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App-Based Ride Hailing Services and Customer Satisfaction of Bolt Patronage in Uyo Metropolis, Akwa Ibom State

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ABSTRACT
This research was conducted to assess customer satisfaction level on the patronage of App-based ride hailing. Specifically, this study addressed the various dimensions of app-based ride hailing services and its relationship on customer satisfaction in Uyo metropolis. The quantitative research approach was chosen to obtain the relevant data for this study which was obtained among Bolt customers who have experienced Bolt services within the period of one year in the city of Uyo. Data were analysed using simple regression analysis to test the three research hypotheses for the study. From the data analysis, the dimensions of app-based ride hailing services were found to have a positive and significant relationship with customer satisfaction of Bolt patronage in Uyo metropolis. In conclusion, the operator of app-based ride hailing services in Uyo metropolis should pay attention to their customer satisfaction as this will result in highly satisfied customers and subsequently increase the number of return patronage of their service. Hence, it was recommended that drivers of app-based ride hailing services in Uyo metropolis should endeavour to keeps their vehicles always clean for the convenience of their customers. Also, detailed safety policies and regulations should be followed by drivers of app-based ride hailing services to instil customers of their safety. Finally, payment information should be provided on the mobile app to encourage quick access by their customers.

Keywords: *Comfort and Convenience, Privacy and Safety, Fare Collection System, Customer Satisfaction and App-Based Ride Hailing Services*

INTRODUCTION
Technology has permeated all spheres of life with businesses not being exempted. It has brought new possibilities for businesses of all sizes and formations. The internet is one of the essential parts of technology and has become one of the major channels of communication (Udonde and Etuk, 2023). The internet and its supporting technologies have changed the way people communicate, interact, and transact in the digital age.

Technology has improved people's quality of life since people can readily access information and conduct numerous daily tasks. Different companies have designed their web pages to become accessible with the use of computers, tablets, smart phones and other electronic devices to reach multitudes of internet users around the globe daily. Thus, bringing a lot of opportunities to companies as their products can spread to a large group of people at a time (Etuk and Udonde, 2023a). Udo, Abasiekong and Udo (2025) opined that any organisation that wishes to stay in existence must remain flexible and open to these changes, as the business landscape is constantly evolving. Most businesses have enhanced their communication with customers through the adoption of the internet and these supporting technologies to increase their sales and profits. The Internet allows the customer access to a huge amount of specific product information without the consumer having to enter a store and talk with a salesperson (Etuk and Udonde, 2023b). Businesses have constantly kept up with technological trends and embrace creative business models to meet current demands and one of these novel business ideas is the app-based ride-hailing service.

App-based ride hailing services are on-demand vehicle rental services that rely on network connectivity and the usage of a specialised digital application over the internet. They are meant to fill the gap on the demand for taxis or others public transport. The major benefit of app-based ride hailing is that it does not require passengers to wait at the designated area such as bus or train station. App-based ride hailing provides a cutting-edge ride-booking service to ensure that the system connects drivers and customer is adaptable, simple to use and reliable. Unlike traditional taxi businesses, the company that manages a ride-hailing platform does not own vehicles and does not need to hire drivers to run the service. According to Jusoh and Ridzuan (2022), it works by enticing car owners/drivers to register and agree to the terms and conditions supplied and then collaborate to locate customers using the app available on their smartphones.

Uyo capital city in Akwa Ibom State is one of the quickly urbanizing cities with a metropolitan population and an increasing demand in the transportation industry. Following the growth in the city economic activities the need of decent, safe and efficient mobility solutions has grown. Although the traditional taxi businesses are still common, their services are frequently associated with the lack of transparency in prices, safety, and convenience of summons. The most well-known transportation network firm in Akwa Ibom State that has challenged the traditional taxi industry is Bolt. They use sophisticated internet-based mobile applications on smartphones. This ride-hailing services have aided the country's economy by creating job opportunities and it includes an integrated rating system that allows users to review their drivers. This condition encourages drivers to maintain their vehicles clean and deliver superior customer service, distinguishing these innovative ride-hailing services from traditional taxi services (Jusoh and Ridzuan, 2022). Many city dwellers have quickly adopted this app-based ride hailing alternative as an endeavour that directly helps them by lowering the cost of transportation and reducing the time it takes to acquire a ride because traditional taxi is frequently insufficient to meet the high demand by customers.

The urban transportation gap has been met by app-based ride hailing services like Bolt that is now providing a new element in urban transportation in Uyo. However, these ride-hailing services are relatively new in the city, thus, the need to determine the commuters' satisfaction of these services. Hence, this study was conducted to determine the passenger's satisfaction about Bolt services in Uyo and to determine the relationship of comfort/convenience, privacy/safety and fare collection system on customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

Statement of the Problem

App-based ride hailing companies aim at maintaining high standards of service quality for customer's satisfaction, retention and brand reputation. However, operational and geographic diversity in terms of the variety of expectation by customers at different locations continues to add complexity to this task. The differences in safety, on-time delivery, pricing, behaviour, and even communication between drivers and passengers do vary widely from one region to another; hence the standardization of service remains quite a

daunting task. Expectations of customers in an urban setting might be different from those in suburbia or the countryside, thus affecting their satisfaction of service quality.

Customers using app-based ride hailing services have reportedly experienced several issues. A passenger's satisfaction toward their intended journey is influenced by major alarms such as safety, comfort and price fairness. Safety issues remain one of the main problems in app-based ride hailing services. There have been several complaints about safety problems including driver abuse and aggression, sexual harassment and assault, and mishaps as a result of transport accident. There have also been cases of robbery in app-based ride hailing company drivers. Also, drivers do not obey the rules of the road for example, by not obeying the speed limit, receiving calls while driving etc. Besides this, convenience problem also influences customer satisfaction towards app-based ride hailing services. This is because customers always choose convenience services to reach their destination but lack of drivers particularly during peak hours is often encountered.

In light of this study gap, the study was conducted to examine the relationship between app-based ride-hailing services and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

Objectives of the Study

The main objective of this study was to examine the relationship between app-based ride hailing services and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State. Specifically, this study seeks to:

i. Ascertain the relationship between comfort/convenience and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.
ii. Examine the relationship between privacy/safety and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.
iii. Determine the relationship between fare collection system and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

Research Questions

To put this study in perspective, the following research questions were formulated from the study objectives.

i. What is the relationship between comfort/convenience and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State?
ii. What is the relationship between privacy/safety and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State?
iii. What is the relationship between fare collection system and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State?

Research Hypotheses

The following hypotheses were formulated for the study.

H_{o1}: There is no significant relationship between comfort/convenience and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

H_{o2}: There is no significant relationship between privacy/safety and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

H_{o3}: There is no significant relationship between fare collection system and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

LITERATURE REVIEW

The Concept of App-Based Ride Hailing Services

App-based ride hailing services refers to transportation booking using smartphone apps in collaboration with transportation network companies. App-based ride hailing also known as ride-hailing, ride-booking or on-

demand ride. They are transportation services booked through smartphone applications in partnership with transportation networks service which also allows the customer to interact with the e-hailing company, through the customer service provided. They are private vehicle use as type of public transport which register under one's app-based ride hailing firms. As the internet is expanding especially in this era of digital service, app-based ride hailing has quickly acquired popularity among consumer in this digital era (Ahmed, Choudhury, Ahmed, Chowdhury and Asheq, 2020).

App-based ride hailing has gained its popularity in transportation because of the ease of booking using smartphone applications or mobile devices. To book an app-based ride, the customer must first provide his pick-up location, which he can do by inputting his address or utilising GPS connectivity. App-based ride hailing is a new transportation business trend this day, as a growing network of app-based ride hailing services has resulted to more competition in the app-based ride hailing industry. This is because the number of individuals utilising the internet are increasing and the company has successfully expanded (Balamurugan and Kirubanidhi, 2024). The main difference between this service and traditional taxi services is that the customer can use a mobile app to request a ride, watch the driver's arrival, and pay without exchanging cash.

Proxies of App-Based Ride Hailing Services

The three proxies of app-based ride hailing services adopted for this study were Comfort/Convenience, Privacy/Safety and Fare Collection System.

Comfort/Convenience

Comfort/convenience are key concepts that enhance user experience in various context, including goods, services, and environments. Comfort refers to the ease and well-being experienced in a particular environment or situation. It involves emotional support, reassurance, and a sense of being cared for (Ahmed *et al.*, 2020). Convenience on the other hand refers to how easily and efficiently a task can be accomplished. Convenience involves minimizing effort, time and hassle. It entails the ability to access and use a good or a service with ease, regardless of physical or cognitive abilities.

Privacy/Safety

Privacy/safety are paramount concerns that directly impact user's well-being and trust in ride hailing services. Privacy entails safeguarding users' personal data, including location information, contact details, and payment information. It ensures that the ride details, including pickup and drop-off locations, are kept confidential and not shared without consent. Safety in ride hailing services means ensuring that the passengers and drivers are protected from physical harm, harassment, or other safety risks during rides. Effective privacy and safety measures are crucial in building trust between users and ride-hailing platforms (Husin, 2022).

Fare Collection System

Fare collection system in app-based ride hailing services refers to the mechanism or process used in calculating, processing and collecting fares from passengers for the rides they take. This kind of payment mechanism allow passengers to know exactly how much they will pay with detailed breakdowns of fares (Ahmed *et al.*, 2020).

An Overview of Customer Satisfaction

According to Jusoh and Ridzuan (2022). Customer satisfaction can be defined as a customer's assessment of the extent to which their criteria have been met, referring to the gap between expectations and actual performance. Customers are the foundation of every business. What a customer sees, thinks, prefers and buys is of great importance to marketers in order to fine tune their marketing offers and achieve high level of customer acceptance and satisfaction (Etuk and Udonde, 2022)**.** Customer satisfaction is a form of word-of-mouth marketing which is useful in promoting a company services or products because it is come from their family member or friends, so it is more trusted.

Increased customer satisfaction often led to decreased customer complaints and increased customer loyalty. Creating satisfied customers is the reason behind the existence of business and competition, this is because companies that excel at satisfying their customers will attract investors. Customer satisfaction is essential in marketing. Thus, the satisfying customer is very important for a varied reason. According to Eno, Udonde and Ibok (2022), the primary objective of any business is to establish long-term relationships with the customers and create customer satisfaction in order to captivate customers while generating profit. A company that utilizes the principles of marketing understands the gravity of building relationships with customers through satisfaction, and that creating customer value entices new customers.

An Overview of Ride-Hailing and Customer Satisfaction

To compete favourably, there is a need for ride-hailing companies to maintain high service quality standards in order to assure consumer happiness among their patrons. A patron according to Udonde and Eke (2023) is someone who buys from a brand, speaks favourably about the brand and its services, pays less attention to competing brands, is less price-sensitive and adopts new services and upgrades from the brand. In this instance the patron is seen to be a customer in an exchange transaction (Etuk and Udonde, 2023a) and patronage is burn out of a desire to be devoted to an organization either on basis of product quality or perceived value associated with the product (Udonde and Ekong, 2023).

Customer satisfaction is a crucial factor in determining whether or not a client will remain a customer. It is a vital indicator of a company's past, current, and future performance. Customer satisfaction is defined as a person emotion of joy or disappointment as a result of comparing a products or services perceived performance or outcome to his or her expectations. Consumer satisfaction is very important, because a satisfied consumer will definitely come back, and they even will recommend to their family and friends. According to Husin (2022), customer satisfaction is vital for app-based ride hailing services since it may justify consumer's demands and wishes, as well as boost market share from services that deliver from a firm.

Conceptual Model

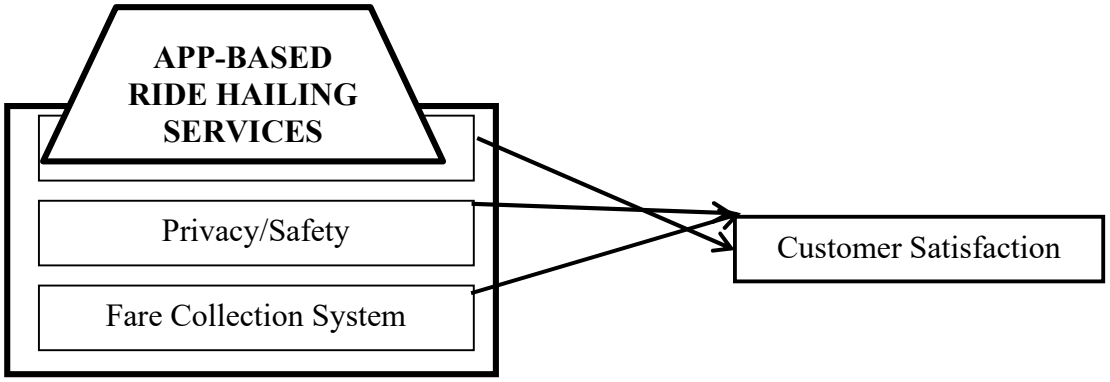

Figure 2.1: A Conceptual Model Showing the Link between app-based ride hailing services and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.
Source: Researcher's Conceptualization, (2025).

Theoretical Review

Technology Acceptance Model (TAM- Davis, 1989)

One of the most influential and thoroughly spread theories of explaining and predicting the user acceptance of information technology is the Technology Acceptance Model (TAM) propounded by Fred Davis in 1989. In essence, TAM is a theory which suggests that the intention of a user to utilize the technology depends on

two basic dimensions of cognition, namely, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Both perceptions in their turn, determine the attitude of the user towards the use of the technology that ultimately directly influences the actual behaviour of using the technology.

In an app-based ride hailing services, Perceived Usefulness is the user feeling of how effective his individual ability in transportation will increase by using the ride-hailing application service. When a user realizes that the service can resolve his/her transportation needs with confidence, he/she will consider it to be extremely beneficial.
Perceived Ease of Use, in its turn, involves the ease of use of the app, the user friendliness of the booking, the ease of guidelines as well as the ease of integration of payment. A highly complex, glitch, or hard-to-use app would experience low perceived ease of use, which ultimately would result in poor adoption and continuation.

The Availability and Accessibility Theory (Ariel, 2001)
The availability and accessibility theory propounded by Ariel in 2001 suggests that how easy it is to access and use a resource or service can affect how people use it and how satisfied they are with it. Accessibility means how easy it is to access a resource or service, while availability means that it is present or available at a given time and place. The availability and accessibility of ride-hailing transportation systems can greatly affect customer satisfaction. If a ride-hailing service is hard to find or hard to get to in a certain area, people who cannot use it when they need it may be dissatisfied. On the other hand, customer satisfaction may increase if the service is widely available and easy to use.

Empirical Review
Ahmed, Choudhury, Ahmed, Chowdhury and Asheq (2020) studied Passenger satisfaction and loyalty for app-based ride-sharing services: through the tunnel of perceived quality and value for money. The purpose of this study was to investigate the passengers' perception of app or application-based ride-sharing service in Bangladesh. An online self-administered survey questionnaire was used to collect data from the respondents who have experienced app-based ride-sharing services in Bangladesh. In this study, 400 questionnaires were distributed to the respondent's online (Google form) and received 281 useful responses that give a 70.25% response rate. The survey data were analysed based on construct validity, convergent validity and structural equation modelling by using Smart PLS 3. The research findings indicate that perceived quality and value for money positively and significantly influence passengers' satisfaction. Thus, the ride-sharing service providers should emphasize enhancing passenger value perception and quality service to reinforce passenger satisfaction and loyalty by increasing communication with the passengers about their apps.

Etuk, Uford and Udonde (2023) examined airline service recovery strategies and passengers' satisfaction in Nigeria. Its aim was to determine the effects of compensation, communication, feedback, empowerment, explanation, apologies, and tangibles on passengers' satisfaction in Nigerian airlines. The study adopted a cross-sectional survey research design. From a finite population of 1,491 passengers, a sample size of 315 passengers was determined using the Taro Yamane formula. Subsequently, a structured questionnaire was used to obtain primary data for the study. The data obtained were descriptively analysed while hypotheses testing was executed using simple linear regression. Consequently, the findings of the study revealed that out of the airline service recovery strategies tested (compensation, communication, feedback, empowerment, explanation and apologies) had significant positive effects on passengers' satisfaction in Nigeria, whereas tangibles had a non-significant effect on passengers' satisfaction towards airlines in Nigeria. Furthermore, the study made practical recommendations which could be applied by players in the commercial aviation industry.

Ali, Javid, Campisi, Chaiyasarn and Saingam (2022) conducted a study on Measuring Customers' Satisfaction and Preferences for Ride-Hailing Services in a Developing Country. This research study was aimed at investigating the behaviour of commuters towards these ride-hailing services in Lahore. A total of 531 useable valid responses were collected through face-to-face interactions, including the socio-

demographic (SEDs) and behaviour of commuters towards these services. The results of an explanatory factor analysis (EFA) and structural equation modelling (SEM) revealed that some of the significant latent variables of these ride-hailing services are comfort, convenience, privacy and security, the fare system, social protection, and safety. The riders' satisfaction with privacy, security, social protection, safety, and comfort has a positive and direct impact on their present preferences as the structural estimates are positive, which means that the higher their views on privacy, security, and comfort, the more frequently they intend to use ride-hailing services for commuting.

METHODOLOGY

Research Design

The descriptive cross-sectional design was used to examine the relationship between app-based ride hailing services and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State, Nigeria. A cross-sectional research design is the type of research design that seeks data through cross-examinations of the variables in question from more than one or two organizations (Okurebia and Udo, 2023). According to Udo, Baridam and Akpan (2023), a cross sectional research design is a branch of quasi-experimental research where the researcher has no control over the variables. A cross sectional research design enables the researcher to collect data from all aspect of the variables through a structured questionnaire (Udo, 2023). Hence, the respondents for this study were chosen among individuals who have experienced the services of Bolt within the city of Uyo using a structured questionnaire.

Population of the Study

The population of the study included all accredited customers of Bolt in Uyo, Akwa Ibom State, Nigeria as contained in the Bolt database. 820 customers have so far been registered with the Bolt Company in Uyo metropolis (Bolt Database, 2025).

Sample Size Determination

Since the population is known, the researcher adopted the Taro Yamane's formula to determine the sample size. The formula is applied as follows:

$$n = \frac{N}{1+N(e)^2}$$

Where:

n = Sample size
N = Population = 820
e = Level of Significance = 0.05
1 = Constant

$$n = \frac{820}{1+820(0.05)^2}$$

$$n = \frac{820}{1+820(0.0025)}$$

$$n = \frac{820}{1+2.05}$$

$$n = \frac{820}{3.05}$$

$$n = 268.8$$

Therefore, sample size to be used in this study is 269 (Approximation).

The convenience sampling technique was used to select respondents by using an online survey questionnaire.

Sources of the Data

The researcher made use of primary data in the course of this study. A self-administrated survey was conducted for data collection through an online survey using Google docs.

Method of Data Collection

Sampling Techniques

The research instrument used in the collection of data in this study was questionnaire. In a bid to get the precise opinion, the questionnaire was designed in a way that enabled respondent to choose the most appropriate option out of the alternative questions. All items in the questionnaire were rated using a five-point Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Method of Data Analysis

The Simple Regression Analysis was used to test the effect of the relationship between variables under study using the Statistical Package Social Science (SPSS version 21).

Simple Regression Model Specification

$Y = \beta o + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \sum$

Where:

Y = App-based ride-hailing services

βo = constant

X_1 = Comfort and Convenience

X_2 = Privacy and Safety

X_3 = Fare Collection System

$\sum$ = Statistical error.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Data Presentation

To facilitate a successful presentation and analysis, 269 questionnaires were distributed to patrons of app-based ride-hailing services in Uyo metropolis, out of which 250 copies of questionnaire were properly completed and retrieved. This represented 91% of the total questionnaire completed and retrieved.

Test of Hypotheses

Test of Hypothesis One

H_{O1}: There is no significant relationship between comfort/convenience and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

Independent Variable: Comfort and Convenience

Dependent Variable: Customer Satisfaction

Simple regression Analysis was used to analysis the data in order to determine the effect between the variables using Statistical Package Social Science (SPSS version 21).

Table 4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877[a]	.769	.765	1.43233

Predictors: (Constant), Comfort and Convenience

Table 4.2 ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.178	1	88.178	476.638	.000[b]
	Residual	11.843	249	0.185		
	Total	100.021	250			

a. Dependent Variable: Customer Satisfaction.

b. Predictors: (Constant), Comfort and Convenience.

Table 4.3 **Coefficients[a]**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.798	.276		6.521	.000
	Comfort and Convenience	.977	.0068	.877	8.532	.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Computed Result (2025)

From the result in table 4.1, R-square of the regression analysis is .769. This finding suggests that 76.9% of the variance in Customer Satisfaction is explained by Comfort and Convenience variables. The analysis of variance (ANOVA) confirmed the existence of a positive significant relationship and the study found that the regression model is best fit for predicting the effect of Comfort and Convenience on Customer Satisfaction [F = 476.638, t = 8.532 and p<0.05]. Given this result, the null hypothesis was rejected. Therefore, Comfort and Convenience has a significant relationship on customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State. Similarly, the study revealed that every unit change in between Comfort and Convenience would cause a variance of 87.7% in Customer Satisfaction (Beta= .877, p=0.000).

Hypothesis Two

H_{O2}: There is no significant relationship between privacy/safety and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

Independent Variable: Privacy and Safety

Dependent Variable: Customer Satisfaction

Simple regression Analysis was used to analysis the data in order to determine the effect between the variables using Statistical Package Social Science (SPSS version 21).

Table 4.4 **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822[a]	.675	.674	.55520

a. Predictors: (Constant), Privacy and Safety

Table 4.5 **ANOVA[a]**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	49.445	1	49.445	62.587	.000[b]
	Residual	50.576	249	.790		
	Total	100.021	250			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Privacy and Safety.

Table 4.6 **Coefficients[a]**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.570	.089		6.430	.000
	Privacy and Safety.	.766	. 021	.822	12.827	.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Computed Result (2025)

From the result in table 4.4, R-square of the regression analysis is .675. This finding suggests that 67.5 % of the variance in Customer Satisfaction is explained by Privacy and Safety variables. The analysis of variance (ANOVA) confirmed the existence of a positive significant relationship and the study found that the regression model is best fit for predicting the effect of Privacy and Safety on Customer Satisfaction [F = 62.587, t = 12.827and p<0.05]. Given this result, the null hypothesis was rejected. Therefore, Privacy and Safety has a significant relationship on customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State. Similarly, the study revealed that every unit change in Privacy and Safety would cause a variance of 82.2% in Customer Satisfaction (Beta= .822, p=0.000).

Hypothesis Three

H_{O3}: There is no significant relationship between fare collection system and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State.

Independent Variable: Fare Collection System

Dependent Variable: Customer Satisfaction

Simple regression Analysis was used to analysis the data in order to determine the effect between the variables using Statistical Package Social Science (SPSS version 21).

Table 4.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877[a]	.769	.765	1.43233

Predictors: (Constant), Fare Collection System.

Table 4.8 ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.178	1	88.178	476.638	.000[b]
	Residual	11.843	249	0.185		
	Total	100.021	250			

a. Dependent Variable: Customer Satisfaction.
b. Predictors: (Constant), Fare Collection System.

Table 4.9 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.798	.276		6.521	.000
	Fare Collection System.	.977	.0068	.877	8.532	.000

a. Dependent Variable: Customer Satisfaction.

Source: SPSS Computed Result (2025)

From the result in table 4.7, R-square of the regression analysis is .769. This finding suggests that 76.9% of the variance in Customer Satisfaction is explained by Fare Collection System variables. The analysis of variance (ANOVA) confirmed the existence of a positive significant relationship and the study found that the regression model is best fit for predicting the effect of Fare Collection System on Customer Satisfaction [F = 476.638, t = 8.532 and p<0.05]. Given this result, the null hypothesis was rejected. Therefore, Fare Collection System has a significant relationship on customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State. Similarly, the study revealed that every unit change in between Fare Collection System would cause a variance of 87.7% in Customer Satisfaction (Beta= .877, p=0.000).

Discussion of Findings

From the findings and analyses above, the results are hereby discussed based on the objectives of the study: The first objective was to examine the significant relationship between comfort/convenience and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State, Nigeria. The result of the study shows a positive and strong significant relationship between the variables under study with correction (r) =.877. This implies that Comfort and Convenience is a powerful dimension of Customer Satisfaction of app-based ride hailing services in Uyo metropolis. Customers will rather choose a comfortable vehicle while they are travelling either by e-hailing service or taxi. These findings align with the works of Tverdokhlebova and Rozhkov (2019), Balachandran and Hamzah (2017).

The second objective was to examine the significant relationship between privacy/safety and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State, Nigeria. The result of the study shows a positive and strong significant relationship between the variables under study with correction (r) =.822. This implies sharing the travel location, phone number, and license plate number makes passengers feel safer and less anxious. This corroborates with the findings of Horsu and Yeboah (2015) and Rahman *et al;* (2017). All of these studies reached the same conclusion, which is in the transportation sector, safety, privacy and customer satisfaction are all correlated.

The third objective was to examine the significant relationship between fare collection system and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State, Nigeria. The result of the study shows a positive and strong significant relationship between the variables under study with correction (r) =.877. This implies that Fare Collection System is a major dimension of Customer Satisfaction of app-based ride hailing services in Uyo metropolis. This result is in support of Suhaimi, *et al*; (2018) who believes customer satisfaction about price when using ride hailing service is high as it is affordable, and it is cheaper than a taxi in our market.

CONCLUSION

The findings have indicated that there is a positive and strong relationship between comfort and convenience, privacy and safety and fare collection system and customer satisfaction of Bolt patronage in Uyo metropolis, Akwa Ibom State, Nigeria. Based on these findings, it was concluded that the operator of app-based ride hailing services in Uyo metropolis should pay attention to the satisfaction of their customers as this will lead to increase customer loyalty, positive word-of-mouth and repeat patronage.

Recommendation

Based on the findings, the following recommendations were made:

i. Drivers of app-based ride hailing services in Uyo metropolis should endeavour to keeps their vehicles clean for the convenience of their customers at all times.
ii. Detailed safety policies and regulations should be followed by drivers of app-based ride hailing services to instil customers of their safety.
iii. Payment information should be provided on the mobile app to encourage quick access by their customers.

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