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Passenger Safety in Ride Sharing Services in Kathmandu Valley

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Abstract

This study examines the passenger safety in ride sharing services in Kathmandu valley. Passenger safety is the dependent variables. The selected independent variables are customer satisfaction, convenience, perceived price, service quality and location imprecision. The primary source of data is used to assess the opinions of the respondents regarding passenger safety in ride sharing services in Kathmandu valley. The study is based on primary data with 164 respondents. To achieve the purpose of the study, a structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the different factors affecting passenger safety in ride sharing services in Kathmandu valley.

The result shows that customer satisfaction has a positive impact on passenger safety on ride sharing platforms. It implies that increase in customer satisfaction leads to increase in passenger safety. Similarly, convenience has a positive impact on passenger safety. It shows that increase in convenience leads to increase in passenger safety. Likewise, perceived price has a positive impact on passenger safety. It implies that increase in perceived price leads to increase in passenger safety. Further, service quality has a positive impact on passenger safety of ride sharing platforms. It indicates increase in service quality leads to increase in passenger safety. Moreover, location imprecision has a negative impact on the passenger safety. It implies that increase in location imprecision leads to decrease in passenger safety.

Keywords: passenger safety, customer satisfaction, convenience, perceived price, service quality, location imprecision

1. Introduction

Ride-sharing services refer to transportation platforms that allow individuals to book a ride via a mobile app. Passenger safety refers to the protection of individuals from risks and hazards during transportation, emphasizing secure travel practices and protocols (Li *et al.*, 2020). An organization's main focus must be to satisfy its customers, as this applies to ride-sharing service companies, nonprofit organizations, and every subgroup within an organization (Edward and Sahadev, 2011). Similarly, Anderson *et al.* (2004) revealed that passenger safety measures are taken to ensure the physical well-being and security of passengers while they are in transit. Likewise, Gonzalez *et al.* (2007) asserted that customer satisfaction is linked to high service quality, which makes businesses more competitive in the marketplace. Passenger safety involves the systematic processes and actions that ensure riders are safe from accidents, crimes, and other dangers during their journeys (Tse and Wilton, 1988). Furthermore, Passenger safety encompasses the security protocols and safeguards in place to protect individuals while using transportation services, including emergency preparedness and vehicle reliability (Paul and Barman, 2010). Additionally, passenger safety involves ensuring that transportation services adhere to safety regulations, thereby providing a secure environment for travelers (Ehigie, 2006). Passenger safety is expected to be a

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measure of the effectiveness of a transportation system in preventing accidents and ensuring the well-being of passengers (Makanyeza and Mimiriki, 2016).

Gonzalez *et al.* (2007) analyzed that the passenger safety and service quality in transportation systems. The study included that the elements such as driver vetting, vehicle maintenance, and the provision of emergency support, all aimed at creating a safe travel experience. Similarly, Gold and Wooldridge (1995) examined that the passenger safety: Risk management and service quality in transportation. The study stated that the passenger safety is characterized by the assurance that passengers will not face undue risk while using a transportation service. Likewise, Xia *et al.* (2004) studied that the risk management strategies for transportation safety. The study reflected that the extent to which transportation services mitigate dangers and provide a secure environment for their users. Further, Bagodi and Mahanty (2008) assessed that the safety features and customer service strategies for enhancing passenger well-being in transportation. The study encompassed that safety features, driver training, and customer service strategies that prioritize the well-being of passengers. Moreover, Russell-Bennett *et al.* (2007) evaluated that the passenger safety and its impact on customer satisfaction in transportation services. The study found that passenger safety is the degree to which transportation services protect passengers from accidents and harm. However, Mishalani *et al.* (2011) analyzed that the acceptability of ride-sharing systems. The study stated that ride-sharing services have gained a significant share of acceptability in both developed and developing countries, especially among young generations, investors, businesspersons, government officials, and others. Additionally, Burki *et al.* (2018) examined that the smartphone applications and their impact on consumers' lives. The study pointed that smartphone applications have revolutionized consumers' lives, and the prevalence of these applications spans from food ordering to online shopping, as well as from social networking to ride-sharing. The study also stated that these applications have become significantly important in various spheres of life.

Dills and Mulholland (2018) studied that the impact of smartphone-based ride-sharing services on the vehicle-for-hire market. The study revealed that the advent of smartphone-based ride-sharing services has revolutionized the vehicle-for-hire market. Advocates point to the ease of use, lower prices, and shorter wait times compared to hailing a taxi or prearranging a limousine service. Similarly, Baza *et al.* (2019) evaluated that app-based vehicle services: Shared trips, travel cost reductions, and traffic congestion mitigation. The study demonstrated that app-based vehicles are services that enable drivers to share trips with other riders, contributing to appealing benefits like shared travel costs and reducing traffic congestion. The study also stated that most existing vehicle services rely on a central third party to organize the service, which makes them subject to a single point of failure and privacy disclosure concerns from both internal and external attackers. Likewise, Hadi *et al.* (2021) examined that the rise of Transportation Network Companies (TNCs) and their role in the shared-use economy. The study stated that the rapid technological developments in the 21st century have created new opportunities for shared-use economy applications around the globe. Further, Portela and Thanassoulis (2005) investigated that the passenger safety and risk management in transportation services. The study concluded that proactive measures taken by transportation providers to safeguard their users against potential threats. Moreover, Tang *et al.* (2017) analyzed that the impact of transportation network companies on urban mobility: Uber and Lyft as alternatives to traditional transportation. The study revealed that

transportation network opens untapped opportunities to capture potential markets, increasing market share and creating social benefits such as employment, reducing traffic jams, and generating significant revenues.

Giovanni *et al.* (2015) investigated that the role of ride-sharing in the sharing economy: An overview of the key concepts. The study pointed that the concept of ride-sharing is part of the sharing economy, where goods, facilities, knowledge, and experience are shared to achieve the best results. Similarly, Hawlitschek *et al.* (2016) assessed that the sharing economy and its implications for business models. The study revealed that the rise of the sharing economy has created new opportunities for consumers and platform operators, enabling new business models. Likewise, Ukkonen *et al.* (2016) ascertained that the sharing economy: Exploring the impact of online transactions and asset rental on social and economic activities. The study argued that sharing economy refers to social and economic activities involving online transactions that allow people to rent assets owned by others. Further, Elsamadicy *et al.* (2018) studied that the rise of digital platforms and the emergence of ride-sharing services: A case study of Grab in Southeast Asia. The study showed that transactions occur through a digital platform operated by the company, which becomes the main infrastructure, such as Grab, Southeast Asia's largest mobile technology company. Moreover, Lee *et al.* (2018) analyzed that the two-sided markets in the sharing economy: The role of digital technology in matching demand and supply. The study pointed that customers using services and service providers form a two-sided market in the platform of the sharing economy, with digital technology facilitating the meeting of demand and supply. The study also found that the addition of highways has always been slower and less than the increase in the number of vehicles on the road, leading to a shift from private vehicles to faster and cheaper public transportation options such as GrabBike and GoRide. Additionally, Neittaanmaki *et al.* (2016) examined that the app-based vehicle companies and the revolution of ride-sharing: The business model enabled by digital technology. The study highlighted that the app-based vehicle companies apply the business model encouraged by digital technology to revolutionize ride-sharing.

In the context of Nepal, Banstola (2007) analyzed that the current trend in private banking: A shift from traditional branch banking to stand-alone banking in Nepal. The study pointed that the current trend in private banking, noting a consumer movement from traditional branch banking to more stand-alone banking. The study also showed that there has been a shift towards using e-delivery channels such as the internet, telephone, and mobile phones. Many banks are beginning to deliver credit and deposit products electronically. Similarly, Sharma (2002) examined that the passenger safety: Implementation of safety protocols and technologies in transportation. The study stated that banks venture into the electronic arena, they are encountering new opportunities as well as new operational and strategic risks. Passenger safety includes the implementation of safety protocols and technologies designed to ensure secure travel. Likewise, Rana (2012) assessed that passenger safety: A combination of preventative measures and responsive actions. The study stated that passenger safety as a combination of preventative measures and responsive actions in the face of travel risks. Further, Paudel (2010) evaluated that the role of regulations in ensuring passenger safety in public transportation. The study highlighted that passenger safety is demonstrated by the assurance that transport services operate under safety regulations that protect users. However, Pandey and Joshi (2010) studied that the effective vehicle and driver management

practices for passenger safety. The study demonstrated that the passenger safety assurance of secure transit through effective vehicle and driver management practices. Moreover, Giri and Thapa (2015) investigated that the ensuring passenger safety throughout the journey: A holistic approach. The study argued that passenger safety reflects the entire experience of transportation, ensuring that customers feel safe and secure throughout their journey. Additionally, Hamal *et al.* (2021) ascertained that Kathmandu's ride-sharing platforms through a gendered lens. The study found that Kathmandu's vehicle app platforms contribute to expanding conservative gender boundaries by enabling women's independent mobility, particularly for those who have their own income but not their own means of transport. The study also found that progress is not a linear path, and more conservative gender norms are simultaneously reproduced in the practice of ride-sharing. While such "doing gender" may be necessary for reproducing ride-sharing as a gendered product in a socially acceptable way, making the contact details of drivers and customers visible as part of the ride-share process is not.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning the passenger safety in ride sharing services in Kathmandu Valley. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the passenger safety in ride sharing services in Kathmandu Valley. Specifically, it examines the impact of customer satisfaction, convenience, perceived price, service quality and location imprecision on passenger safety in Kathmandu valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on primary sources of data which were gathered from 3 different districts of Nepal. For primary data a structured questionnaire was used. This study contains a sample of 3 districts of Nepal whose respective data are collected from a total of 164 respondents. The respondents' views were collected on customer satisfaction, convenience, perceived price, service quality, location imprecision and passenger safety. The study used descriptive and casual comparative research design.

The model

The model used in this study assumes that passenger safety depends upon ride sharing services. The dependent variable selected for the study is passenger safety. Similarly, the selected independent variables are customer satisfaction, convenience, perceived price, service quality, location imprecision. Therefore, the model takes the following form:

$$PS = \beta_0 + \beta_1CS + \beta_2C + \beta_3PP + \beta_4SQ + \beta_5LI + e$$

Where

PS = Passenger safety

CS = Customer satisfaction

C = Convenience

PP = Perceived price

SQ = Service quality

LI = Location imprecision

Passenger safety was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am satisfied with the ride sharing service I am using”, “I am satisfied with the passenger insurance” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.801$).

Customer satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Customer satisfaction heavily influence my choice of passenger safety”, “I believe that job security plays a significant role in my passenger safety decision-making process” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.810$).

Convenience was measured using a 5-point Likert scale where the students were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The expectations of my convenience significantly impact my decision-making process”, “My convenience provides me with valuable insights and advice regarding passenger safety options” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.805$).

Perceived price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Earning a high salary is important to me when considering potential career paths”, “I would prioritize financial gain over job satisfaction and personal fulfillment in my passenger safety” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.800$).

Service quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I consider my service quality when deciding on my passenger safety”, “I believe my service quality leads to fulfilling passenger safety opportunities” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.769$).

Location imprecision was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “My location imprecision’ opinions heavily influence my passenger safety decisions”, “I make passenger safety based on my own interests and goals, regardless of location imprecision” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.806$).

The following section describes the independent variables used in this study along

with hypothesis formulation.

Customer satisfaction

Customer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of its customers. It is a key metric used by businesses to assess how well they are serving their customers, and it can significantly influence customer loyalty, repeat business, and overall brand reputation. Kwon (2008) revealed that the expectations of consumers before purchasing a service and expectations of safety (e.g., background checks and emergency response systems) influence overall satisfaction with the service. Alwi and Aziz (2019) emphasized that the role of safety in shaping customer satisfaction in the ride-sharing industry. In regions where safety protocols are well-implemented, customers tend to report higher satisfaction levels, especially in terms of trust and overall experience. Similarly, Zeithaml (2018) found that improve service quality leads to greater customer satisfaction. This is particularly relevant in ride-sharing, where safety concerns are a primary factor influencing overall service satisfaction. Furthermore, Daragahi (2017) stated that satisfaction with safety creates customer trust and influences long-term platform loyalty. Based on it, this study develops following hypothesis:

H₁: There is a positive relationship between customer satisfaction and passenger safety.

Convenience

Convenience refers to the ease, comfort, and accessibility with which a customer can interact with a product, service, or system. In the context of business and customer experience, convenience is about reducing effort and providing solutions that fit seamlessly into the customer's lifestyle, saving them time and energy. Bhandari and Subedi (2020) argued that convenience in access to safety information via social media and ride-sharing apps enhances passenger security. Similarly, Thureau and Klee (1997) revealed that the convenient safety features (e.g., one-touch emergency buttons and in-app communication) are crucial to ensure passengers feel protected and valued. Likewise, Zeithaml (2018) discussed that the convenience of service features like real-time GPS tracking and emergency buttons, which provide a sense of security and ease of access in case of emergencies, thus enhancing the overall customer experience in ride-sharing services. Moreover, Daragahi (2017) explained that convenience in using ride-sharing services, such as quick access to safe rides and hassle-free safety features like driver verification and safety alerts, directly impacts customer loyalty and their willingness to repurchase. Based on it, this study develops following hypothesis:

H₂: There is a positive relationship between convenience and passenger safety.

Perceived price

Perceived price refers to the value that a customer believes they are getting for a product or service, which may or may not align with the actual monetary price. Thureau and Klee (1997) stated that the passengers who associate safety with value are more likely to accept higher fares if they feel that the service provides adequate safety measures, such as real-time monitoring and emergency response options. Similarly, Daragahi (2017) noted that passengers' satisfaction with safety measures in ride-sharing services (such as driver background checks and safety protocols) impacts their perception of the service's price. When passengers feel secure, they are more likely to perceive the service as fairly priced,

even at a premium. Likewise, Kwon (2008) revealed that the passengers perceive a higher value in services that offer robust safety features, thus justifying a higher fare and making them feel more satisfied with the service. Moreover, Gautam and Paudel (2021) argued that the passengers are more likely to perceive the service as valuable if it includes safety features that enhance their sense of security, making them willing to pay more. Based on it, this study develops following hypothesis:

H₃: There is a negative relationship between perceived price and passenger safety.

Service quality

Service quality refers to the overall assessment of a service based on how well it meets or exceeds customer expectations. Kwon (2008) highlighted that safety is a critical component of service quality, especially in ride-sharing services. Passengers who perceive that safety protocols (like driver identity verification and real-time ride tracking) are part of the service are more likely to rate the service quality highly. Similarly, Zeithaml (2018) suggested that the overall service quality is significantly enhanced when safety features are prioritized. Ride-sharing platforms that focus on user safety by integrating safety tracking and emergency assistance offer better service quality, contributing to higher passenger satisfaction. Likewise, Daragahi (2017) highlighted that a high level of service quality is essential for repeat business. When passengers perceive the ride-sharing service as providing high-quality safety measures, they are more likely to trust and repurchase the service, reinforcing the importance of safety in service quality. Moreover, Thureau and Klee (1997) noted that customers' perceptions of service quality are influenced by the safety measures that are in place, such as driver background checks and in-app emergency features. When these measures meet or exceed expectations, they contribute to the overall service quality and customer satisfaction. Based on it, this study develops following hypothesis:

H₄: There is a positive relationship between service quality and passenger safety.

Location imprecision

Location imprecision refers to the error or lack of accuracy in determining the geographical location of an object, person, or event. It occurs when the actual location is not correctly identified, often due to limitations in the technology, systems, or data sources used to pinpoint that location. Zeithaml (2018) highlighted that the importance of location accuracy in ensuring high service quality. Location imprecision, particularly in urban areas, can negatively affect passenger perceptions of service quality, as it may lead to delays or confusion about ride details, potentially compromising safety. Similarly, Daragahi (2017) pointed that passengers who experience issues with location imprecision are likely to feel dissatisfied, which could impact their trust in the service and influence their decision to use the service again. Miscommunication and delays due to location errors could lead to safety concerns, especially in high-risk areas. Furthermore, Thureau and Klee (1997) explained that the accuracy of location tracking is crucial for customer satisfaction and loyalty. In ride-sharing services, any imprecision in the driver's location could undermine passenger trust in the service and make them feel unsafe, especially during night-time rides. Moreover, Bhandari and Subedi (2020) argued that location errors in ride-sharing services can pose significant risks to passenger safety. By addressing location imprecision through better GPS technology and communication systems, ride-sharing platforms can enhance their safety protocols and

ensure passengers feel secure during their rides. Based on it, this study develops following hypothesis:

H_5 : There is a negative relationship between location imprecision and passenger safety.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 164 observations. The dependent variable is PS (Passenger safety). The independent variables are CS (Customer satisfaction), C (Convenience), PP (Perceived price), SQ (Service quality) and LI (Location imprecision).

Variable	Mean	S.D.	CS	C	PP	SQ	LI	PS
CS	3.521	0.755	1					
C	3.338	0.807	0.538**	1				
PP	3.578	0.821	0.471**	0.490**	1			
SQ	3.218	0.690	0.332**	0.368**	0.298**	1		
LI	3.291	0.760	0.357**	0.380**	0.456**	0.393**	1	
PS	3.530	0.714	0.440**	0.470**	0.420**	0.365**	-0.439**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that customer satisfaction is positively correlated to passenger safety. It means that increase in customer satisfaction leads to increase in passenger safety. Similarly, there is a positive relationship between convenience and passenger safety. It means that increase in convenience leads to increase in passenger safety. Likewise, perceived price has a positive relationship with passenger safety. It shows that increase in perceived price leads to increase in passenger safety. Furthermore, there is a positive relationship between service quality and passenger safety. It indicates that increase in service quality leads to increase in passenger safety. Moreover, location imprecision has a positive relationship with passenger safety. It indicates that increase in location imprecision leads to decrease in passenger safety. Top of Form

Regression analysis

Having indicated Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of customer satisfaction, convenience, perceived price, service quality and location imprecision on passenger safety in ride sharing services in Kathmandu valley.

Table 2

Estimated regression results of customer satisfaction, convenience, perceived price, service quality and location imprecision on on passenger safety

The results are based on 164 observations using linear regression model. The model is $PS = \beta_0 + \beta_1 (CS) + \beta_2 (C) + \beta_3 (PP) + \beta_4 (SQ) + \beta_5 (LI) + e$, where the dependent variable is PS (Passenger safety). The independent variables are CS (Customer satisfaction), C (Convenience), PP (Perceived price), SQ (Service quality) and LI (Location imprecision).

Model	Intercept	Regression coefficients of					Adj. R ²	SEE	F- Value
		CS	C	PP	SQ	LI			
1.	1.265 (6.451)**	0.643 (11.808)**					0.459	0.5250	139.425
2.	1.512 (8.672)**		0.605 (11.908)**				0.463	0.5230	141.811
3.	1.548 (8.006)**			0.554 (10.522)**			0.402	0.5520	110.717
4.	1.728 (7.687)**				0.560 (8.195)**		0.289	0.6021	67.163
5.	1.716 (8.510)**					-0.551 (9.232)**	0.341	0.5797	85.227
6.	1.042 (5.574)**	0.370 (5.072)**	0.356 (5.216)**				0.535	0.4871	94.590
7.	0.370 (5.072)**	0.300 (3.974)**	0.270 (3.686)**	0.189 (2.843)**			0.554	0.4767	68.527
8.	0.356 (5.216)**	0.272 (3.629)	0.215 (2.878)**	0.176 (2.690)**	0.173 (2.643)**		0.570	0.4681	55.064
9.	0.898 (4.728)**	0.265 (3.579)**	0.203 (2.742)**	0.121 (1.740)	0.124 (1.827)	0.149 (2.242)*	0.581	0.4622	46.173

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at 1 percent and 5 percent level respectively.
- iii. Passenger safety is dependent variable.

Table 2 show that the beta coefficients for customer satisfaction are positive with passenger safety. It indicates that customer satisfaction has a positive impact on passenger safety. This finding is consistent with the findings Alwi and Aziz (2019). Similarly, the beta coefficients for convenience are positive with customer preference. It indicates that convenience has a positive impact on passenger safety. This finding is similar to the findings of Bhandari and Subedi (2020). Likewise, the beta coefficients for perceived price are positive with passenger safety. It indicates that the perceived price has a positive impact on passenger safety. This finding is similar to the findings of Kwon (2008). Further, the beta coefficients for service quality are positive with passenger safety. It indicates that service quality has a positive impact on passenger safety. This finding is similar to the findings of Thureau and Klee (1997). Moreover, the beta coefficients for location imprecision are positive with passenger safety. It indicates that location imprecision has a negative impact on passenger safety. This finding is similar to the findings of Daragahi (2017).

4. Summary and conclusion

Passenger Safety refers to the measures and practices that ensure the protection and well-being of passengers while they are traveling, particularly in vehicles such as taxis, ride-sharing services, buses, or other forms of transportation. Ensuring passenger safety is critical to prevent accidents, reduce risks, and provide a comfortable and secure travel experience. Passenger safety in ride-sharing services in Kathmandu Valley is a critical concern, especially with the increasing popularity of services like Indriver and Pathao. While ride-sharing

services offer convenience, affordability, and flexibility, safety is one of the most important aspects that need to be considered for both passengers and drivers. Passenger safety in ride-sharing services in Kathmandu Valley is a significant concern, especially given the unique challenges of traffic conditions, lack of regulation, and varying levels of driver and vehicle standards. However, with improved regulations, better technology, and consistent efforts from both ride-sharing companies and the government, safety can be significantly enhanced. By focusing on training, better monitoring, insurance, and increasing passenger awareness, Kathmandu's ride-sharing ecosystem can improve safety standards and provide passengers with a more secure and reliable service.

This study provides insightful information regarding the passenger safety in ride sharing services in Kathmandu valley. The study analyzes various significant variables that could impact passenger safety. These variables include how customer satisfaction, convenience, perceived price, service quality and location imprecision influence passenger safety.

The study attempts to examine the passenger safety in ride sharing services in Kathmandu valley. The study is based on primary data with 164 respondents.

The major conclusion of the study is that customer satisfaction, convenience, perceived price and service quality have have positive impact on passenger safety. However, location imprecision has a negative impact on passenger safety. The study also concludes that convenience is the most significant factor followed by consumer satisfaction and perceived price that influence passenger safety in ride sharing services in Kathmandu valley.

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