

## Annex A

### FACT SHEET POINT-TO-POINT TRANSPORT SERVICES CUSTOMER SATISFACTION SURVEY 2019

The Point-to-Point Transport Services Customer Satisfaction Survey (PCSS) measures users' satisfaction with regular taxi and private hire car (PHC) services. It aims to better understand customers' expectations as well as identify areas for improvement.

2. A total of 1,503 taxi and PHC users aged 15 years and above were interviewed from 14 August to 7 September 2019 (637 on taxi trips and 866 on private hire car trips) at 29 locations<sup>1</sup> in Singapore during both peak and off-peak periods across different days of the week.

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 percentage<sup>2</sup> of respondents who were satisfied with Point-to-Point (P2P) services, taxi services, and PHC services over the last three years.

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<sup>1</sup> The 29 locations were Ang Mo Kio Hub, Bugis Junction, Causeway Point, Centrepoint, Changi Airport, City Vibes (Clementi), Clarke Quay, Great World City, Harbourfront Centre, Ion Orchard, Joo Chiat Complex, Junction 8 (Bishan), Jurong Point, Lot 1 (Choa Chu Kang), Lucky Plaza, Marina Bay Sands, Marina Square, Nex (Serangoon), OG Building (Upper Cross Street), Orchard Towers, Parkway Parade (Marine Parade), Raffles City, Tampines One, Tanjong Katong Complex, The Cathay, Vivocity, Waterway Point, WestGate and Wisma Atria.

<sup>2</sup> 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 1 – Satisfaction levels with P2P, taxi, and PHC services (2017-2019)

Satisfaction levels with P2P, Taxi, and PHC Services (in percentage)			
	2017	2018	2019
P2P	98.6	99.2	99.3
Taxi	98.5	99.6	99.2
PHC	98.7	98.8	99.3

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 (%)	
	2018	2019	2018	2019
Waiting Time	7.8	7.9	98.8	96.2
Ease of Booking	8.3	8.3	99.5	99.5
Service Information	8.0	7.7*	98.1	94.8
Ride Comfort	7.9	8.0*	98.1	98.3
Driver’s Knowledge of Route	7.9	8.2*	97.9	98.0
Service Provided by Driver	7.8	8.0	98.7	98.4
Safety	8.0	8.4*	98.3	97.5*
Taxi Stand Accessibility	7.7	8.0	99.3	97.8
<b>Overall Satisfaction</b>	<b>7.9</b>	<b>8.1*</b>	<b>99.6</b>	<b>99.2</b>

\* 2018-2019 changes are statistically significant at the 95% level

Table 3 – Satisfaction with PHC service attributes

PHC Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2018	2019	2018	2019
Waiting Time	7.8	8.0*	97.6	96.7
Ease of Booking	8.1	8.2	97.7	98.5
Service Information	7.9	7.7*	96.9	93.0
Ride Comfort	7.9	8.1*	96.3	99.0
Driver’s Knowledge of Route	7.9	8.3*	97.7	98.4
Service Provided by Driver	7.8	8.0*	97.6	99.2*
Safety	8.0	8.5*	97.3	99.1*
<b>Overall Satisfaction</b>	<b>7.9</b>	<b>8.2</b>	<b>98.8</b>	<b>99.3</b>

\* 2018-2019 changes are statistically significant at the 95% level

Table 4 – Importance ratings for taxi service attributes

Taxi Service Attributes	Importance (Mean Score)		Importance (%)	
	2018	2019	2018	2019
Waiting Time	8.8	8.1*	99.5	95.1*
Ease of Booking	8.7	8.3*	99.5	97.4
Service Information	8.5	7.6*	97.7	93.7*
Ride Comfort	8.6	8.0*	98.7	96.1*
Driver's Knowledge of Route	8.8	8.4*	99.6	98.6
Service Provided by Driver	8.5	7.9*	98.7	98.4
Safety	8.9	8.5*	99.6	97.6*
Taxi Stand Accessibility	8.6	8.1*	97.8	97.1

\* 2018-2019 changes are statistically significant at the 95% level

Table 5 – Importance ratings for PHC service attributes

PHC Service Attributes	Importance (Mean Score)		Importance (%)	
	2018	2019	2018	2019
Waiting Time	8.8	8.2*	99.2	96.9*
Ease of Booking	8.7	8.3*	99.3	98.8
Service Information	8.6	7.8*	97.9	92.7*
Ride Comfort	8.5	8.1*	98.4	97.8
Driver's Knowledge of Route	8.7	8.3*	98.1	97.5
Service Provided by Driver	8.4	7.9*	98.8	98.8
Safety	8.9	8.6*	99.5	98.2

\* 2018-2019 changes are statistically significant at the 95% level