

TAXI CUSTOMER SATISFACTION SURVEY 2014

1. The Land Transport Authority (LTA) commissioned Media Research Consultants Pte Ltd to conduct the Taxi Customer Satisfaction Survey (TCSS) 2014. This survey measures regular taxi commuters' satisfaction with taxi services. It also aims to understand commuters' expectations and identify areas for improvement.
2. 1,200 regular taxi commuters aged 15 years and above were interviewed from 22 August to 8 September 2014 at taxi stands island-wide¹ during both peak and off-peak periods, as well as across different days of the week.
3. Respondents were asked to indicate, on a scale of 1 to 10, the importance to them of each of eight service attributes as well as their satisfaction based on their most recent journey on a taxi, with 1 being "Not important at all/Very dissatisfied" and 10 being "Very important/Very satisfied". The eight service attributes are:
 - a. Waiting Time
 - b. Ease of Taxi Booking
 - c. Information on Taxi Services
 - d. Taxi Stand Accessibility
 - e. Ride Comfort
 - f. Driver's Knowledge of Routes
 - g. Customer Service Provided by the Driver
 - h. Safety of Taxi Services
4. Each respondent's satisfaction ratings for the eight service attributes were then weighted by his/her corresponding importance ratings to derive a single overall satisfaction rating for taxi services.
5. There was a slight change to the questions on taxi booking in TCSS 2014. With the growing popularity of third-party taxi booking applications, instead of just being asked whether they had booked a taxi for their most recent taxi journey and the ease of booking a taxi, respondents were also asked on the booking channel used (i.e. taxi companies' hotlines, taxi companies' apps or third-party apps) and the ease of using that channel.
6. Tables 1 and 2 show the importance and satisfaction ratings for the eight taxi service attributes.

¹ The 19 taxi stands were Ang Mo Kio Hub, Bugis Junction, Centrepoint, Changi Airport, City Vibes (Clementi), Junction 8 (Bishan), Jurong Point, Lot 1 (Choa Chu Kang), Marina Square, Marina Bay Sands, Nex (Serangoon), OG Building (Upper Cross Street), Orchard Towers, Parkway Parade (Marine Parade), Plaza Singapura, Raffles City, Tampines Mall, Tiong Bahru Plaza and Wisma Atria.

Table 1 – Ratings on Importance of Each Taxi Service Attribute (in Descending Order according to 2014 Percentage Scores)

Taxi Service Attributes	2014		2013	
	Importance Ratings (Out of 10)	Importance Ratings (%)	Importance Ratings (Out of 10)	Importance Ratings (%)
Driver's Knowledge of Routes	9.3	99.7	9.6	99.1
Safety of Taxi Services	9.5	99.6	9.7	99.6
Taxi Stand Accessibility	9.3	98.7	9.0	97.2
Customer Service Provided by the Driver	9.0	98.6	9.3	98.5
Ease of Taxi Booking	9.1	98.5	9.3	98.3
Ride Comfort	9.0	98.3	9.4	98.4
Waiting Time	9.2	98.0	9.5	98.3
Information on Taxi Services	8.7	95.1	9.0	95.7

Table 2 – Satisfaction Ratings and Percentage of Commuters Satisfied with Taxi Service Attributes (in Descending Order according to 2014 Percentage Scores)

Taxi Service Attributes	2014		2013	
	Satisfaction Ratings (Out of 10)	Satisfied (%)	Satisfaction Ratings (Out of 10)	Satisfied (%)
Safety of Taxi Services	8.6	97.7	8.2	95.9
Ride Comfort	8.3	96.8	7.9	94.3
Driver's Knowledge of Routes	8.4	96.6	8.1	95.2
Customer Service Provided by the Driver	8.2	96.0	7.7	93.5
Information on Taxi Services	7.7	93.0	7.2	85.1
Taxi Stand Accessibility	8.0	92.2	7.2	87.8
Ease of Taxi Booking	7.7	88.6	6.2	66.3
Waiting Time	7.5	86.2	7.1	82.8
Overall	8.1	96.2	7.3	95.6

7. Table 3 shows the three most important and most satisfied service attributes, based on percentage scores.

Table 3 – Top Three Taxi Service Attributes for Importance and Satisfaction

	2014	2013
Most Important Service Attribute	1. Driver’s Knowledge of Routes 2. Safety of Taxi Services 3. Taxi Stand Accessibility	1. Safety of Taxi Services 2. Driver’s Knowledge of Routes 3. Customer Service Provided by the Driver
Most Satisfied Service Attribute	1. Safety of Taxi Services 2. Ride Comfort 3. Driver’s Knowledge of Routes	1. Safety of Taxi Services 2. Driver’s Knowledge of Routes 3. Ride Comfort

8. Table 4 shows commuters’ perception on whether the overall quality of taxi services has improved in the past year.

Table 4 – Perception on whether the Overall Quality of Taxi Services has Improved in the Past Year

Has the overall quality of taxi services improved in the past year?		
	2014	2013
Yes	52.4%	46.0%
No	47.6%	54.0%