especially in Dhaka city where traffic jams, security, harassment of fare and other problems are big issues in the conventional vehicles. In 2016, the "Pathao" introduced online-maintained vehicles in Bangladesh and "Uber" with both car and motorbike ride shares (Khan et. al., 2019).

Nowadays, this online-shared vehicle has become the most popular and trusted transportation method in Dhaka city. The idea of consumer satisfaction has gained huge interest in recent times especially in online vehicle rides. For every industry, consumer

satisfaction is a vital aspect that needs careful attention. This is significantly needed because of the increased significance of the fact that superior consumer contentment can lead to a strong position in the rivalry marketplace using falling price elasticity, declining business costs, lessening failure costs along with reducing all the expenses of acquiring new consumers (Khuong and Dai, 2016). If someone wants to gain an advantage over competitors, customer satisfaction should be measured and evaluated regularly (Patterson and Paul, 1993).

In recent times, the concept of customer satisfaction has gained a lot of interest in the taxi industry. For each firm, customer fulfillment is the imperative viewpoint that needs cautious consideration. This can be basically due to the expanded significance of the fact that predominant buyer contentment can lead to a solid position within the competitive commercial center by means of declining cost flexibility, falling business costs, lessening failure costs along with reducing the all the expenses of acquiring new consumers (C. G. Fornell and D. R. Lehmann, 1993).

Marketing experts and scholars always have a great concern about the customer satisfaction because company's profit fully depends on this (Oliver, 1999). According to Harding, S. E., Badami, M. G., Reynolds, C. C., & Kandlikar, M. (2016) in urban transport system when there is no cars and cabs available, the auto-rickshaws (three wheelers) are more popular to general people. In Ghana, the driver behavior has strong relationship with customer satisfaction (Horsu and Yeboah 2015).

There are many criteria to purchase based on gender and age groups. Reliability and brand loyalty is the main factors of choosing by a male. However, females treat expert image, safety and quality as vital (M. Turnbull, W. Peter, S. Leek, and G. Ying, 2000). In addition, service frequency, reliability, convenience and responsiveness are service quality variables that are considered important in customer satisfaction (R. Y. Cavana and L. M. Corbett, 2007).

The feedback from loyal customer is the vital issue to become successful in the taxi services industry. Upadhyaya (2013) had explained how Meri Cab Company had collected feedback from its customers and enhanced its service quality for sustaining in the business.

Chan and Shaheen (2012) express that the key to these unused administrations of accomplishment is the unused markets over the neighborhood geographies, which is set by utilizing ICT. The self-benefit portable advances makes a difference the customers to get to part of information almost cab administrations and such innovations had changed the part of both clients and companies (Lu et al, 2015).

The drivers and the customers can get each other by using smartphone apps (Chen, 2014). The Meru cabs had become more popular and the demand for its cabs had exceeded its supply that means technology had created huge demand for organized taxi industry. The variables like availability, reliability, and transparency are essential

variables, which pulled in customers towards branded taxi services like meru cab (Vaithianathan & Bolar, 2013). Through worldwide situating framework, the taxi services are giving securities (Hanif, K., & Sagar, N., 2016).

Service quality as “disconfirmation” worldview which inferred from the client fulfillment show whereby a result is from the client pre desires from genuine execution seen from the items and services (Parasuraman et al. ,1985). According to Kotler and Keller (2006) satisfaction is an individual perception customers either satisfy or dissatisfy based on their expectations towards product or service performance. According to Turel et al. (2006) stated that variations in price of a product or service could affect standard of the brand. Button and Hensher (2001) stated that in transportation industry price is much more important fact which has an impact on service and fares charged. “Service comfort means the availability of services such as seats, space, journeys, and air conditioning” (Litman, 2008). Few researcher showed that customers highly appreciated with the comfort of the taxi services (Samson and Thompson, 2007).

Increasing demand for mobile transportation app has increased the demand for ride services such a new entrants as Uber, and Grab services have refurbished the taxi industry. The competition between the local taxi industry and public transportation has raised the competition. Satisfaction is based on individual perception and expectation for product or service performance. The individual can be satisfied or dissatisfied (Balachandran and Hamzah, 2017).

Ease of Payment and waiting time is the most important attributes for customers to choose online taxi service (Rayel et al. 2014). It is much important to any business to satisfy the customer who mostly uses their products and services. Once customer satisfaction increased by the service provider that automatically decreased customer dissatisfaction (Fornel & Wernerfelt, 1996). Loyal customer comes from highly satisfied customer (Anderson & Sullivan, 2016).

4. Conceptual Framework

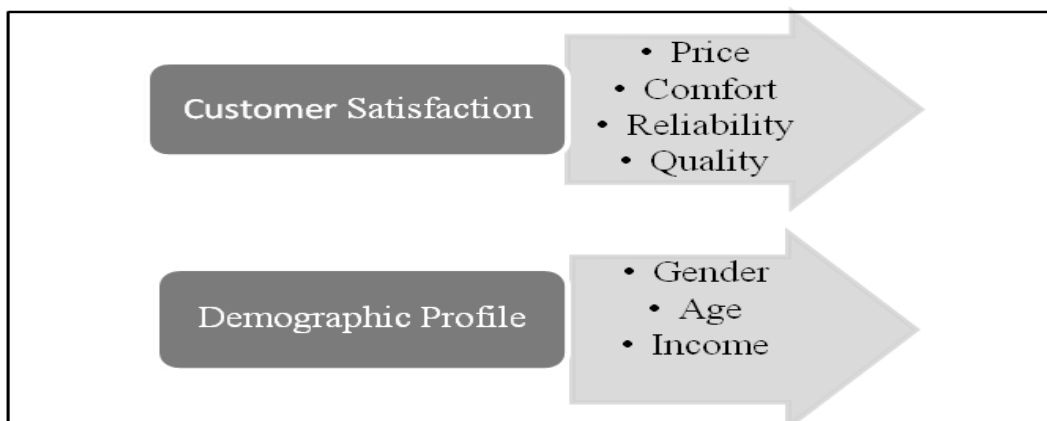


Figure 1. Conceptual Framework, Source: Author’s derived

5. Analysis

The SPSS 20 version was used to diagnose the result. It is a descriptive study for a respondent profile. It makes a comparative discussion on the relationship among various independent and one dependent variable and analyze the correlation between them. A linear regression analysis was conducted to identify the factor that has a major impact on choosing taxi services.

Table 1. Respondent demographic profile

Variable	Category	Frequency	Percentage
Gender	Male	46	46%
	Female	54	54%
Age	25-30 yrs	29	29%
	31-35 yrs	60	60%
	36-40 yrs	6	6%
	Above 40	5	5%
Income	< Tk 15000 /Monthly	5	5%
	Tk 15000 to < Tk 500000 /Monthly	79	79%
	Tk 50000 to < Tk 100,000 /Monthly	16	16%
	Tk 100,000 to < Tk 500,0000 /Monthly	0	0%
	> Tk 500000 / Monthly	0	0%
Total		100	100%

Source: Author’s Calculation based on sample

The total respondent was 100 and both genders had participated in the research, where a male was 46% and the rest 54% was female respondents. However, we can see that the percentage of female of respondents are higher than male respondents. These shows females are much more satisfied with the taxi services compared to males.

In the age section, the majority of the age respondents are between 31-35 years old (60%), the second major age group is 25-30 years old (29%), and the third & fourth age groups are respectively 36-40 years (6%) & above 40 years old (5%). This shows that the highest age range for highest taxi services user is from 31-35 years old.

Income analysis shows there are five kinds of different income levels, such as < Tk 15000 /Month Tk 15000 to < Tk 500000/Month, Tk 50000 to < Tk 100,000 /Month, Tk 100,000 to < Tk 500, 0000 /Month, > Tk 500000 / Month. The table indicates that the highest taxi services users’ income is between 15000 tk to < 500000 tk /Month.

5.1 Reliability Tests

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. A composite score for each section of the questionnaire was

obtained by summing the scores of individual statements. Reliability tests were run to determine how strongly the attributes were related to each other and to the composite score. The internal consistency reliability test is deemed acceptable for basic research when the reliability coefficient exceeded Nunnally's reliability criterion of 0.746 levels (Nunnally, 1978). Likert scale sections of the questionnaire were tested and the Cronbach alpha above to 0.7.

Table 2. Correlations

		Quality	Reliability	Comfort	Price	Customer Satisfaction
Quality	Pearson Correlation	1	.103	.367**	.477**	.338**
	Sig. (2-tailed)		.306	.000	.000	.001
	N	100	100	100	100	100
Reliability	Pearson Correlation	.103	1	.102	.279**	.342**
	Sig. (2-tailed)	.306		.313	.005	.000
	N	100	100	100	100	100
Comfort	Pearson Correlation	.367**	.102	1	.213*	.128
	Sig. (2-tailed)	.000	.313		.033	.205
	N	100	100	100	100	100
Price	Pearson Correlation	.477**	.279**	.213*	1	.427**
	Sig. (2-tailed)	.000	.005	.033		.000
	N	100	100	100	100	100
Customer_Satisfaction	Pearson Correlation	.338**	.342**	.128	.427**	1
	Sig. (2-tailed)	.001	.000	.205	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Author's Calculation Based on Sample

Based on the above correlation table, here found a strong positive relationship between quality and customer satisfaction where $r=.338^{**}$, $P<0.01$. That means H1 is accepted. The relationship between reliability and customer satisfaction is depicted a strong positive correlation by $r=.342^{**}$, $p<0.01$. Thus H2 is supported and the result was the same as Balachandran, I., & Hamzah, I. B. (2017), Khuong, M. N., & Dai, N. Q. (2016) and Horshu and Yeboah (2015). There is no relationship between comfort and customer satisfaction ($r=.128$, $p> 0.01$). Thus, H3 is not supported. There is a large

significant relationship between the price and customer satisfaction with a positive correlation of $r= .427^{**}$ and $p< 0.01$. H4 is supported. This result was the same as founded by Balachandran, I., & Hamzah, I. B. (2017) and Khuong, M. N., & Dai, N. Q. (2016). From the correlation table, we can conclude that the quality, reliability, and price has a strong positive relationship with customer satisfaction.

5.2 Linear Regression

This research is based on linear regression, which means identifying the relationship between one dependent variable and many independent variables, to identify the most influential factors affecting customer satisfaction in choosing taxi services in Bangladesh.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.513 ^a	.263	.232	.84391
a. Predictors: (Constant), Reliability, Comfort, Price, Quality				
b. Dependent variable: Customer satisfaction				

Source: Author’s calculation based on sample

We can see the R Square of the model is .263, as shown in (Table 3), which means that the model explains 26.3 % of the variance in customer satisfaction explained by comfort, price, reliability, and quality (INDEPENDENT VARIABLE).

Table 4. Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.532	.798		.666	.507
	Comfort	-.045	.164	-.026	-.274	.784
	Quality	.198	.109	.192	1.823	.071
	Price	.342	.131	.272	2.617	.010
	Reliability	.338	.125	.249	2.714	.008
a. Dependent Variable: Customer Satisfaction						

Source: Author’s Calculation based on sample

From (Table 4), we see that the highest co-efficient beta is .249 with sig .008, which is from reliability, followed by price .272 with sig .010. This indicates that reliability is

the most push factor in explaining the dependent variables of the satisfaction of customers. Whereas, quality has the co-efficient beta .192 with the sig .071. Whereby, comfort has no influence on customer satisfaction with the beta value of -.026 with sig .784 value.

Regression Equation:

$$Y=A+BX_1+CX_2+DX_3 \quad (1)$$

Where,

Y- Customer satisfaction

X₁- Quality

X₂- Price

X₃- Reliability

6. Limitations

The study is limited in term of the geographical location. This study is only focused on the taxi users in Dhaka city. This limits the participants that possibly take part in this research. Future study can be done in different cities like, Chittagong, Khulna or any other city of Bangladesh where the customer knows about online taxi service. For customers' satisfaction measurement, here only four attributes have been used. In future study researcher may use the other attributes of customer satisfaction. For the time limitations it did not take much information from the market. The most addressable limitation of this study was the study carried out in Dhaka city; hence, the results may not be fully generalized for the entire country.

7. Conclusion

From this research, three independent variables have been found to have positive relationship with customer satisfaction namely quality, price and reliability. Most of the customers were aware about the prices that has paid by them against service taken. Most of the users were females whereas males were quite less in number. Here applied coefficient analysis has been applied to find out the relationship between independent and dependent variables of customer satisfaction. Linear regression and correlation among the variables have been used also. Price has strong positive relationship with customer satisfaction regarding choosing a taxi. In Dhaka city, customers prefer pricing strategy most among four variables. Finally, this study will facilitate the taxi companies as well as the taxi users in Dhaka to identify the most fascinating service and also modify the existing facilities and gain overall customer satisfaction.

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Appendix

Table 5. Online Taxi Service Providing Company List in Dhaka City.

Name	Founded in	Founders	Investors and Source
Uber	2009, Operation launched Bangladesh in 2016	Garrett Camp Travis Kalanick	Soft Bank Group (16.3%) Benchmark Capital Partners (11.0%) Travis Kalanick (8.6%) Garrett Camp (6.0%) Public Investment Fund of Saudi Arabia (5.4%) Alphabet Inc. (5.2%) Ryan Graves (2.4%) (https://en.wikipedia.org/wiki/Uber)
Pathao	2015	Hussain M Elius Shifat Adnan Fahim Saleh	Go-Jek (https://en.wikipedia.org/wiki/Pathao)
OBHAI	2018	Anis Ahmed	MGH-Group (https://www.linkedin.com/company/obhai)
Shohoz	2014	Maliha N. Qadir Sandeep Debnath	Fenox Venture Capital Golden Gate Ventures Heritas Capital Management Cypress Capital, 500 Startups (https://www.cbinsights.com/company/shohoz-funding)
PickMe	2014, entered Bangladesh in 2018	Ajit Gunewardena (Founder Chairman) Zulfer Hassen (Managing Director) Ruchi Gunewardena (Managing Director - Finance Lanka)	Origin-Srilanka (https://en.wikipedia.org/wiki/PickMe)

Source: Author’s creation based on online information.