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## A STUDY ON PASSENGERS' PERCEPTION TOWARDS PUBLIC AND PRIVATE TRANSPORTATION WITH REFERENCE TO TELANGANA RTC

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### ABSTRACT:

Public services are offered by government to the public for their well-being and are offered to them on the basis of the principle of equality. This study measures the level of customer satisfaction with the quality of services offered by Telangana State Road Transportation Corporation (TSRTC), Telangana State in India. The study was conducted on over 125 passengers during January 2019 and March 2019. The various dimensions that are considered include safety, behaviour, facilities, response to quarries, comfort, cost, availability etc. The study results reveal that while the passengers highly dissatisfied from attributes such as "Overall conditions of the buses" and "Behaviour of the bus drivers and conductors", the other attributes viz, "Cleanliness of bus stand amenities",

"Economy in travel by buses of TSRTC" and "Comfort inside buses while travelling" etc also contributed in overall high degree of dissatisfaction among them. The study concluded with the findings of highly dissatisfied customers of TSRTC and many scopes of improvements in the services being offered by TSRTC.

**KEYWORDS:** Passengers Perception, Factors effecting Perception, Perception leading retention.

### INTRODUCTION:

**Road Transport system** is the most popular medium of transport in India. In fact, traveling in various parts of India is very easy through state Road Transport Corporations including under takings or institutions authorized by the Ministry of Transportation, Government of India or by the State Government authorities. Almost all the Indian states have their own State Road Transport Corporation, providing transport facility within the state and the neighboring states. Apart from the public transport corporations,

private operators also play a major role in fulfilling the needs of the public.

**Public Transport** is an important part of the nation's economy. Since the economic liberalization of the 1990's, development of infrastructure within the country has progressed at a rapid pace, and today there is a wide variety of modes of transport by land, water and air. However, the relatively low GDP of India has meant that access to these modes of transport has not been uniform. In the interim however, public transport still remains the primary mode of transport for most of the population, and Indian public transport systems are among the most heavily utilized in the world.

### Nizam Guaranteed State Railways (NGSR):

The NGSR was also under the British company during 1930 i.e. three years before the expiry of the company's contract Sir Akbar Haidari the then Finance Minister of Nizam Government suggested to take over the Railways from the clutches of the company and provide better transport facility to the passengers. The Nizam Government considered the suggestion and consequently Nizam State Railways came into existence.

The Nizam Government imported 27 Albion petrol

buses from England. The capacity of each bus was 25 seats. Out of 27 buses were allotted to Hyderabad, 10 to Narkedpally and reaming 7 to Kazipet. The Nizam Government issued a press notification in times of India inviting applications from the eligible candidates for the posts of drivers, conductors and mechanics.

### **Telangana State Road Transport Corporation: At a glance Vision of TSRTC**

TSRTC is committed to provide consistently high quality of services and to continuously, improve the services through a process of teamwork for the utmost satisfaction of the passengers and to attain a position of pre-eminence in the Bus Transport sector.

### **Corporate Philosophy:**

- To provide safe, clean, comfortable, punctual and courteous commuter service at an economic fare.
- To provide employee satisfaction in financial and humanistic terms.
- To strive towards financial self-reliance in regard to performance and growth.
- To attain a position of reputation and respect in the society.

### **Guiding Principles of TSRTC**

- To provide efficient, effective, ethical management of the business.
- To assist the State administration in attaining good governance.
- To treat the customer, i.e. passenger, as a central concern of the Corporation's business and provide the best possible service.
- To explore and exploit technological, financial and managerial opportunities and developments and render the business cost effective at all times.
- To regularly and constantly the state prove the capabilities of employees for higher Productivity.

### **OBJECTIVES OF THE STUDY**

- To measure the Perception of the passengers travelling in TSRTC
- To find the critical factors impacting the passengers to opt for alternative transport facilities

### **NEED FOR THE STUDY**

Drastic decrease in the occupancy ration of the passengers in Public transport and flourishing of the private transport due to misperception of passengers which is impacting badly on the financial health of the public transportation specially Telangana Road transport corporation.

### **Data Source**

The study is based on the primary data collected through Questionnaire from 125 respondents who are regular travellers

### **Sample size and Sample collection**

The study is conducted through questionnaire circulated to 125 passengers however 123 relevant responses were received and sample was selected randomly from major bus stations such as Mahathma Gandhi Bus Station (MGBS) Hyderabad and Jublee Bus Station (JBS) Secunderabad, twin cities of Telangana State.

### **LITERATURE REVIEW**

**Aworemi et al. (2008)** conducted research on public transport and private transport system and suggested that socio-economic factors play an important role. In addition, further studies were also conducted by many researchers and all of them found that the customers expect quality service either from private or from public organizations. If they improve quality then passengers will be satisfied, and the same would be helpful in gaining reputation and also to earn profit for their business.

According to Anderson et al., (2007) dissatisfaction of the customers regarding services leads to failure in operation. As per this study, the main reason for operation related failure is delay of transportation which leads to dissatisfaction. They also observed that the customers have the tendency to blame the service provider for everything that happens, even if the failure in service has an effect on external factors. It is observed that 16 communications between the customers and working personnel's has a major impact, and create satisfaction. The study also revealed that the operation related failures also reduce the level of contact between them. Therefore, the result of lack of contact leads the customers to become biased against the workforce of a public transportation.

Dziekani and Kottenhoff (2007) found that at the bus stop, information displays influence customer satisfaction. In addition, it has the optimistic psychological effects and decreases uncertainty and stress as customers know the actual departure time. Information displays also increases the sense of security among customers especially at night. Finally, the displayed information increases the comfort of customers when they make a trip. It also increases, creates regulated travel behaviour among the passengers and passengers can also use their waiting time constructively and for their effective travelling. In addition to all the above findings, it also aids transit customers to get information on the mode of transport

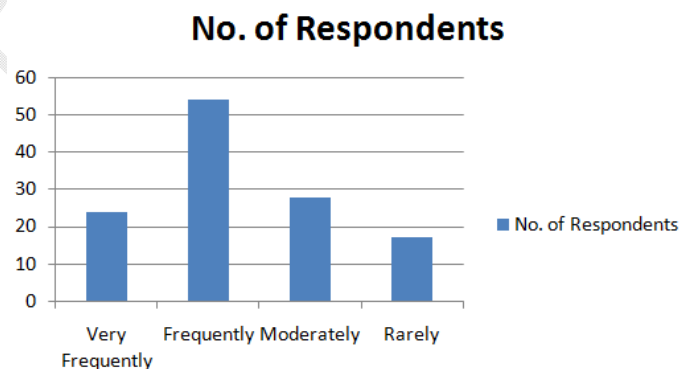
John I. Coppett (1998) offers a classification which can aid managers in their efforts to review and improve their organizations' customer service activities. The eight elements of these service classifications are Communication, Uniformity, Simplicity, Truthfulness, Objectives, and Monitoring.

Andreassen (1995) stated that customers' level of satisfaction or dissatisfaction in public transport system mainly depends on the following factors: ticket fare, range of ticket fare system and, conditions of platform and bus station. He also concluded that the public transportation is a region with lesser usage due to the rate of gap between customer needs and the services provided. In addition to the above findings, he also insists that the reliability and convenience are the main factors in deciding the level of customers' satisfaction.

## DATA ANALYSIS

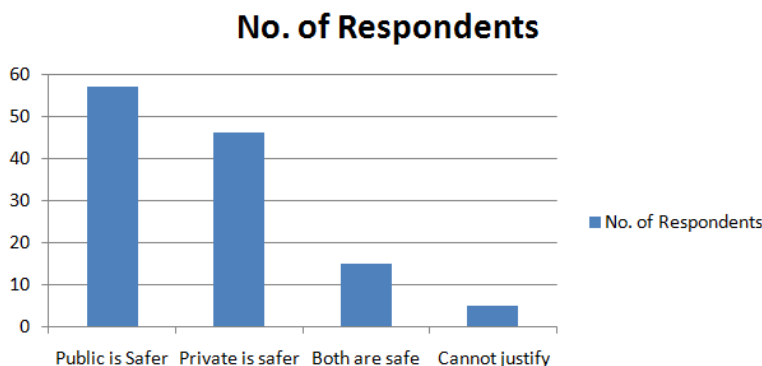
### 1. How frequently do you travel long distances?

Sl. No.	Parameter	No. of respondents	% of respondents
A	Very Frequently	24	19.6
B	Frequently	54	43.9
C	Moderately	28	22.7
D	Rarely	17	13.8



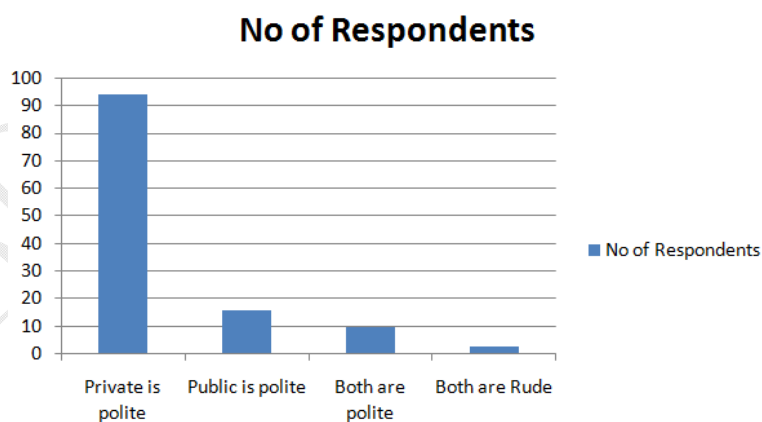
**2. How the public transport does differ from private transport in terms of safety?**

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Public transport is safer than private transport	57	46.3
b.	Private transport is safer than public transport	46	37.4
c.	Both are same in terms of safety	15	12.2
d.	Cannot justify the safety	5	4.1



**3. How is the behaviour of drivers and conductors with the passengers in public and private transport?**

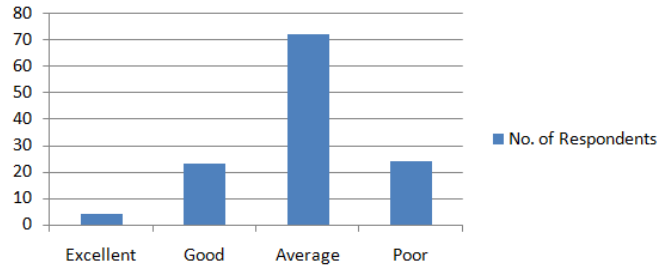
Sl. No.	Parameter	No. of respondents	% of respondents
a.	Private crew is more polite as compared to public	94	76.4
b.	Public crew is more polite as compared to private	16	13.0
c.	Both of them are polite	10	8.1
d.	Both of them are rude	3	2.5



**4. Where do you rate the facilities given by the public transport?**

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Excellent	4	3.3
b.	Good	23	18.7
c.	Average	72	58.5
d.	Poor	24	19.5

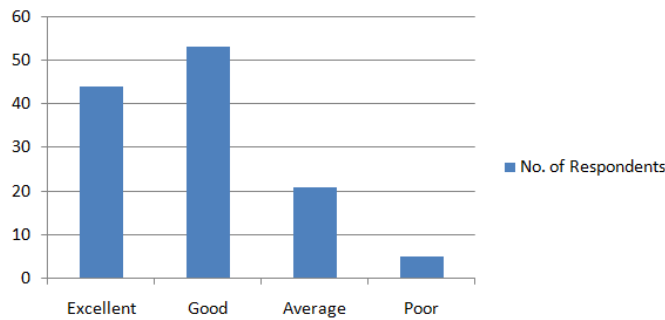
**No. of Respondents**



**5. Where do you rate the facilities given by the private transport?**

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Excellent	44	35.7
b.	Good	53	43.1
c.	Average	21	17.1
d.	Poor	5	4.1

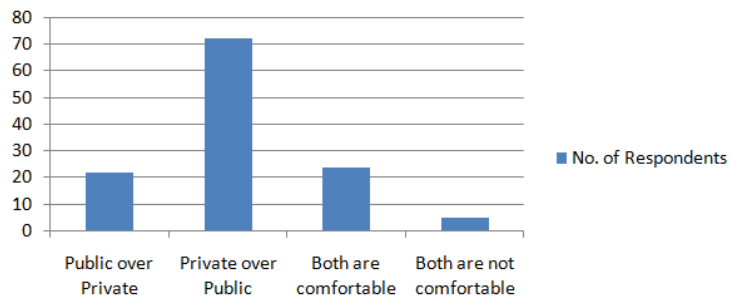
**No. of Respondents**



**6. How comfortable is travelling in public and private transportation?**

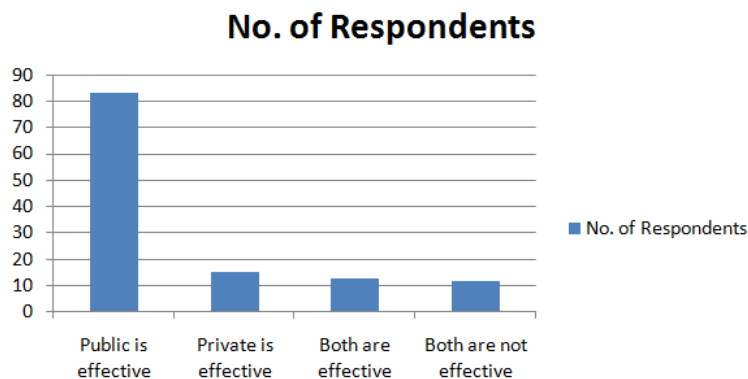
Sl. No.	Parameter	No. of respondents	% of respondents
a.	Public over Private	22	17.9
b.	Private over Public	72	58.5
c.	Both are comfortable	24	19.5
d.	Both are NOT comfortable	5	4.1

**No. of Respondents**

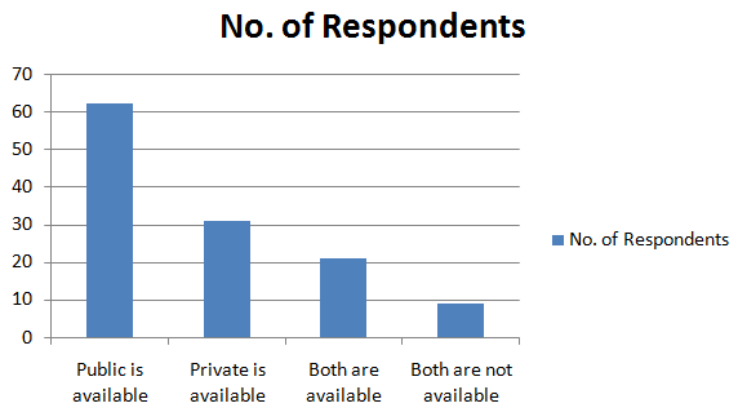


**7. Which one is more cost effective for regular transportation?**

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Public is cost effective	83	67.4
b.	Private is cost effective	15	12.1
c.	Both are cost effective	13	10.5
d.	Both are NOT cost effective	12	10.0

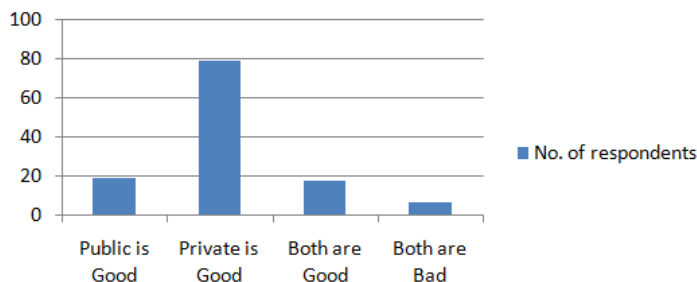
**8. How is the availability of Bus in the hour of need?**

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Public is available	62	50.4
b.	Private is available	31	25.2
c.	Both are available	21	17.1
d.	Both are NOT available	9	7.3

**9. How is the physical and mechanical condition of the buses?**

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Public is in good condition	19	15.4
b.	Private is in good condition	79	64.1
c.	Both are in good condition	18	14.5
d.	Both are in bad condition	7	6.0

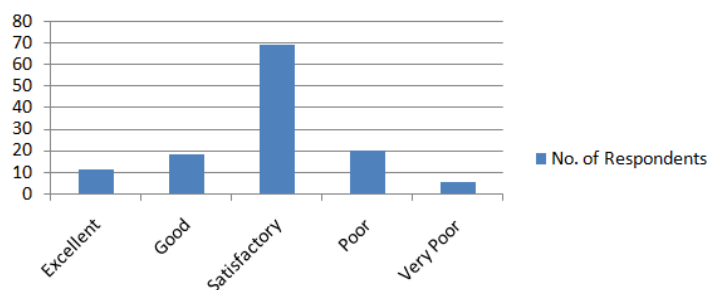
### No. of respondents



### 10. Where do you rate the public transport in overall perception of yours on a scale of five? (Where 5=Excellent; 4=Good 3=Satisfactory 2=Poor 1=Very Poor

Sl. No.	Parameter	No. of respondents	% of respondents
a.	Excellent	11	8.9
b.	Good	18	14.6
c.	Satisfactory	69	56.2
d.	Poor	20	16.2
e.	Very ;poor	5	4.1

### No. of Respondents



### FINDINGS

1. Most of the respondents travel frequently in long distance routes i.e. 43.9%
2. Most of the respondents feel public transport is safer as compared to private i.e. 46.3%
3. Most of the respondents feel that private crew is more polite as compared to public i.e. 76.4%
4. More respondents feel that the facilities given by public transportation is average i.e. 58.5%
5. Coming to Private , more of them feel the facilities are good i.e. 43.1%
6. Comfort is also felt more in private transportation over and above the private transportation i.e. 58.5%
7. Coming to cost effectiveness, public transport is more cost effective as compared to private transport i.e. 67.4%
8. Availability of buses in the hour of need is also seen in public transport i.e. 50.4%
9. The condition of private buses is better than public buses, said by 64.1% of respondents.
10. Major portion of the respondents are overall satisfied with services provided by the public transportation

## CONCLUSION AND SUGGESTION

It is to conclude that most of the parameters are good in public transportation like cost effectiveness, availability in the hour of need, safety etc but the behaviour of the crew members are not good for which the passengers are preferring the private means of transport even there is service at the same provided by the public transportation corporation. Thus, management needs to counsel the crew members to behave in a proper manner with the passengers so as to improve the Occupancy Ratio and take a Turn Around from loss making firm to a profit making firm.

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