

Comparative Study of Service Quality of Uber and Ola

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ABSTRACT

The study was undertaken for customers of Uber and Ola in India to assess the Service quality of Uber and Ola from the customer's perspective. The study also aimed to identify differences between expectations and perceptions of customers from service quality dimensions and compares differences between Uber and Ola. The objectives of this study were achieved by using the SERVQUAL questionnaire. A cluster sampling technique was also used for collecting the data. The questionnaires were distributed amongst 128 customers who had availed the services of Uber and Ola in Hyderabad. The results demonstrated that there was a gap between expectations and perceptions of customers from dimensions of service quality of Uber and Ola. The gap was even more in case of Ola when compared to Uber with respect to almost all the dimensions of service quality.

KEYWORDS: Uber, Ola, Service quality, SERVQUAL.

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