

TAXI CUSTOMER SATISFACTION SURVEY 2015

1. The Land Transport Authority (LTA) commissioned Spire Research & Consulting Pte Ltd to conduct the Taxi Customer Satisfaction Survey (TCSS) 2015. 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 17 August to 4 September 2015 at taxi stands island-wide⁴ 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. Tables 1 and 2 show the importance and satisfaction ratings for the eight taxi service attributes.

⁴ The 19 taxi stands were Ang Mo Kio Hub, Bugis Junction, Centrepoint, Changi Airport, City Vibes (Clementi), Junction 8 (Bishan), Jurong Point, Lot 1 (Chua 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, Wisma Atria

Table 1 – Ratings on Importance of Each Taxi Service Attribute (in Descending Order according to 2015 Percentage Scores)

Taxi Service Attributes	2014		2015	
	Importance Ratings (Out of 10)	Importance Ratings (%)	Importance Ratings (Out of 10)	Importance Ratings (%)
Safety of Taxi Services	9.5	99.6	9.5	99.2
Driver's Knowledge of Routes	9.3	99.7	9.3	98.7
Customer Service Provided by the Driver	9.0	98.6	9.1	98.4
Ride Comfort	9.0	98.3	9.1	98.2
Waiting Time	9.2	98.0	9.0	96.4
Ease of Taxi Booking	9.1	98.5	9.0	96.1
Taxi Stand Accessibility	9.3	98.7	9.0	95.5
Information on Taxi Services	8.7	95.1	8.7	93.9

Table 2 – Satisfaction Ratings and Percentage of Commuters Satisfied with Taxi Service Attributes (in Descending Order according to 2015 Percentage Scores)

Taxi Service Attributes	2014		2015	
	Satisfaction Ratings (Out of 10)	Satisfied (%)	Satisfaction Ratings (Out of 10)	Satisfied (%)
Safety of Taxi Services	8.6	97.7	8.3	96.1
Ride Comfort	8.3	96.8	8.1	95.4
Driver's Knowledge of Routes	8.4	96.6	8.0	94.3
Taxi Stand Accessibility	8.0	92.2	8.1	94.0
Customer Service Provided by the Driver	8.2	96.0	7.8	92.0
Ease of Taxi Booking	7.7	88.6	7.9	91.3
Information on Taxi Services	7.7	93.0	7.4	86.6
Waiting Time	7.5	86.2	7.2	86.2
Overall	8.1	98.1	7.8	97.3

6. 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	2015
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. Ride Comfort 3. Driver’s Knowledge of Routes

7. 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	2015
Yes	52.4%	60.3%
No	47.6%	39.7%

8. Table 5 shows commuters’ perception on whether TA standards have been effective in the past year.

Table 5 – Perception on whether TA standards have been effective in the Past Year

Views of TA Standards’ Effectiveness		
	2014	2015
TA standards helped to increase commuters’ access to taxi service	58.2%	61.3%
TA standards need not be further tightened	70.8%	57.1%