

# Taxi Service Quality And Satisfaction Among Commuters In The Accra Metropolitan Area

*Ishmael Mensah<sup>a</sup> & Paul Ankomah<sup>b</sup>*

(a. PhD., CHE, Associate Professor, Department of Hospitality and Tourism Management, Ghana Director of Confucius Institute, University of Cape Coast; b. PhD., Full Professor, Department of Human Performance and Leisure Studies, North Carolina A&T State University, Greensboro, NC, USA)

**Abstract:** This study sought to examine customers' perceptions of service quality as rendered by taxi drivers in Accra and the effect of their perceived service quality on customer satisfaction. Data was collected from a cross-section of commuters in Accra. The results show that service quality had a significant effect on commuters' satisfaction with taxi services. However, the responsiveness dimension did not have a significant effect on satisfaction. It is recommended that drivers double their efforts if they are to be competitive, especially with the recent entry of Uber onto the market.

**Key words:** taxi, service quality, satisfaction, Accra, transport

## Introduction

Transport is considered a critical element that links communities with factors that facilitate their economic and social development (UN Economic Commission for Africa, 2009). It is the medium by which rural and urban communities access jobs, education, healthcare, recreational/tourism activities and facilities (Starkey and Hine, 2014; UN ECA, 2009). Additionally, transport facilitates the connectivity between businesses and raw materials, and between businesses and other businesses and between businesses and their markets promoting both internal and external trade (New Zealand Ministry of Transport, 2014; UN ECA, 2009). Consequently, transport is an important determinant of the extent to which a community is integrated into local, regional and global economies. With the global urban and rural populations projected to keep growing and globalization expected to expand and deepen, the crucial role transport will be expected to play in the mobility of goods and persons cannot be overemphasized. For instance, it is estimated by the World Bank (2017), that passenger traffic will increase by 50% to exceed 80 trillion passenger kilometres by 2030 compared to 2015, global freight volumes will grow by 20% compared to 2015 and an additional 1.2 billion cars will be on the road. It is imperative that countries, especially developing countries timely address transport-related issues and problems that could threaten and inhibit easy movement of goods and persons within and without their political borders and derail their economic development efforts.

Taxi as a mode of transport is of crucial importance to a country's socio-economic development, especially for a country like Ghana where available transportation options are rather limited. In spite of this, there are some concerns about the quality of services provided by Taxi drivers in Ghana. Aarhaug (2014) lists a number of challenges that the taxi industry is faced with globally, including safety (related to car quality and driver behaviour); quality (low quality of vehicles and service); competition with public transport (city space is limited); quantity (oversupply or undersupply); social (long working hours and low irregular wages); and illicit behaviour (fight for passengers, criminal activities). The situation is even worse in developing countries where the taxi industry remains largely unregulated. Chetanont (2016) writing on Taxi services in Thailand indicated that taxi services provided for tourists and the people of Thailand are fraught with chronic problems, including taxi chauffeurs choosing the directions they prefer instead of passengers' directions, driving over longer distances, choosing to pick up foreign passengers rather than Thai passengers, exhibiting bad manners and impoliteness as well as driving carelessly which sometimes result in accidents and injuries to passengers.

These challenges ultimately compromise service quality and result in dissatisfied customers. Service quality promotes customer satisfaction, stimulates intention to return and encourages word-of-mouth recommendations (Nadiri and Hussain, 2005). However, it appears there has been limited research on service quality as related to taxi operations. Also, there have been a modicum of studies linking service quality

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**Author:** Ishmael Mensah, PhD., CHE, Associate Professor, Department of Hospitality and Tourism Management, Ghana Director of Confucius Institute, University of Cape Coast, Phone: +233-243134578, Email: ikmensah@ucc.edu.gh

Paul Ankomah, PhD., Full Professor, Department of Human Performance and Leisure Studies, North Carolina A&T State University, Greensboro, NC, USA, Phone: +001-336-285-3544, Email: pankom@ncat.edu

dimensions to satisfaction within the wider public transport sector, but very limited studies on taxi services. Though the issue of service quality has been very extensively researched, the emphasis has been on formal sector service organizations like hotels, restaurants, airlines, banks and hospitals. Service quality in the informal sector such as taxi services has remained an elusive and a much neglected area of study. Data regarding the quality and performance indicators of public transportation services are vaguely determined and, in fact, are practically non-existent (Simona 2010, p. 470).

Thus, the issue of service quality in taxi operations in Ghana needs to be addressed because taxis represent an important mode of road transport in the country. The main objective of the paper is to examine customers' perceptions of service quality as rendered by taxi drivers in Accra, the capital city and the effect of their perceived service quality on customer satisfaction. The paper is divided into four sections. The first section, the literature review is subdivided into two, viz, the review of the general literature on service quality and service quality as it relates specifically to taxi operations. The second section discusses the study methodology, including study design, description of the study area, data collection and analyses. Section three presents the study results and the final section provides the discussions and conclusions to the paper.

## Literature review

### *Service quality*

Service quality has received extensive research attention (Schneider & White, 2004). Perhaps this is due to the critical nature of the subject and its implications for customer retention and profitability of business organizations. Service quality has generally been defined as the difference between customer expectations and perceptions of a service experience (Gronroos, 1984; Parasuraman et al., 1988). In determining service quality, customers compare their perceived service expectations with perceived service received, and if the latter service falls short of the expected service, they are dissatisfied. However, if the perceived service quality received is above expectations, it results in satisfied customers (Andreassen, 1995). Chen and Chang (2013) on the other hand, define perceived quality as the customer's subjective judgment about the direct experience of a product or service. Thus service quality is a subjective evaluative judgment of a consumer's experience of a service performance (Dabholkar, Shepherd, & Thorpe, 2000; Cronin & Taylor, 1992). Service quality starts from the needs of customers and end with customer's perceptions. Service quality in the context of public transportation system has been defined by Middleton (1998) as consisting of internal and external factors which influence a commuter's perception of public transport services.

Originally the SERVQUAL instrument, which was

developed by Parasuraman et al. (1988) is a 22-item scale that measures service quality along five dimensions. However, to overcome the shortcomings of the SERVQUAL scale, the SERVPERF scale was developed by Cronin and Taylor (1992). Since the advent of the SERVQUAL scale, there has been a proliferation of different scales for measuring service quality in different industries including DINESERV, LODGQUAL, ECOSERV (Mensah, 2009) as well as CUREL, INDSERV, SITEQUAL, SERVPERF, and BANKSERV (Singh, 2008). In the context of public transport quality, the RECSA scale is commonly used (MacKnight et al, 1986). It is composed of a cluster of five important service attributes, namely, reliability; comfort; extent of service; safety; and affordability (RECSA).

### *Taxi service quality*

Service quality in public transportation system consists of internal and external factors which affect the commuter's perception of public transport services (Middleton, 1998a). According to Abane (1993) an important aspect of commuting is the quality of services offered by transport facilities. However public transport services including Taxi services in developing countries are fraught with a number of problems which compromise the quality of services. Adarkwa (1991) asserts that public transportation in Ghanaian cities is characterized by over-crowdedness, excessive waiting times, and long and inconsistent travel times coupled with poor and unreliable services. Govender, (2016) also laments the challenges that minibus taxi commuters face in South Africa including a high rate of accidents, the un-roadworthiness of vehicles, poor service due to destructive competition through overloading, and 'unsavory' business management principles. Also, Techarattanased (2015) in a study on service quality of metered taxi services in Bangkok, Thailand, chronicled a litany of problems encountered by commuters including lack of consumer confidence in the safety of the service, the attitude and manners of taxi drivers and their unwillingness to provide services. Additional problems identified with Bangkok metered taxi services were drivers denying passengers a range of options by plying only some specific routes, taking a detour of destinations, driving in a reckless manner, incorrect use of car accessories and providing the service for only foreign passengers.

Findings relating to the importance of the dimensions of service quality in the public transport segment point to the importance of the attitude of drivers to customers' perceptions of service quality. Yao & Ding (2011) found assurance to be the highest point and responsiveness the lowest point in performance appraisal of taxi services while reliability was the highest point and empathy the lowest point in importance appraisal. However, Singh, Koehler and Agrawal (2008) in a related study in the Organized Conveyance Services subsector found tangibility, reliability, and responsiveness to be the

dimensions with the greatest consequence for employees patronising commercial passenger transport. Govender (2014) in a comparative study of service quality between public bus and mini-bus taxi services also found that reliability, comfort, service and safety influenced the overall service quality that the former provided whereas reliability, affordability and service influenced the overall service quality of the latter. Techarattanased (2015) in a study on service quality of Metered taxi services in Bangkok, Thailand found that consumer usage behaviour was significantly affected by the responsiveness of the taxi drivers. Shaaban and Kim, (2016) also found driver behaviour to be an important variable that impacts both service quality and user loyalty. However, Alonso, Barreda, dell'Olio & Ibeas (2018) found waiting time to be the most important factor for frequent users of taxi services while journey time is highly valued by almost all users, along with safety, accessibility and comfort. They also found that the fare was usually not the most important consideration. In a study on service quality in three Taxi companies in Jakarta, Dachyar and Rusyidina (2015) found that customer satisfaction was greatly affected by six factors namely company image, perceived value and perceived quality, customer expectations, customer trust and customer complaints. However, company image had the greatest effect on customer satisfaction. The current study integrated dimensions of service quality from SERVQUAL and RECSA to develop the instrument for the study.

#### **Taxi service quality and satisfaction**

It has been established that perceived service quality has a positive effect on customer satisfaction (Iglesias & Guille'n, 2004; Lenka et al., 2009). Other studies, specifically in the public transport sector have shown that service quality has a significant effect on passenger satisfaction (Hussein and Hapsari, 2014; Khurshid et al., 2012).

However, there appear to be no consensus on the dimensions of service quality that impact satisfaction. Some studies found that all five dimensions of service quality consisting of tangibility, reliability, responsiveness, assurance and empathy significantly influence customer satisfaction in the public transport sector (Yao and Ding, 2011; Deneke, Million, Mebratu, Teshome & Teferi, 2016; and Chao and Kao, 2009). Inbalakshmi and Krishnamoorthy (2015) in a study on Call Taxi Service Quality and Passenger Satisfaction, found three of the SERVQUAL dimension namely, tangibles, reliability and assurance as well as convenient accessibility, caring and trust to significantly impact service quality. Horsu and Yeboah (2015) in a related study on the impact of service quality and customer satisfaction in the minicab taxi services in Cape Coast, Ghana concluded that RECSA dimensions of reliability, continuous service, comfort and affordability influenced customer satisfaction.

Other studies have employed alternative measuring scales

including RECSA to establish the effect of transport service quality on customer satisfaction with varied results. For instance, Dachyar and Rusyidina (2015) using the RECSA scale in their study on the link between customer satisfaction and service quality in Jakarta's taxi industry in Indonesia, concluded that customer satisfaction was greatly affected by 6 factors namely, company image, perceived value and perceived quality, customer expectations, customer trust and customer complaints with company image having the greatest effect on customer satisfaction. Van Lierop, and El-Geneidy (2016) also discovered that transit users' satisfaction with the quality of service relating to safety, information, and cleanliness had a positive effect on their satisfaction. Stuart, Mednick, and Bockman (2000) applied structural equation modelling (SEM) techniques to demonstrate that service quality attributes namely, value, speed, personal security and crowding influenced customer satisfaction.

#### **Methodology**

The study followed a descriptive cross-sectional survey design. Data was collected from a cross-section of commuters in Accra over a one-month period.

The study was undertaken in the Accra Metropolitan Area (AMA) which is coterminous with the City of Accra, the capital city of Ghana. AMA spans an area of approximately 6.56 km<sup>2</sup> (2.53 sq mi) and encompasses 10 sub-metros (Figure 1). It had a population of 1,665,086 as of 2010. AMA is a bustling commercial nerve centre of Ghana and the seat of government. The central business district of Accra contains a number of banks, department stores, hotels, markets and other commercial facilities as well as ministries, departments and agencies of government. Economic activities in the AMA include the financial and commercial sectors, fishing and manufacturing. In view of these economic activities coupled with an increase in population of commuters, the demand for public transport has been on the ascendancy with *trotros* and taxis being the main means of public transport.

The population of the study comprised of all commuters who patronised taxi services in Accra between 1<sup>st</sup> and 31<sup>st</sup> December 2017. Due to the lack of a sampling frame, the convenience sampling method was employed. Commuters were arbitrarily selected from major terminals in different parts of the AMA for inclusion in the study. First, taxi terminals within the city were randomly selected. Then, data was collected using the "personal contact" approach whereby trained Field Assistants administered questionnaires to respondents in the selected terminals in the city. Finally, commuters who alighted from taxis were approached and requested to take part in the survey. A total of 198 questionnaires were completed and returned by respondents out of a total of 250, a response rate of 79.2%.

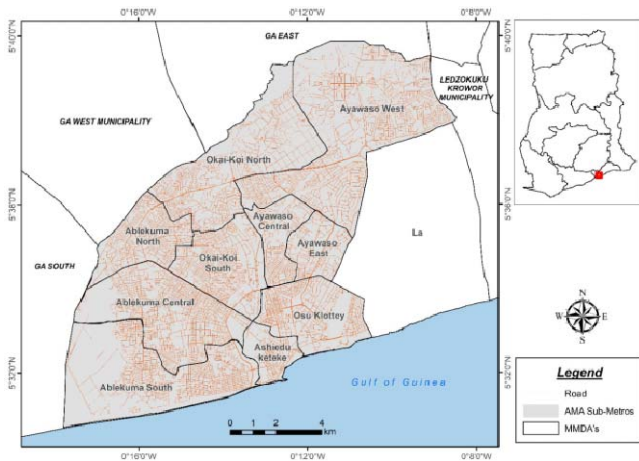


Figure 1. Map of the Accra Metropolitan Area

A structured questionnaire was employed for the study based on an extensive review of the literature on transport and taxi service quality. Based on the review, the original SERVQUAL scale was modified. The questionnaire was organised into four parts. The first part had questions relating to passenger behaviour, the second part on taxi service quality, the third part dealt with customers' satisfaction with taxi services and the final part related to socio-demographic characteristics of respondents. Likert scale was used to assess commuters' perceived service quality of taxi services. The scale for perceived taxi service quality had 18 items. For satisfaction, a five-point rating scale ranging from very dissatisfied to very satisfied was employed against 11 items relating to various aspects of the service.

Data was collected during the month of December and occurred usually between the hours of 8.00 am and 5.00 pm. The purpose of the study was first explained to commuters and those who agreed to take part in the study were handed questionnaires to complete.

Data was analysed using SPSS software (Version 21). The statistics used for data analysis are simple descriptive statistics and include frequency, percentage, mean and standard deviation.

## Results

### *Socio-demographic and travel characteristics of respondents*

From Table 1, it is apparent more than half of respondents (53.1) were males compared to 46.9% females. They were mostly aged between 21-49 years with only 9.3% aged under 20 years. Almost 65% were single and 28.3% were married. In terms of education, more than two-thirds (67%) had completed universities, polytechnics and other tertiary institutions.

Most respondents (83.8%) earned monthly incomes of less than C3,500 with only 2.55% earning more than C5,400. An overwhelming majority of respondents (93.9%) were Ghanaian residents. More than half (53.8%) travelled frequently by Taxi.

The purposes of such travel included commuting to work and home (28.4%), travel to the airport (15.2%), and visit friends and relatives (15.2%). In terms of the perceived service quality of taxi drivers in Accra, respondents were mostly neutral about the performance of taxi drivers on the dimensions (Table 2). The highest performance of the taxi drivers was in the areas of tangibles (category Mean = 3.49) followed by assurance (Category Mean = 3.42) and responsiveness (Category Mean = 3.39). The reliability of taxi drivers (Category Mean = 3.38) and empathy (Category Mean = 3.31) had the least approval.

Table 1. Socio-demographic and travel characteristics of respondents

Characteristic	Frequency	Percent
Age		
Under 20	18	9.3
21-49	162	83.5
50+	14	7.2
Total	194	100
Sex		
Male	103	53.1
Female	91	46.9
Total	194	100
Marital status		
Single	126	64.9
Married	56	28.9
Separated	8	4.1
Widowed	4	2.1
Total	194	100
Level of Education		
Primary	16	8.2
Secondary	48	24.8
Tertiary	130	67
Total	194	100
Monthly income		
Under C3,500	135	83.8
C3,500-C5,400	22	13.7
C5,500+	4	2.5
Total	161	100
Residence status		
Resident	186	93.9
Non-resident	12	6.1
Total	198	100
Frequency of travel by Taxi		
Always	106	53.8
Frequently	62	31.5
Occasionally	26	13.2
Rarely	3	1.5
Total	197	100
Purpose of travel by Taxi		
Business	25	12.7

Airport	30	15.2
Work/home	56	28.4
Visit friends and relatives	30	15.2
Social/recreation	10	5.1
Holiday	2	1.0
Shopping	8	4.1
Medical	5	2.5
Other	31	15.7
Total	197	100

### *Customers' perceptions of Taxi service quality*

In terms of the tangibles, the highest rating was with 'taxi looks modern' (Mean = 3.54) with 64.1% of respondents in agreement. This was followed by the visual appeal of the taxi (3.52) which 60.9% agreed to. Though the vehicles were seen to be more appealing than the appearance of the drivers (Mean = 3.41).

**Table 2. Taxi service quality**

Dimensions	N	% in agreement	Mean	Std. Deviation
<b><i>Tangibles (M = 3.49)</i></b>				
Taxi looks modern	198	64.1	3.5404	.95369
Taxi is visually appealing	197	60.9	3.5178	.92358
Taxi driver appears neat	196	52.1	3.4082	.94285
<b><i>Reliability (M = 3.38)</i></b>				
When driver promises to pick you up a certain time, he does	198	45.5	3.2525	.99586
Driver satisfies your requests the first time	198	47.0	3.2677	1.00459
Driver drives safely	195	68.2	3.7026	.81465
Taxi does not breaks down on road	198	48.5	3.3081	1.10882
<b><i>Responsiveness (M = 3.40)</i></b>				
Driver provides timely and efficient service	198	52.6	3.3788	.91405
Driver is always willing to help out	197	51.3	3.4112	.89127
Driver is never too busy to respond to your request	197	49.2	3.4112	.89127
<b><i>Assurance (M = 3.42)</i></b>				
The behaviour of driver instils confidence in you	197	49.7	3.3706	.93664
You feel safe in the taxi	198	57.6	3.4949	.93302
Driver is consistently courteous with you	198	52.6	3.4242	.86782
Driver has the knowledge to answer your questions	198	51.5	3.4141	.88999
<b><i>Empathy (M = 3.31)</i></b>				
Driver gives you personal attention	198	50.5	3.3687	.98745
Driver has your best interest at heart	198	42.4	3.2525	.98045
Driver understands your specific needs	197	44.7	3.2640	.95904
When you have a problem, driver shows a sincere interest in solving it	198	48.5	3.3535	.91033

The reliability dimension was one of the lowest ranked dimensions. Less than half of the respondents agreed that when drivers promise to pick them up at certain times, they fulfilled their promises (Mean = 3.25) and that the driver satisfies their requests the first time (Mean = 3.27). Though the majority of respondents (68.2%) were in agreement that the drivers drive safely (Mean = 3.70), less than half (48.5%) agreed that taxi did not break down on the road (3.31). Generally, respondents were indifferent regarding the reliability of the taxi drivers but agreed that the drivers drive safely.

Respondents were generally neutral regarding the responsiveness of the taxi drivers with slightly more than half in agreement with the statements 'driver provides timely and efficient service' (Mean = 3.38) and 'driver is always willing to

help out' (Mean = 3.41). Assurance had one of the highest approvals by respondents. More than half of the respondents indicated that they felt safe in the taxi (Mean = 3.49), drivers are consistently courteous (Mean = 3.42) and driver has the knowledge to answer their questions (Mean = 3.41). however, less than half of the respondents agreed that the behaviour of the driver instilled confidence in them (Mean = 3.37).

Of all the dimensions, empathy had the lowest ratings which indicated that the drivers were less concerned about the interests of their passengers. Less than half of the respondents were in agreement with all the statements regarding empathy except the driver giving them personal attention, where 50.5% agreed. Thus, more than half of the respondents disagreed that the driver had their best interest at heart (Mean = 3.25),

understands their specific needs (Mean = 3.26) and show a sincere interest in solving their problems (Mean = 3.35).

#### *Customers' satisfaction with taxi services*

Customers' satisfaction with taxi services is presented in Table 3. The respondents were satisfied with various aspects of taxi services in Accra except for the Taxi fare which less than half of the respondents (41.6%) were satisfied with. Generally,

respondents were neutral regarding their satisfaction with the fares charged by taxi drivers (Mean = 3.06). respondents were also neutral regarding their satisfaction with the politeness of drivers (Mean = 3.46). However, respondents were most satisfied with drivers' knowledge of routes/destinations (Mean = 4.11).

**Table 3. Satisfaction with Taxi services**

Satisfaction	N	% satisfied	Mean	Std. Deviation
Punctuality of driver	198	63.0	3.5909	.88949
Neatness and cleanliness of taxi	198	61.1	3.5152	.87682
Taxi fare	197	41.6	3.0609	1.06730
Politeness of driver	198	55.1	3.4646	.91588
Comfort of taxi	197	65.0	3.8376	2.92840
Safety of passengers	197	69.5	3.6904	.79575
Drivers driving ability	196	75.5	3.8163	.75579
Assistance provided by drivers	197	58.9	3.5787	.74925
Appearance of drivers	197	58.3	3.5178	.89553
Attitude of driver	196	59.7	3.7143	3.01449
Driver's knowledge of route/ destination	198	82.3	4.1061	.82096

this was followed by the comfort of the taxi vehicles (Mean = 3.84) and the driving ability of the drivers (Mean = 3.82).

#### *Service quality and satisfaction*

Initial tests were undertaken to ensure that none of the assumptions underlying the use of this tool namely, linearity, normality, homoscedasticity and multicollinearity were violated. An inspection of the residual scatter plots revealed that the assumptions of normality, linearity and homoscedasticity of residuals were not violated. Also, an Inspection of the correlation matrix in Table 4 revealed correlation coefficients of less than 0.8 suggesting that the independent variables are not highly correlated with each other.

The regression model on the effect of service quality on customer satisfaction was significant, with service quality

explaining 43% of the variance in satisfaction (Adj.  $R^2 = 0.43$ ;  $F = 141.35$ ;  $p = 0.00$ ) as shown in Table 5. The effect of service quality on satisfaction was significant ( $\beta = 0.66$ ;  $p = 0.00$ ) indicating that the more favourable the perception of service quality, the greater the satisfaction derived from the taxi service. Service quality explained 43% of the variance in customer satisfaction. Thus the better the service quality, the greater the satisfaction derived by customers. This finding lends further credence to the findings of Dachyar and Rusyidina (2015) who found that customer satisfaction is greatly affected by six factors including perceived quality.

**Table 4. Correlations among variables**

	Satisfaction	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Satisfaction	1.000	-	-	-	-	-
Tangibles	.428	1.000	-	-	-	-
Reliability	.554	.442	1.000	-	-	-
Responsiveness	.458	.346	.646	1.000	-	-
Assurance	.595	.353	.574	.524	1.000	-
Empathy	.520	.341	.544	.583	.716	1.000

**Table 5. Linear Regression Analysis for Effects of service quality on customer satisfaction**

	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	T Sig.
(Constant)	13.225	2.269		5.828 .000
Service Quality	.435	.037	.659	11.889.000
F-Value	141.353			

$R^2$	.434
Adj. $R^2$	.431

The regression model on the effect of service quality dimensions on customer satisfaction was significant, with service quality explaining 43% of the variance in satisfaction (Adj.  $R^2 = 0.43$ ;  $F = 30.106$ ;  $p = 0.00$ ) as shown in Table 6. However, the responsiveness ( $\beta = 0.034$ ;  $p = 0.66$ ) and empathy ( $\beta = 0.087$ ;  $p = 0.303$ ) dimensions did not have significant effects on satisfaction. The other dimensions, namely tangibles, reliability and assurance however had significant effects on satisfaction. Assurance had the strongest effect ( $\beta = 0.33$ ;  $p = 0.00$ ) followed by reliability ( $\beta = 0.22$ ;  $p = 0.006$ ) and tangibles ( $\beta = 0.17$ ;  $p = 0.006$ ). Thus the assurance dimension contributed 33% to the variance in customer satisfaction with reliability contributing 22% and tangibles 17%. This coincides with the findings of Yao & Ding (2011) who found assurance to be the highest point and responsiveness the lowest point in performance appraisal of taxi services.

**Table 6. Linear Regression Analysis for Effects of service quality dimensions on customer satisfaction**

	Unstandardized		Standardized		T	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constant)	12.171	2.361			5.156	.000
Tangibles	.517	.184	.173		2.807	.006
Reliability	.573	.208	.219		2.755	.006
Responsiveness	.109	.245	.034		.446	.656
Assurance	.797	.202	.328		3.948	.000
Empathy	.184	.178	.087		1.033	.303
<i>F</i> -Value	30.106					
$R^2$	.451					
Adj. $R^2$	.436					

### Discussion and conclusion

The purpose of the study was to investigate customers' perception of service quality as rendered by taxi drivers in Accra, the capital city of Ghana. It was also to determine the effect of such perceptions on the satisfaction of these customers. Findings confirmed some of the challenges identified by Adarkwa (1991) to be associated with public transportation in Ghana. He listed excessive waiting times coupled with unreliable services as the bane of the sector. In this study, the reliability dimension was rated the 4<sup>th</sup> lowest of the five service quality dimensions. Specifically, the reliability indicators of: drivers living up to their promises of picking up passengers at a certain time ( $M=3.25$ ); drivers showing sincere interest in solving customers' problems ( $M=3.26$ ); and taxis not breaking down on the road ( $M= 3.30$ ) were the least rated of the 18 indicators used to measure the 5 service quality dimensions (reliability, responsiveness, tangibles

empathy and assurance). The study also found that service quality had a statistically significant effect on customer satisfaction. In other words, the higher the perception of the quality of service received, the greater the customer satisfaction. This finding is consistent with that reported by Dachyar and Rusidina (2015). The current study identified assurance (33%), reliability (22%) and tangibles (17%) as explaining most of the variance in the impact of service quality on customer satisfaction. On the other hand, the dimensions of responsiveness and empathy did not have any significant effect on satisfaction. This appears to suggest that customers patronizing taxis in Accra sought value for their money and time and were not overly concerned about eliciting condescending behaviours from taxi drivers. Like the study by Yao and Ding (2011), assurance was found as having the greatest impact on customer satisfaction and responsiveness the least impact.

The study has three implications. The first is academic. The study expands and adds to the limited available literature on service quality related to taxi service operations in Ghana. The other two implications are practical in nature. The finding that customers were ambivalent about the quality of service provided by taxi drivers, suggests that these drivers needed to double their efforts if they are to be competitive in the commercial transportation services realm of Accra, especially with the recent entry of Uber into this market. The other practical implication relates to the efforts of the Ghana Tourism Authority and the Accra Metropolitan Assembly to promote Accra as the gateway to West Africa. If these efforts are to prove successful rather than as mere slogans, the two entities will need to organize workshops/seminars to formally train taxi drivers in the nuances of service quality delivery. This is especially crucial because taxi drivers serve as the first point of contact between potential international tourists and the country's tourist attractions and their attitudes and behaviours will either enhance or ruin these attempts at positive image creation.

Future research should focus on comparing the public's perceptions of service quality as rendered by taxi drivers and *trotro* drivers, the two main providers of commercial transportation services within the Accra Metropolitan Area. Another such comparative study should investigate the perception of service quality as rendered by taxi drivers and uber drivers. Finally, another future study should examine the differences, if any, in the perceptions of service quality between international tourists and Ghanaian residents.

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