

Unveiling the Factors Influencing the Customer Satisfaction of Ride Sharing Service (Pathao) in Bangladesh: A Study on Ride Sharing Service Users in Dhaka City

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ABSTRACT

Purpose: This paper aims at assessing the factors that determine the customer satisfaction of ride sharing service in Bangladesh. The motive of this study lies in exploring the influential factors that shape the customer satisfaction of ride sharing service, specifically Pathao users in Dhaka city. Additionally, the paper examines how much the Bangladeshi people are clued up the use of ride sharing service and to what extent they are taking this service.

Methodology: This study is quantitative in nature and based on both primary and secondary data. This study employed 120 participants comprising females (30%) and males (70%) aged between 20 and 50 years. Nonprobability convenience sampling technique has been used in this study. Multiple regression analysis has been employed to analyze data and SPSS software has been used to process data.

Findings: The study unveils that comfort, price and discount are the most influential factors of satisfaction. Moreover, attitude toward new technology influences the customer satisfaction level to a great extent.

Practical Implications: This study offers a direction to the practitioners (ride sharing service providers) by which they can design strategic schemes to ensure customer loyalty and attract more customers to use their service.

Originality/Value: Findings from this quantitative study can extensively contribute to the enhancement of fundamental knowledge regarding the factors affecting satisfaction with ride sharing service. Further this study potentially easing the ability of future studies to examine other related factors such as perceived risk, environmental benefits and involvement.

Limitations: The study has not looked into the interconnection effect between three precursors including perceived service quality, perceived sales promotion and lifestyle and attitude on satisfaction.

1. Introduction

With the exposure of new transport technologies, ride sharing services have become progressively popular around the world in recent years. Particularly in developing countries like Bangladesh where public transport (PT) systems are commonly poor due to the shortage of investment, these services have become more dominant as they are considered as a form of PT mode (Nagar, 2009). Thus, understanding

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the satisfaction of ride sharing customers is important as it is seen to be a key factor of long-term financial benefit (Yarmen & Sumaedi, 2016). Moreover, the operation of these services can extend urban mobility, which can lead to an increase in local spending and government revenue.

Mobility is an essential need for human being. As our economy is booming with a great speed the transportation industry has facing the change in a tremendous rate (Hensher, 2014). Especially in some major cities the need for newer form of transportation mode has gone to the top. Dhaka is the capital city of Bangladesh and it is one of the major growing cities in the world. Though the tremendous growth has brought huge opportunity it is posing a great pressure on our limited natural resources (Bowen & Chen, 2001, Zins, 2001). Transportation is one of those industries that are facing great difficulties to cope with the extra demand with the limited resources (Shaaban & Kim, 2016). To utilize the newest technologies and to maximize the usage of limited resources several initiatives are being taken by several authorities (Keong, 2015, Weng et al., 2017). It even enables several to come up with new business ideas. Pathao is one of those ideas with the idea of tackling one of the most pressing issues affecting businesses and commuters in Dhaka City and that is Transportation. There are two major wings of their provided services- Parcel service and Transportation service. With this study the paper mainly focuses on the transportation services. The current growth of Pathao among relatively young and middle-aged user forces the researcher to think about the phenomenon. Several usefulness of the service made the researcher fascinated about the future potential of the organization in solving social problem of our country.

Customer satisfaction has attracted a great deal of attention from practitioners as well as academics, specifically in the marketing area (Balachandran & Hamzah, 2017). In a transportation context, a large number of researches have inspected customer loyalty, however there have been few studies exploring customer satisfaction and most of them focused on the loyalty of public transport passengers (Wen et al., 2005, Hussein & Hapsari, 2014, Tao et al., 2017). Due to the lack of studies investigating the customer satisfaction of ride-sharing services, this paper aims at assessing the factors that determine the satisfaction of ride sharing service in Bangladesh. The motive of this study lies in exploring the influential factors that shape the customer satisfaction of ride sharing service specifically Pathao users in Dhaka city. Additionally, the paper examines how much the Dhaka city people are clued up the use of ride sharing service and to what extent they are taking this service. Further this study attempts to measure the relative importance of each factor. This study adopted a quantitative approach in the research methodology and data were collected from 120 respondents aged between 20 and 50 years through the sample survey. Multiple regression analysis and one-way ANOVA were conducted to analyse data and SPSS software package was used to process data. The study clearly unpacked various factors that have impact on customer satisfaction of ride sharing service Pathao. This study perhaps eases the ability of future studies to examine other related factors such as perceived risk, environmental benefits and involvement. This paper is arranged as follows. The following section presents the literature review. After the literature review section, methodology of the study is presented. After that, data analysis, findings, implications and suggestions of the study are outlined. Finally, the research limitations, future research scope and conclusion are portrayed from the overall analysis.

2. Literature Review

2.1 World History of Ride Sharing

Jitneys are the first documented ride sharing car services started in 1914 in Los Angeles and California (Eckart, D., & Gorge W., 1972). Due to some plots that are planned by the local transportation giants they couldn't survive. Almost a century later the most popular ride sharing company came into existence. The Uber was founded by Garrett Camp in 2009 (Bacon, December 16, 2014). The most popular CEO of Uber was Travis Kalanic for the greatest growth rate of Uber worldwide. Now it is available in 82 countries. From the previous records the bike sharing system can be divided into 3 major

categories. The first generation starts at July 28, 1965 in Amsterdam with the white bike also known as Witte Fietsen (Demaio, 2004). The plan was that one can find a bike and take it to his/her destination and leave it there for other to use in their need. Later in 1991 the second generation started in Denmark and the program was called Ferso and Grena. At last the third generation has evolved with the help of modern communication technology. The third generation starts at 2005.

2.2 History of Pathao

As the communication technology has evolved wonderfully in the last decade, almost all our perceptions have changed about the potentiality of the latest technology. Modern devices have enabled us to use our existing resources at a new level. Pathao is one of the examples of that. Pathao started their journey in 2015 as a delivery service bank (Mamun, 2017). Hussain M Elius (a former student of North South University) Shifat Adnan, (Rajshahi University of Engineering and Technology), and Fahim Saleh (Bentley University) co-founded the company together in 2015. In October 2016 Pathao decided to introduce the bike sharing service as they came to know the Uber's plan to introduce in Dhaka (Mamun, 2017). Now Pathao is available in around 10 cities of Bangladesh covering all the major ones like Dhaka, Chattogram, Narayanganj. The major services that Pathao provides are ride sharing (bike, car), parcel, and food delivery.

2.3 Previous Research on Ride Sharing Services

Though ride sharing is comparatively new in our country it is mentioned in the previous part that the history goes way back in time. Even Uber comes into existence more than a decade ago. As it is getting the buzz throughout the world it is an interesting topic among the researchers. There are quite some studies are being conducted across the world. But neither was found specifically on Pathao in Bangladesh. One study has found out that ridesharing can save energy, reduce pollution and alleviate congestion. Trust heavily influences the attitude toward ride sharing. The research identifies three major important factors (Social proof, Social approval, Self-disclosure) that form the trust. They contribute by forming a model that predicts trust using F-measures. DeMaio (2009) has conducted a study on Bike sharing model, provision, history and future. The study was a qualitative one discovering the factors of model provision from 1st generation to 3rd generation with benefit and costs. The paper concluded with the prediction of the model of 4th generation bike sharing.

As the world is growing more modern within seconds, mobility is getting more and more importance. With the help of new communication technology, the transportation has gone to a new height (Lee & Cunningham, 2001). To find out the influential factors behind customer satisfaction in shared ride services, a quantitative research was conducted in Malaysia. Tangible, reliability, price, promotion, coupon redemption and comfort were the independent variable identified by them to get the dependent variable customer satisfaction (Balachandran & Hamzah, 2017). A rigorous study was conducted in California with the intention to find out the effect of generation among different group of people at the phase of their adoption of shared ride services and the researcher reveals huge buzzing information. The study found that the more the generation is near to this century they are more likely to react with newer technology regardless the differences in all other differentiating factors available to categorize them. Even all the major factors remained useless compared to this variable (Circella et al., 2018). Researcher couldn't find any particular paper on Pathao that is conducted in Bangladesh. But some work has been done on it. A case study on Pathao has shown some of very crucial factors that are responsible for the obtained position of Pathao now-a-days (Wali Ullah & Islam, 2017). The study portrays a clear picture for the background, funding, challenges and opportunities of Pathao in Bangladesh. Though some of the newspaper article was published but none was that much helpful for the research purpose. In this backdrop, this research attempts to find out the specific factors that are responsible for the customer satisfaction of Pathao. Specifically, this research tries to identify the main factors responsible for satisfaction, find out the level of association between the factors and satisfaction and finally measure the relative importance of each factor.

2.4 Satisfaction

Satisfaction is the consumer’s fulfillment response. It is a judgement that a product or service feature or the product itself provides a pleasurable level of consumption related fulfillment (Zeithaml et. al., 2013). Satisfaction can also be related to other types of feelings depending on the contexts. According to Kotler and Keller (2006) satisfaction refers to the individual perception of satisfaction or dissatisfaction toward a product or service performance. As the importance of satisfaction grows in consumer marketing, many countries have developed their own index of measuring customer satisfaction (Balachandran & Hamzah, 2017). The first such measure was recorded in 1989 and the name was the Swedish Customer Satisfaction Barometer. After that in 1994 America started to measure the satisfaction of customer in some major industry covering more than 200 famous companies (HSU, 2008). Measuring the customer satisfaction can be difficult at times as it is a measure of human feelings at quantitative measure (Han & Hyun, 2017). For that reason, some researcher proposed to ask them about their feelings about how they feel and what they want as an informal measure.

2.5 Customer Perception of Quality and Customer Satisfaction

Satisfaction is generally focused on border terms but service quality is quite narrower. The following figure (Figure 1)will demonstrate some general categories in determining the satisfaction. Satisfaction is more to inclusive in nature. It is generally influenced by perception of service quality, product quality, price, situational factors and personal factors (Zeithaml et. al., 2013). In the study some of the major categories will be explored with some measured variable and the major factors will be identified. For the further proceeding the following categories will be used price, situational factors, personal factors and service quality.

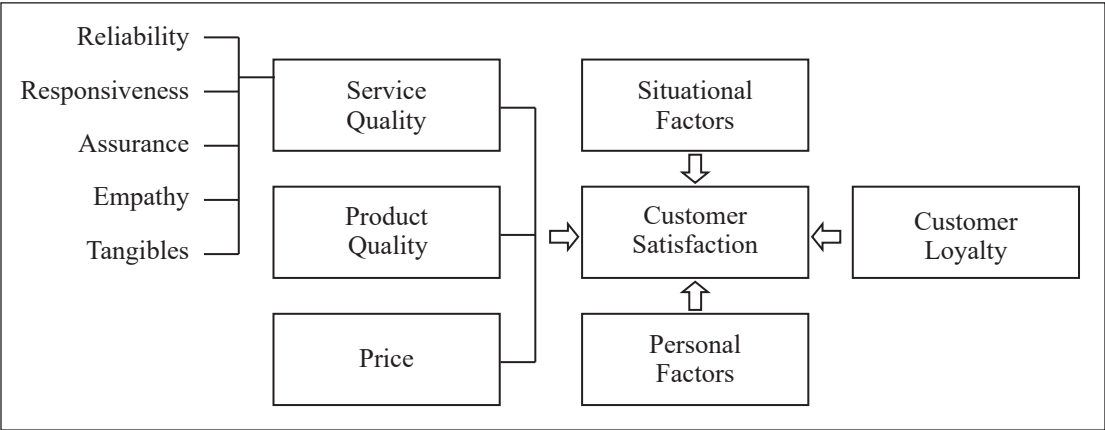


Figure 1. Customer Perception of Quality and Satisfaction (Zeithaml et. al., 2013)

The model (Figure 1) will be modified and mixed with some of the contemporary model to best describe the situations and factors responsible for customer satisfaction.

2.6 UTAUT Model

The unified theory of acceptance and usage of technology was developed by Venkatesh and other. It mainly describes some of the forces that drive the usage of new technology or information technology-based innovation (Venkatesh et al., 2003). As Pathao is mainly technology-based innovation, the researchers tried to incorporate the model to identify the factors from different perspective. Some other variables will be drawn from different sources to maximize the probability of including all the necessary variables in the model. Some of the variables will be under the main category of the previous model that is described before.

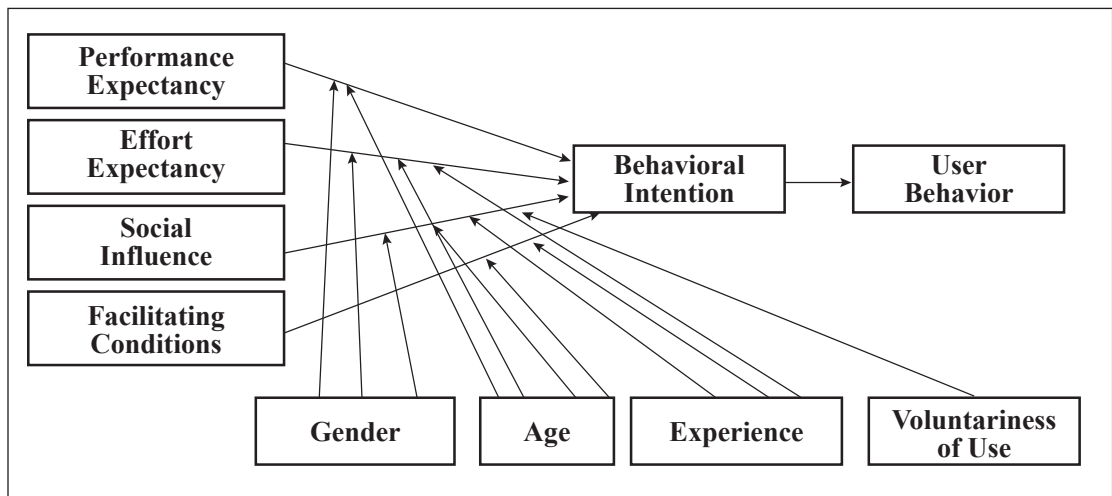


Figure 2. UTAUT Model (Venkatesh et al., 2003).

2.7 Variable Identification and Model Development

For the research purpose a new model has been formed. From different meeting with several experts several variables were identified and they are put on some latent construct. The following figure (Figure 3) reveals the used variable in 3 major categories. It is created by mixing the previous models with the acquired knowledge from personal interviews.

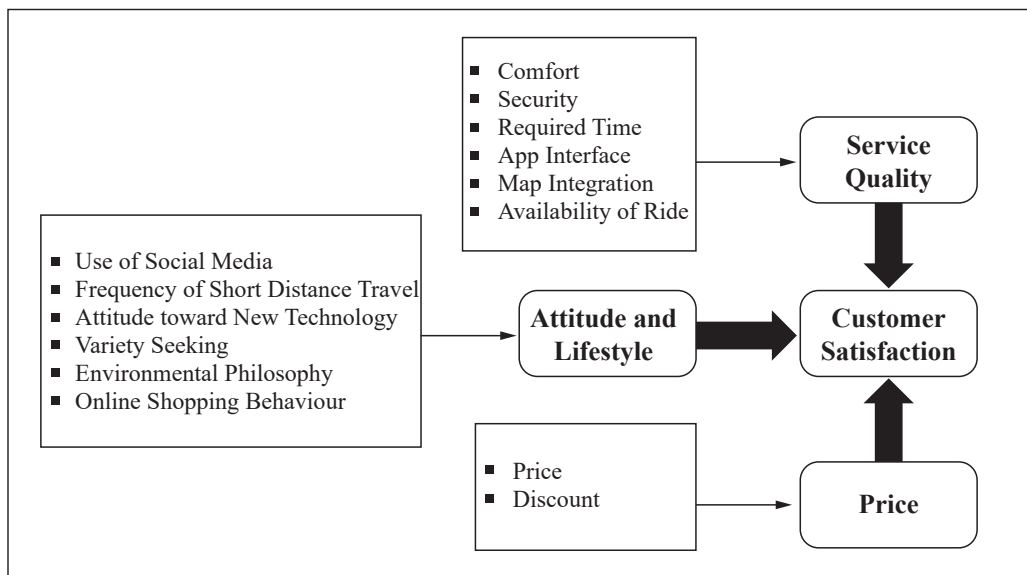


Figure 3. Factors Influencing Customer Satisfaction of Ride-sharing Service (Authors' Construction)

As for the Dependent variable, Satisfaction will be used as the main dependent variable. To draw some inferences the paper will use two other variables to relate the result in a usable format for the readers. The aim is to provide some deeper insight so that managers can take some managerial actions to make it more satisfactory toward customer. As satisfaction is the best way to develop loyalty (Negi, 2009). Now-a-days with the intense competition there is no other way to survive without a good loyal

customer base (Balachandran & Hamzah, 2017). Justification for the variables will be made in the following part. As for identifier the following demographics variable will be used age, gender, Occupation, Income, Level of Education, Marital Status.

2.7.1 Service Quality

Service quality is defined as the assessment of how well the quality of service conform the customer expectations (Merriam-webster.com, 2018). Several researches suggest that customer doesn't fix perceived quality in a unidimensional way but rather judge it based on multiple factors relevant to the context. According to Zeithaml (2013) there are five dimensions toward service quality. Reliability-ability to perform the promised service dependably and accurately, Responsiveness- willingness to help customers and provide prompt service, Assurance- employees' knowledge and courtesy and their ability to inspire trust and confidence, Empathy- Caring, individualized attention given to customer, Tangibles- appearances of physical facilities, equipment, personnel, and communication materials. Under the service quality the mentioned variables will be measured to find out the effect of service quality on satisfaction. Here, the researcher develops the following hypothesis-

H₁: Service Quality does not predict the variation in Satisfaction.

2.7.2 Attitudes and Life-style

Lifestyle is a very common word that describes the complexity of customer behavior. Attitude is the internal opinion expressed outwardly about any person or issue or anything (Friesner, 2018). As the paper contain several variables and every variable will be used to do the regression, to make the created model simple researcher decided to merge attitude and lifestyle. This merging has nothing to do with the analysis. It is done only to make the figure simple. As for this paper the technological attitude is the most important and several variables are determined to get the clear picture. Different variables about technological attitude will reveal a complete picture of their effect on customer satisfaction (Balachandran & Hamzah, 2017). From the research of Friesner (2018) the variables are extracted to measure the lifestyle in relation to satisfaction. Here, the researcher develops the following hypothesis-

H₂: Attitude and Lifestyle does not predict the variation in Satisfaction.

2.7.3 Price

Price is the quantity of payment or compensation paid by one party to another in return of goods or services (Schindler, 2012). Service pricing is quite different than that of normal product pricing. There are several forms of cost involved in services. Some of them are time cost, search cost, convenience cost, psychological cost etc. (Zeithaml, 2013). At the time of researching about Pathao, researcher found out they mainly focuses on value-based pricing and update the price in real time depending on various factors (Kamal & Ahsan, 2018). Here the focus will be given mainly on monetary cost some of the other factors will be covered in other variables. Here, the researcher develops the following hypothesis-

H₃: Price does not predict the variation in Satisfaction.

3. Methodology

This study is quantitative in nature. Quantitative research has been employed to quantify the data and typically applied some form of statistical analysis (Malhotra, Nunan & Birks, 2017). In this study, both primary and secondary data have been incorporated. Primary data have been gathered from the respondents through the sample survey and secondary data have been collected from published external secondary sources including articles, journals, websites, blogs, and statistical data. Moreover, previous literature insights (e. g. different published articles from distinguished ranked and indexed journals such as journal of consumer behaviour, journal of marketing, journal of retailing and consumer services) have been adopted for some purpose other than the problem at hand such as identifying research problem and

scope, addressing research gap as well as building hypotheses. The target population for this research is the ride sharing service users in Dhaka city (university students and service holders) particularly Pathao as the research tries to identify the influential factors of satisfaction of ride sharing service in Bangladesh. This study employed 120 participants comprising females (30%) and males (70%) aged between 20 and 50 years. A telephone book and friend list of social networking sites such as Facebook, Instagram and LinkedIn have been used as a sampling frame in this study. Nonprobability convenience sampling technique has been employed in this study as it is least expensive, least time consuming and most convenient (Hair et al., 2009). Additionally, the sample size decision differs to the nature and context of the research. For example, the availability of qualified personnel for data collection allows employing bigger sample size (i.e. 100) in quantitative research. Inversely, in an advanced sphere of knowledge where qualified personnel are difficult to find, sample size less than hundred is good enough to extract a defensible finding (Luck, 1978; Malhotra, Nunan & Birks, 2017). Besides, sample size is also directed by a consideration of time, money and the average size of sample in similar studies. Hatcher (1994) recommended that to get reliable results, the minimal number of respondents offering useable data for analysis should be greater than 100 respondents or 5 times the number of variables or items being analysed and moreover the selection of more samples may produce better results. According to these guidelines, data have been collected from 120 respondents. Structured questionnaire has been used to collect data and multiple-choice questions have been used as a tool to collect the qualitative data. Additionally, five-point Likert scale ranging from 1 (very dissatisfied) to 5 (very satisfied) has been used to construct the questionnaire. Survey method has been adopted for collecting data. Respondents have been sent the questionnaire to their e-mail. They have been contacted personally through telephone calls and social networking sites.

This study aims to analyse the associative relationships between the dependent variable (customer satisfaction) and the independent variables (Service quality, price and attitude and life style). Here, we see that there are three independent variables and one dependent variable. So, this study employed multiple regression analysis to determine the statistically significant variables that have effect on customer satisfaction. SPSS software package has been used to process data as it has versatile data processing capability. It can do highly complex data manipulation and analysis with simple instructions. It is user friendly software and ease to use for the beginners (Nunan et al., 2020).

4. Data Analysis and Findings

The study conducted three major multiple regressions independently for each set of independent variable and hereby which set of independent variables best describe the dependent variable is identified. The three set of independent variables are – (a) Service quality (b) Price (c) Attitude and life style. Service quality is measured in terms of comfort, required time, security, app interface, map integration and availability of ride. Price is measured in terms of discount and the actual price. Attitude and lifestyle is measured in terms of use of social media, frequency of short distance travel, variety seeking, online shopping behavior, environmental philosophy, attitude toward new technology.

4.1 Assumption Testing on Satisfaction and Service Quality

Table 1. *Model Summary of Service Quality and Satisfaction*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.542 ^a	0.293	0.248	0.872	1.985

Source: Authors' Calculation

The Durbin-Watson test value is 1.985 indicates no autocorrelation among independent variables as the standard value is between 1.5 and 2.5 which indicates no autocorrelation. From the model summary (Table 1), it has been found that the R value 0.542 denotes to the moderate association between dependent variable and the predictors. R square value measures the strength of association between dependent variables and the predictors. Here, the R Square value is 0.293 which indicates that the 24.8% of variance in the dependent variable (Satisfaction) is explained by the independent variables. Adjusted R Square supports R Square by 24.8%. As the value of adjusted R square is low, there is an opportunity to further explore independent variables and to further explore correlations among independent variables.

Table 2. ANOVA of Satisfaction and Service Quality

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	26.736	6	4.456	5.724	.000a
Residual	65.395	113	.779		
Total	92.132	119			

Source: Authors' Calculation

To see if the model significantly predicts the variants in dependent variable or not, the F-value comes into play. Here the F-Value 5.724 with the significant level 0.00 indicates that the model can significantly predicts the variation in the dependent variables. Therefore, the Null Hypothesis is rejected.

Table 3. Coefficient of Satisfaction and Service Quality

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Constant	1.958	0.330		5.933	0.000	1.301	2.614
Comfort	0.515	0.165	0.543	3.130	0.002	.188	.842
Required time	-0.059	0.160	-0.065	-0.365	0.716	-.378	.260
Security	-0.018	0.138	-0.018	-0.128	0.889	-.292	.257
App interface	0.064	0.163	0.077	0.395	0.694	-.260	.389
Map	0.045	0.150	0.050	0.302	0.763	-.254	.344
Availability	-0.047	0.129	-0.053	-0.361	0.719	-0.304	.211

Source: Authors' Calculation

Note: Here the value of Beta represents the variation in the dependent variable for each independent variable in service quality. But only "comfort" seems significant as all the other has unacceptable value in the significant column. So "comfort" has a moderate positive correlation with the satisfaction of Pathao with a value of 0.515 and standardized value is 0.543.

4.2 Assumption Testing on Satisfaction and Attitude & Lifestyle

In the dimension of Attitude and lifestyle there are 6 independent variables and they are Online shopping behavior, Attitude toward environment, Frequency of Short distance travels, Social media use, Variety seeking attitude and Attitude toward new technology.

Table 4. *Model Summary of Satisfaction and Attitude & Lifestyle*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.464 ^a	0.215	0.164	0.920	1.995

Source: Authors' Calculation

With the value of 1.995 the Durbin-Watson Test assures that there is no autocorrelation. 21.5% of the variation in satisfaction is explained by the attitude and lifestyle. And a lower adjusted R-Square implies that further adding of any other variables won't add any explanatory power to the current model.

Table 5. *ANOVA of Satisfaction and Attitude & Lifestyle*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.008	6	3.335	4.163	.001 ^b
Residual	67.289	113	.801		
Total	87.297	119			

Source: Authors Calculation

To see if the model significantly predicts the variants in dependent variable or not, the F-value comes into play. Here the F-Value 4.163 with the significant level 0.01 indicates that the model can significantly predicts the variation in the dependent variables. Therefore, the Null Hypothesis is rejected.

Table 6. *Coefficients of Satisfaction and Attitude*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Constant	0.696	0.787		0.884	0.379	-0.869	2.261
Social media use	0.023	0.135	0.021	0.173	0.863	-0.245	0.292
Attitude toward new technology	0.545	0.176	0.387	3.101	0.003	0.195	0.894
Frequency travels	0.067	0.090	0.075	0.747	0.457	-0.111	0.245
Variety seeking	0.181	0.132	0.143	1.367	0.175	-0.082	0.443
Environment	-0.148	0.135	-0.112	-1.096	0.286	-0.418	0.121
Online shopping	0.042	0.079	0.053	0.534	0.595	-0.115	0.199

Source: Authors' Calculation

The above coefficient table (Table 6) shows that only Attitude toward new technology has the acceptable significant level which indicates only attitude toward new technology is positively related to satisfaction. All the other variables are statistically insignificant.

4.3 Hierarchical Regression

After the initial analysis though the ANOVA was significant, the independent variables don't predict the dependent variable in an acceptable rate. As the R-Square value in the first part of the analysis was just 0.293 (From Table: 1) and in the second analysis the R-Square was again 0.215 (From Table: 4). So, the researcher decided to do a Hierarchical Regression by adding 2 significant independent variables

(Comfort & Attitude toward new technology) from previous findings with the remaining 2 independent variables (Pricing Policy and Discount). The findings of the analysis are following.

Table 7. *Model Summary of Hierarchical Regression*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.588 ^a	0.346	0.332	0.822
2	0.930 ^b	0.864	0.858	0.378

Source: Authors Calculation

The actual findings of the hierarchical regression are in this table (Table 7). The 1st step regression shows the R-Square value is 0.346 which indicates that the first two variables explain the variation in dependent variable by 34.6%. Though the R Square value is not high enough to accept but the adding of the second two variables significantly changes the scenario here. With the addition of further two variables the R-Square value raises up to 0.864 which indicates that now the 4 variables combined can explain 86.4% variation change in the dependent variable.

Table 8. *ANOVA of Hierarchical Regression*

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.631	2	17.315	25.619	0.00 ^b
	Residual	65.559	117	0.676		
	Total	100.190	119			
2	Regression	86.584	4	21.646	151.143	0.00 ^c
	Residual	13.606	115	0.143		
	Total	100.190	119			

Source: Authors' Calculation

To see if the model significantly predicts the variants in dependent variable or not, the F-value comes into play. Here (Table 8) the F-Value 151.143 with the significant level 0.00 indicates that the model can significantly predicts the variation in the dependent variables. Therefore, the Null Hypothesis is rejected.

Table 9. *Coefficient of Hierarchical Regression*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error				Lower Bound	Upper Bound
Constant	0.776	0.442		1.757	0.082	-0.100	1.653
Comfort	0.419	0.080	0.444	5.224	0.000	0.260	0.578
Attitude toward new technology	0.329	0.097	0.288	3.394	0.001	0.137	0.521
Constant	-0.253	0.211		-1.200	0.233	-0.671	0.165
Comfort	0.130	0.040	0.138	3.245	0.002	0.050	0.210
Attitude toward new technology	0.050	0.047	0.044	1.067	0.288	-0.043	0.143
Price	0.449	0.074	0.419	6.110	0.000	0.303	0.595
Discount and coupons	0.423	0.061	0.464	6.964	0.000	0.302	0.543

Source: Authors' Calculation

In the coefficient table (Table 9) the beta value shows the coefficient of the independent variables with the dependent variable. The important factor here is to look at the changes in the second step of the regression. In the first step both variables were significant and their values were high enough to count the effect. But after adding the additional two variables their beta value decreases and one variable loses its significance. So, the final result of the analysis is Comfort, Price and Discount are the three variables that predict the variation in satisfaction significantly.

5. Implications and suggestions

This study has both theoretical and practical implications. Theoretically findings of this study perhaps enhance fundamental knowledge regarding the factors affecting satisfaction with ride sharing service. The study discloses mainly three factors namely service quality, price and attitude and life style that have notable impact on the customer satisfaction of ride sharing service specifically Pathao users in Dhaka city (Bangladesh). Therefore, these significant factors possibly add value to the literature not only in developing countries context but also in South Asian cultural perspective. This study potentially easing the ability of future studies to examine other related factors such as perceived risk, environmental benefits and involvement. Additionally, the study develops and tests three hypotheses that possibly easing the ability of future research to investigate other related facets such as service providers' promotional strategies, opportunities in ride sharing service industry, challenges in handling jay customer (problematic customer) both online and offline attempting to enhance customer satisfaction.

From practical perspective, this research offers several implications for ride-sharing service providers to retain existing customers and help differentiate themselves from stiff competition in the market. The study identifies mainly three factors – (a) Service quality (b) Price (c) Attitude and life style. Service quality is measured in terms of comfort, required time, security, app interface, map integration and availability of ride. Price is measured in terms of discount and the actual price. Attitude and lifestyle are measured in terms of use of social media, frequency of short distance travel, variety seeking, online shopping behaviour, environmental philosophy, attitude toward new technology. The study discloses that comfort, price and discount are the most influential factors. Additionally, attitude toward technology substantially affects customer satisfaction. In terms of improving the perceived service quality, the most significant factor affecting the customer loyalty, comfort (cleanness, air conditioning and stereo system) has been found to have the highest effect on the service quality. Lai and Chen (2011) found that facility cleanness, vehicle cleanness and vehicle safety were observed variables which had the highest impacts on the service quality. This is consistent with the findings from ride sharing services in the current study (Keong, 2015, Weng et al., 2017, Grab, 2018). Hence, ride-sharing service providers are suggested to check vehicles before registering for the services properly. Moreover, they should improve the quality of drivers such as safe driving skills and attitude with passengers via training sessions before they start their business. On the other hand, the ride-sharing service providers can upgrade the quality of a ride by trying to decrease customers' complaints conducted via booking apps. So, the ride-sharing companies should collaborate with technology companies to improve their platforms particularly focusing on the usefulness and ease to use of their booking apps. Since discount has also been found as an influential factor, ride sharing firms should design promotional scheme strategically in terms of sales promotion. This finding is consistent with those from previous studies (Aldas-Manzano et al., 2011, Shankar et al., 2003). They should provide good value rewards that put the customers at the center of their business models in order to prevent customers from losing interest (Balachandran & Hamzah, 2017). For instance, customers can automatically earn rewards points for their rides and they can redeem rewards not just from their ride sharing service providers, but also from lifestyle, retail, entertainment or food & beverage merchants.

5.1 Research Limitations, Future Research Scope and Conclusion

This study unfolds some influential factors of customer satisfaction with the ride sharing service Pathao. Findings of the study reveal that comfort, price and discount are the most influential factors. Moreover,

attitude toward technology substantially affects customer satisfaction. Findings from the study can extensively contribute to the expansion of both theory and practice. Theoretically they perhaps enhance fundamental knowledge regarding the factors affecting satisfaction with ride sharing service. In addition, based on the findings the ride sharing service providers who are likely to lead the market can design strategic schemes to ensure customer loyalty (Ahmed, Tinne & Ahmed, 2019)) and attract more customers to use their service.

This study has not looked into the interconnection affect between three precursors including perceived service quality, perceived sales promotion and life style and attitude on satisfaction. Future research can go one step further and investigate the effect of these three antecedents. Further this study potentially easing the ability of future studies to examine other related factors such as perceived risk, environmental benefits and involvement. Moreover, this study points to the need for attention to consider some uncontrollable factors such as psychological and social factors that may affect customer satisfaction. However, it is strenuous to incorporate all of them for investigation in a single study (Balachandran & Hamzah, 2017). Furthermore, customer satisfaction in terms of emotional benefits and psychic cost are difficult to measure. Therefore, research from the socio-psychological perspectives could help to gain an insightful understanding of these issues.

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