The Determinants of Choosing MABTS during the COVID -19 Era in Sri Lanka.

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Abstract

Transportation has undergone disruptive evolutions since the prehistoric era. Currently, in-vehicle information systems (IVIS) or mobile app-based taxi services (MABTS) have become a trending mode of transportation worldwide. In Sri Lanka, it has showcased phenomenal growth over the last 4-5 years. The study appraises the impact of age and income on selecting MABTS as the traveling mode in the COVID span. Additionally, the study evaluates the Key Performance Indicators (KPI) of MABTS replacing the conventional modes for the inevitable traveling needs. Simple random sampling is the method used in sampling and a structured online questionnaire acted as the primary data collector. Correlation and regression are the data-analytical models adopted. Spearman's interpretation was applied to testify the correlation and contingency of the dependent variable, number of bookings, and age and time of independent variables. The simple linear regression verifies the effect of each explanatory variable on the dependent. The study consisted of the customers from MABTS services such as UBER (55%), Pickme (29%), YOGO, Kangaroo cabs (1%), and others (9%) established within Sri Lanka. According to the responses, customers value the efficiency, reliability, effectiveness, and all-in-one service rendered by the MABTS. The final output of the study conveys that the age of the Sri Lankan community has a weak negative relationship with the usage of the MABTS and the income of a person is not accountable for the MABTS usage upliftment. The research delivers insightful implications for Sri Lankan MABTS to enhance their contribution to safe traveling demands during the pandemic.

Keywords: *COVID 19, Information Systems, IVIS, KPI, MABTS*

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