

## AN ANALYTICAL STUDY ON THE SATISFACTION LEVEL OF APP CAB DRIVERS IN KOLKATA

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### **ABSTRACT**

*India is a developing country and it is found that with this development there is a surging demand for taxi services in India. In the past decade, there was a revolution in the cab industry, with the emergence of organized car rental system using modern technology. This led to the growth of the 'app cab' industry. The present study aimed to identify the major problem areas of the app cab drivers and subsequently measure the impact of those problems on their work satisfaction level. An attempt was made to provide suggestions for improvement, wherever necessary. At the initial stages of the study, a number of app cab drivers were interviewed in order to understand the various aspects of working of the app cab industry, from the drivers' point of view. Subsequently, a structured questionnaire was developed focusing on the satisfaction level and also the major problems faced by the drivers, as revealed during the preliminary discussion. A sample of 83 app cabs drivers was selected by the method of convenience sampling, geographically spread across Kolkata. In-depth interview was conducted while taking cab rides and also by visiting the various drivers' hubs. The reliability of the data set was checked. The data were analyzed using SPSS software. The data were subjected to Chi-Square tests, Factor Analysis and Regression analysis to find out how the different parameters impacted the app cab drivers overall work satisfaction. Recommendations for improvement were provided, wherever necessary. This study aimed to help in increasing the wellbeing and satisfaction level of the drivers.*

**KEYWORDS:** *App Cab, Drivers, Issues, Satisfaction*