

ABSTRACT

Throughout the previous epochs, needs and wants of the general population and the populace have been demanded and Transportation also becomes an imperative sector in the world. Hence the transportation sector plays a vital role in the life of people to fulfill their needs and wants. It is where taxi service becomes an important transport mode in current context in any nation. However in the recent period of time taxi service has popular mode in Sri Lanka and most of passengers has being occurred as alternative transport mode especially in urban and commercial areas rather than the other public transport modes. Most of the time passengers in Colombo area faced some common issues such as lack of parking facilities, high traffic congestion during peak hours, and lack of facilities in public transport modes. Hence this study conceded to determine the factors that would affect for passenger satisfaction on taxi service in Colombo city.

The main objective of this research is to find the factors affecting to the passenger satisfaction on taxi service and secondly forces on to find the overall passenger satisfaction level about taxi service in Colombo city. Thus questionnaire survey were distributed among taxi passengers in Colombo area and factor analysis was conducted to find the factors and three hundred and ten respondents were participated to fill the questionnaire format and finally executed 5 factors which names Reliability, Availability, Assurance, Convenience and Facilities and Route Knowledge.

Finally researcher evaluated the overall satisfaction level about taxi service in Colombo city area and proposed several solutions to mitigate the problems related to taxi service while satisfying the passenger's requirements in Colombo city. In this research also provide some recommendations to develop taxi service in near future and make a good class service to the passengers in order to fulfill the passenger satisfaction.

Key Words: *Taxi Service, Passenger Satisfaction*

