



A STUDY ON SATISFACTION OF PASSENGERS OF PUBLIC TRANSPORT IN TIRUNELVELI DISTRICT

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ABSTRACT

The study analyzed the level of satisfaction of passengers of public transport in Tirunelveli district. The study proved that most of the passengers are satisfied with the seating arrangements and seating facilities of buses, the safeties of buses, and timing of buses such as arrival time, departure time and travel time. Further, the study revealed that the most of the passengers are dissatisfied with the behavior of driver and conductor in the buses, fitness of the buses, entertainment facilities in the buses and cost of fare for the buses. Based on the result, the study suggested that the government should conduct a customer relationship management program regularly for driver and conductor of the buses to develop a good relationship with passengers. The officials of the public transport corporation have to focus more concentration on maintenance the buses regularly including the entertainment facilities. The government must keep in mind when rises the cost of fare of the buses that the public transport is for the services for public and not for commercial.

KEYWORDS: Buses; Passengers; Public Transport; Tirunelveli District.

INTRODUCTION

It is an indisputable fact that no bus transport business will exist while not passengers. In every bus transport service connected businesses, there's a desire to develop a relationship with the passengers and with the service suppliers to satisfy passengers' daily service quality needs. The owners of the various bus transport industries vie with each other to supply most satisfaction to passengers.³ Therefore passengers' satisfaction; a business term could be alive of however services are provided by Associate in nursing business to fulfill passengers' expectation.

Passengers' satisfaction is associated in nursing indefinite and abstract term, which means of which will vary from person to person and services to services. The measure of passengers' satisfaction is simply too troublesome since it's associated with the condition of mind.¹ An effort is created during this study to possess a higher understanding of traveler attitude and therefore the level of passengers' satisfaction towards services provided by each public sector bus transport industries. Additionally to the present, a quick report is made regarding the prevailing services, delivery of services, however so much the passengers avail those services and therefore the reasons if any for his or her preference of specific industrial services.⁵

The public bus transport is far a lot of required in metropolitan cities and it conjointly connects totally (different / completely different) classes of individuals from different places. Thus it's important for any town to own an efficient public installation and also the same must be managed to face approaching, future challenges and to make sure effectiveness in their operations, service quality to satisfy the unpredictable expectations of the passengers from totally different segments.² Now, the foremost town like the urban center is heavily stressed to stay pace with the demand for Bus installation to travel with the economic process and infrastructural development. With an increase in demand for adequate public bus

transportation system and an increase in population size, it should produce and demand on the transport sectors to own higher and smart quality of transport service.⁴ However, it conjointly creates overcrowding at the bus terminus and it'll be the most reason for several service-related problems. The probabilities to extend higher service quality overnight are additionally not possible for the bus transport service belongs to public bus transport sectors.

STATEMENT OF THE PROBLEM

In the trendy amount, public bus transport services, being the foremost indispensable, facilitate the folks for quality. Each creature or a rider desires to avail higher and comfy travel. It's typically believed that services of the non-public sector transport agencies are higher than the general public sector. Hence, a study on the level of satisfaction of passengers of public transport in Tirunelveli district is tried to establish the performance of the public bus transport service industries in the province to check the assumption of the folks and to seek out the factors responsible for such quite opinion.

OBJECTIVES OF THE STUDY

The following objective was formulated to contribute to meet the main objective:

1. To study the level of satisfaction of passengers of public transport in Tirunelveli district.

RESEARCH METHODOLOGY

In the study, the level of satisfaction of passengers of public transport in Tirunelveli district has been examined. The quantitative research design was carried out as a research design for this study. Well structured and pretested interview schedule was used for collecting the data by personal interview method. To achieve the objectives of the study, 150 passengers of public transport in Tirunelveli district were identified as the sample by adopting the purposive sampling technique. The descriptive statistical technique was used to analyze the level of satisfaction of passengers of public transport. For analysis, a computer program called Statistical Package for Social Sciences (SPSS 21) was used.

ANALYSIS AND RESEARCH FINDINGS

An attempt is made to know the level of satisfaction of passengers of public transport in Tirunelveli district. The variables related to the services of public transport like seating arrangements and seating facilities, the behavior of driver and conductor, fitness of the buses, entertainment facilities in the buses, the safeties, cost of fare and timing of buses were analyzed.

Level of Satisfaction about the Seating Arrangements and Seating Facilities

Seating arrangements and seating facilities are one of the important factors to determine the passenger's satisfaction on the buses. Seating arrangements and seating facilities may differ from one bus to another bus. Some buses have good seating arrangements and seating facilities whereas few buses would not have well enough. The level of satisfaction about the seating arrangements and seating facilities is explained in table 1.

Table 1
Level of satisfaction about the seating arrangements and seating facilities

Sl. No.	Level of satisfaction	No. of respondents	Percentage
1	Highly satisfied	14	09.3
2	Satisfied	82	54.7
3	No opinion	04	02.7
4	Dissatisfied	45	30.0
5	Highly dissatisfied	05	03.3
Total		150	100

Source: Primary Data

The above table shows the level of satisfaction of the passengers about the seating arrangements and seating facilities of the buses. Most of the respondents (54.7%) have satisfaction with the seating arrangements and seating facilities of the buses whereas, 9.3% of the respondents are highly satisfied. And 30% of the respondents have dissatisfaction about the seating arrangements and seating facilities of the buses while 3.3% of them have high satisfaction. The study confirmed that the majority of the passengers are satisfied with the seating arrangements and seating facilities of the buses.

Level of Satisfaction about the Behavior of Driver and Conductor

The driver and conductor of the buses are the persons who directly connected with passengers when the buses are in service. The behavior of them will impact the satisfaction of the passengers. The level of satisfaction of the passengers about the behavior of driver and conductor of the buses is explained in table 2.

Table No 2
Level of Satisfaction about the Behavior of Driver and Conductor

Sl. No.	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	08	05.3
2	Satisfied	46	30.7
3	No opinion	04	02.7
4	Dissatisfied	82	54.7
5	Highly dissatisfied	10	06.6
	Total	150	100

Source: Primary Data

Table 2 reveals that most of the respondents (54.7%) have dissatisfaction about the behavior of driver and conductor of the buses and 6.6% of the respondents are highly dissatisfied. At the same time, 30.7% of the respondents are satisfied with the behavior of driver and conductor of the buses whereas, 5.3% of them are highly satisfied. It concludes that most of the passengers are dissatisfied with the behavior of driver and conductor of the buses.

Level of Satisfaction about the Fitness of the Buses

Maintenance of the buses is one the important factor to passenger's satisfaction about the fitness of the buses. Sufficient employees are there to maintain the fitness of the buses but it can be seen the many breakdown buses in the middle of the way on the road and sometimes accidents have happened. The level of satisfaction of the passengers about the fitness of the buses is explained in table 3.

Table 3
Level of Satisfaction about the Fitness of the Buses

Sl. No.	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	05	03.3
2	Satisfied	20	13.3
3	No opinion	04	02.7
4	Dissatisfied	47	31.4
5	Highly dissatisfied	74	49.3
	Total	150	100

Source: Primary Data

The above table shows the level of satisfaction of the passengers about the fitness of the buses. Most of the respondents (49.3%) have high dissatisfaction with the fitness of the buses whereas, 31.4% of the respondents are dissatisfied. And 13.3% of the respondents have satisfaction with the fitness of the

buses while 3.3% of them have high satisfaction. The study confirmed that the majority of the passengers are high dissatisfied with the fitness of the buses.

Level of Satisfaction of the Entertainment Facilities

Entertainment facilities such as television and audio in the buses are one of the important factors for determining the passenger's satisfaction. It has been arranged in a few buses particularly in the long routes but it is not arranged for local buses. Entertainment facilities in the buses have many advantages and disadvantages for passengers and the administrators. The level of satisfaction of the passengers about the entertainment facilities in the buses is explained in table 4.

Table 4
Level of Satisfaction about the Entertainment Facilities

Sl. No.	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	02	01.3
2	Satisfied	44	29.3
3	No opinion	04	02.7
4	Dissatisfied	88	58.7
5	Highly dissatisfied	12	08.0
Total		150	100

Source: Primary Data

Table 4 reveals that most of the respondents (58.7%) have dissatisfaction about the entertainment facilities in the buses and 8% of the respondents are highly dissatisfied. At the same time, 29.3% of the respondents are satisfied with the entertainment facilities in the buses whereas, 5.3% of them are highly satisfied. It concludes that most of the passengers are dissatisfied with the entertainment facilities in the buses.

Level of Satisfaction about the Safeties

All passengers are expecting the safeties during their buses travel. Passengers give more important safety on their travel compared to the speed. The level of satisfaction of the passengers about the entertainment facilities in the buses is explained in table 5.

Table 5
Level of Satisfaction about the Safeties

Sl. No.	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	22	14.7
2	Satisfied	102	68.0
3	No opinion	06	04.0
4	Dissatisfied	12	08.0
5	Highly dissatisfied	08	05.3
Total		150	100

Source: Primary Data

Table 5 shows the level of satisfaction of the passengers about the safeties of the buses during the travel. Most of the respondents (68%) have satisfaction with the safeties of the buses in the travel whereas, 14.7% of the respondents are highly satisfied. And 8% of the respondents have dissatisfaction about the safeties of the buses in the travel while 5.3% of them have high dissatisfaction. The study confirmed that the majority of the passengers have satisfaction with the safeties of the buses in the travel.

Level of Satisfaction about the Cost of Fare

Cost of fare for the buses is a very important factor to determine the level of satisfaction of the passengers. It is directly related to the economic condition, size of the family and frequency of travel of the passengers. The level of satisfaction of the passengers about the cost of fare in the buses is explained in table 6.

Table 6
Level of Satisfaction about the Cost of Fare

Sl. No.	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	14	09.3
2	Satisfied	22	14.7
3	No opinion	04	02.7
4	Dissatisfied	68	45.3
5	Highly dissatisfied	42	28.0
Total		150	100

Source: Primary Data

Table 6 reveals that most of the respondents (45.3%) have dissatisfaction about the cost of fare in the buses and 28% of the respondents are highly dissatisfied. At the same time, 14.7% of the respondents are satisfied with the cost of fare in the buses whereas, 9.3% of them are highly satisfied. It concludes that most of the passengers are dissatisfied with the cost of fare in the buses.

Level of Satisfaction about the Timing of Buses

Punctuality of service of buses such as arrival, departure, and travel is one of the main factors to passenger's satisfaction. Arrival time, departure time and travel time of a bus is a key factor for a passenger such as employees, patients, students and also public. The passenger doesn't like to spend more time on their travel. The level of satisfaction of the passengers about the timing of buses is explained in table 7.

Table 7
Level of satisfaction about the Timing of Buses

Sl. No.	Level of satisfaction	No. of respondents	Percentage
1	Highly satisfied	37	24.7
2	Satisfied	71	47.3
3	No opinion	12	08.0
4	Dissatisfied	21	14.0
5	Highly dissatisfied	09	06.0
Total		150	100

Source: Primary Data

Table 7 reveals that most of the respondents (47.3%) have satisfaction with the timing of the buses and 24.7% of the respondents are highly satisfied. At the same time, 14% of the respondents are dissatisfied about the timing of the buses whereas, 6% of them are highly dissatisfied. It concludes that most of the passengers are satisfied with the timing of the buses such as arrival time, departure time and travel time.

CONCLUSION

The study analyzed the level of satisfaction of passengers of public transport in Tirunelveli district. The study proved that most of the passengers are satisfied with the seating arrangements and seating facilities of buses, the safeties of buses, and timing of buses such as arrival time, departure time and travel time. Further, the study revealed that the most of the passengers are dissatisfied with the behavior of driver and conductor in the buses, fitness of the buses, entertainment facilities in the buses and cost of fare for the

buses. Based on the result, the study suggested that the government should conduct a customer relationship management program regularly for driver and conductor of the buses to develop a good relationship with passengers. The officials of the public transport corporation have to focus more concentration on maintenance the buses regularly including the entertainment facilities. The government must keep in mind when rises the cost of fare of the buses that the public transport is for the services for public and not for commercial.

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