

TO ANALYSE THE IMPACT OF SERVICE QUALITY PRACTICES ON CUSTOMER SATISFACTION: A COMPARATIVE STUDY OF UBER AND AIRLIFT

BY

**RIJA KHAN
41815**

A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



Fall, 2020

BUSINESS STUDIES DEPARTMENT

BAHRIA BUSINESS SCHOOL

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
01	14-10-2020	Online	Chapter 4	
02	04-11-2020	Online	Chapter 5	
03	26-11-020	Online	Full Thesis	

APPROVAL FOR EXAMINATION

Candidate's Name: Rija Khan

Registration No.: 41815

Thesis Title: _____

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Business Studies Department.

Supervisor's Signature: _____

Date: 1/3/20

Supervisor's Name: Naveed/Naseem Siddiqui

HoD's Signature: _____

Date: _____

Declaration of Authentication

I hereby declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: *Rizki*

Turnitin Similarity Report

To analyse the impact of service quality practices on customer satisfaction: a comparative study of UBER and AIRLIFT

ORIGINALITY REPORT

13%

SIMILARITY INDEX

10%

INTERNET SOURCES

4%

PUBLICATIONS

7%

STUDENT PAPERS

PRIMARY SOURCES

1	www.ftms.edu.my Internet Source	1%
2	ep3.uum.edu.my Internet Source	1%
3	ijecm.co.uk Internet Source	1%
4	ethesisarchive.library.tu.ac.th Internet Source	<1%
5	Submitted to Kingston University Student Paper	<1%
6	Submitted to Universiti Pendidikan Sultan Idris Student Paper	<1%
7	Submitted to Cyprus International Institute of	<1%

Acknowledgment

I also want to appreciate my teachers as well my supervisor, who have taught me throughout my Masters course, without their soulful teaching and assistance I would have not been able to complete MBA programme. They have really facilitated me by making it available, the information, knowledge, help and support, what so ever that was required.

I also want to express my feelings and respect for my family members, without their love, prayer, support and assistance I could not have achieved what I had wished for. They have provided me not only moral support but financial support as well. They have played a vital role throughout my life. I do not have enough words of appreciation for them.

Abstract

Purpose: To analyse the impact of service quality practices on customer satisfaction of online transportation services

Methodology and Design: The questionnaire survey methodology was adopted to collect the responses of Uber and Airlift customers. The questionnaire was designed on the GOOGLE Forms and distributed through email and WhatsApp messages. The questionnaire was distributed to 384 respondents, whereas 380 responses were selected because 4 respondents choose other services instead of Uber and Airlift. The comparative analysis was adopted to receive the equal number of responses for Uber and Airlift. The data was analysed using the SPSS Version 20 tool by conducting correlation and regression analysis.

Findings: The data collected from both Uber and Airlift data confirmed that price is the most important element within ride sharing industry in Pakistan. This is the reason that Uber and Airlift data failed to show any relationship of price independent variable with customer satisfaction variable. The remaining three hypotheses were accepted which showed time reliability, driver professionalism, and application convenience of Uber and Airlift are helping to improve the customer satisfaction.

Limitations: limitations in terms of collecting the data in the time of COVID-19 pandemic and lack of communication with respondents

Recommendations: The recommendations included improvement of price structure, time reliability, application convenience, training programmes, and driver professionalism

Table of Contents

Turnitin Similarity Report	4
Acknowledgment	5
Abstract	6
List of figures	9
List of tables	9
Chapter 1: Introduction	10
1.1 Background of research.....	10
1.2 Statement of problem	12
1.3 Research Questions:	13
1.4 Research Objectives:	13
1.5 Significance of study	13
1.6 Structure of thesis	13
Chapter 2: Literature review	14
2.1 Introduction	14
2.2 Theoretical review of customer satisfaction.....	15
2.3 Mobile application taxi service	15
2.4 Service Quality	16
2.4.1 Service quality factors in mobile application taxi service.....	16
2.5 Linking customer loyalty with service quality	18
2.5.1 Relationship between service quality and customer satisfaction	18
2.6 Worldwide studies on service quality of Uber	19
2.7 Service quality factors for better customer satisfaction	20
2.7.1 Price fairness	20
2.7.2 Time reliability	20
2.7.3 Driver's professionalism	21
2.7.4 Application easiness	21
2.8 Conceptual framework	21

2.8.1 Research hypothesis	22
Chapter 3: Methodology Chapter	22
3.1 Method of data collection:.....	22
3.2 Sampling Technique:.....	23
3.4 Instrument of Data Collection:	24
Chapter 4: Data analysis.....	24
4.1 General information about respondents	24
4.2 Statistical analysis	26
4.2.1 Reliability analysis	27
4.3 Hypothesis testing	27
4.3.1 Pearson Correlation Analysis	28
4.3.2 Regression Analysis	30
4.3.2.1 Model Summary	30
4.3.2.2 ANOVA Model	31
4.3.2.3 Coefficient Summary	32
4.4 Hypotheses Testing	33
4.5 Comparative analysis of Uber and Airlift	34
4.6 Discussion	35
Chapter 5: Conclusion and Recommendation.....	37
5.1 Conclusion.....	37
5.2 Recommendations	38
5.3 Future Research and Limitations.....	39
References	40