

Annex A

FACT SHEET POINT-TO-POINT TRANSPORT SERVICES CUSTOMER SATISFACTION SURVEY 2020

The Point-to-Point Transport Services Customer Satisfaction Survey (PCSS) measures users' satisfaction with regular taxi and private hire car (PHC) services, and aims to better understand customers' expectations as well as identify areas for improvement. Previously conducted through face-to-face interviews, the 2020 survey was moved online due to the COVID-19 pandemic and safe management measures.

2. A total of 5,741 taxi and PHC users aged 15 years and above participated in the online survey from 3 August to 31 August 2020, comprising 2,469 who replied on taxi trips and 3,272 on private hire car trips.

3. Respondents were asked to indicate on a scale of 1 to 10, the importance of, and their satisfaction with, key service attributes, based on their most recent journey in a taxi or PHC, with 1 being "Not important at all/Very dissatisfied" and 10 being "Very important/Very satisfied". The key service attributes were as follows:

- a. Waiting Time
- b. Ease of Booking
- c. Service Information
- d. Ride Comfort
- e. Driver's Knowledge of Routes
- f. Customer Service Provided by the Driver
- g. Safety of the Service
- h. Taxi Stand Accessibility (for taxi trips only)

4. The respondents' satisfaction ratings for the service attributes were then weighted by their respective importance ratings to obtain the overall mean satisfaction ratings for taxi and private hire car services.

5. Table 1 shows the percentage¹ of respondents who were satisfied with Point-to-Point (P2P) services, taxi services, and PHC services over the last three years.

Table 1 – Satisfaction levels with P2P, taxi, and PHC services (2018-2020)

Satisfaction levels with P2P, Taxi, and PHC Services (in percentage)			
	2018	2019	2020
P2P	99.2	99.3	96.8*
Taxi	99.6	99.2	97.5*
PHC	98.8	99.3	96.2*

* 2019-2020 changes that are statistically significant at the 95% level

6. Tables 2-5 show the importance of, and satisfaction with, the various attributes of taxi and PHC services.

Table 2 – Satisfaction with taxi service attributes

Taxi Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2019	2020	2019	2020
Waiting Time	7.9	8.4*	96.2	93.2*
Ease of Booking	8.3	8.6	99.5	95.4*
Service Information	7.7	8.4*	94.8	93.4
Ride Comfort	8.0	8.7*	98.3	95.8*
Driver's Knowledge of Route	8.2	8.6*	98.0	94.6*
Service Provided by Driver	8.0	8.3*	98.4	93.8*
Safety	8.4	8.8*	97.5	95.2*
Taxi Stand Accessibility	8.0	8.3	97.8	95.9
Overall Satisfaction	8.1	8.5*	99.2	97.5*

* 2019-2020 changes that are statistically significant at the 95% level

Table 3 – Satisfaction with PHC service attributes

PHC Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2019	2020	2019	2020
Waiting Time	8.0	7.8*	96.7	87.8*
Ease of Booking	8.2	8.4*	98.5	94.7*
Service Information	7.7	8.2*	93.0	91.4
Ride Comfort	8.1	8.3*	99.0	95.1*
Driver's Knowledge of Route	8.3	8.3	98.4	92.0*
Service Provided by Driver	8.0	8.0	99.2	91.8*
Safety	8.5	8.6	99.1	95.3*
Overall Satisfaction	8.2	8.3*	99.3	96.2*

* 2019-2020 changes are statistically significant at the 95% level

¹ Satisfaction percentages were calculated based on the proportion of respondents whose satisfaction rating for the service attributes was 6 and above on a 10-point scale.

Table 4 – Importance ratings for taxi service attributes

Taxi Service Attributes	Importance (Mean Score)		Importance (%)	
	2019	2020	2019	2020
Waiting Time	8.1	9.0*	95.1	96.0*
Ease of Booking	8.3	9.2*	97.4	97.5
Service Information	7.6	8.7*	93.7	93.9
Ride Comfort	8.0	9.1*	96.1	98.2*
Driver's Knowledge of Route	8.4	8.9*	98.6	96.1*
Service Provided by Driver	7.9	8.2*	98.4	93.7*
Safety	8.5	9.5*	97.6	98.5
Taxi Stand Accessibility	8.1	8.0	97.1	89.8*

* 2019-2020 changes are statistically significant at the 95% level

Table 5 – Importance ratings for PHC service attributes

PHC Service Attributes	Importance (Mean Score)		Importance (%)	
	2019	2020	2019	2020
Waiting Time	8.2	9.0*	96.9	95.3
Ease of Booking	8.3	9.1*	98.8	96.9*
Service Information	7.8	8.8*	92.7	94.7
Ride Comfort	8.1	8.9*	97.8	97.0
Driver's Knowledge of Route	8.3	8.5*	97.5	92.1*
Service Provided by Driver	7.9	7.9	98.8	91.0*
Safety	8.6	9.3*	98.2	97.5

* 2019-2020 changes are statistically significant at the 95% level