

A REVIEW OF THE DIAL-A-TAXI SERVICE  
IN KLANG VALLEY

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## ABSTRACT

The operation of Dial-A-Taxi service started in the late 1970's but due to some unforeseen circumstances, the service was not successful. It was revived in 1983 by the Kuala Lumpur Taxi Drivers Association. Throughout the period, the demand for the service have steadily increased. At present, there are 6 companies offering the service.

Although the D/T is a form of public transport, the D/T accounts for only a small part of the urban transport market. Studies conducted by the Klang Valley Transportation Study in 1985 showed that 52.2 percent of travel made are by private cars, 32.1 percent by bus and 15.7 percent by taxi. Given the higher cost of using the D/T and its general unsuitability for high-volume demand, the small share is not surprising.

Overall, there are about 720 D/T vehicles in Klang Valley and its surrounding areas compared to around 10,000 taxis in Wilayah Persekutuan and Selangor. The differences between the two are so great that the probable solution is to at least maximize regulations of taxis in quality terms and the licensing of drivers for the hail-ride taxis.

The characteristics of D/T service passengers are that the majority of them are females in the 26 to 35 years old age group, earning between \$500 to \$1,000. The trip made are mostly home-based and the most common journey purpose to is commute to and from the place of work. Peak-demand hours for the service occur in the morning and evening and the service is commonly hired on weekdays rather than weekends. The concentration of demand are highly generated from the housing areas, followed by the shopping complexes and express bus terminals. The D/T is favourable for journeys of more than 8 kilometers.

The advantages of using the D/T service to the passengers are:-

- (i) For convenience, ~~since~~ it is personalised, door-to-door, ~~and~~ offers a comfortable ride.
- (ii) Reliable as it is available 24 hours daily.
- (iii) Faster than the public bus ride and passengers spend less time waiting or queueing than the hail-ride taxi.
- (iv) Sense of security especially for those travelling home late at night or early in the morning.