

A STUDY ON PASSENGER SATISFACTION TOWARDS GOVT & PRIVATE SECTOR BUS SERVICES WITH SPECIAL REFERENCE TO THIRUVANNAMALAI DISTRICT IN TAMILNADU

Article Particulars

Received: 24.7.2017

Accepted: 26.7.2017

Published: 28.7.2017



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Abstract

Transport sector occupies a place of pivotal importance in Indian economy. The tremendous growth in transport sector has expanded trade, commerce and industries phenomenally. Technological advancement has resulted in newer vehicles with advanced features in the buses. The government sector bus transport organizations have come under increasing pressure to deliver quality service and improve efficiency. Customer needs and expectations are changing when it comes to government or private services and their quality requirements in Thiruvannamalai District. However, service quality both in government and private sector organization is slow and is further exacerbated by difficulties in measuring outcomes, since TamilNadu state road transport has gained and has undergone a number of transformations. The government has introduced the service excellence award for the government department which excels in all spheres of its operations in order to increase productivity and efficiency Government of TamilNadu. The prime purpose of travel through bus Punctuality of bus services in T.V Malai District please indicate you opinion about passenger view and the level of better condition of the buses. Sector bus drivers follow the times to reach the destination, pay your fare for buses in both public and private sector in T.V.Malai. Keeping all these in view this study organizes and examines of the transport department.

Key Words: *Passenger satisfaction, public sector and private sectors, T.V. Malai.*

Introduction

The bus transport service industry plays an increasingly important role in the economy of many countries. In today's global competitive environment delivering quality service is considered as an essential strategy for success and survival. The government sector bus transport organizations have come under increasing pressure to

deliver quality service and improve efficiency. Customer needs and expectations are changing when it comes to government or private services and their quality requirements. The purpose of this paper is thus to examine the service quality concepts and their application in the government and private bus transport in Thiruvannamalai district. The study uses simple comparison approach to examine the gap between customers' general expectation of a service and their perceptions of the service received by the specific service provider. This paper investigates how closely customer expectation of service and front line employee's perception of customer expectations are matched. This approach has been used extensively to assess the quality of private sector services but fewer applications of the approach have been in government services. Today the services of firms are being rendered to the society on the competition basis in every marketing environment and everywhere in the world .the service provided in different economic conditions also differ. In the Indian Economy, a service is provided by both the public sector and the private sector.

Scope of the Study

- This study mainly focuses on the passenger satisfaction towards service quality of TNSTC Ltd in Thiruvannamalai District.
- This research is carried out mainly from the primary data and the secondary data availed from the respective corporation and the government policy note under the department of transport.
- The data are also availed from the T V Malai district.
- Passenger service quality of the TNSTC questionnaire from the passenger's point of view is framed for this research.

Objectives of the Study

- To understand the bus transportation scenario in Thiruvannamalai District.
- To bring to light specific performance & passenger satisfaction for government and private bus services.
- To evaluate comparative performance of government bus service versus private bus services.
- To analyse the factors influencing passengers perception of the quality of service provided by the sector.
- To assess the level of social accountability and social responsibility in government and private bus sector.

Statement of Problem

The present research examines the problem of passenger satisfaction general attitude of the passengers towards the services offered by Public sector and private sector transport department in T.V. Malai District. Based on the collected samples of 150 respondents the researcher carried out this study in T.V. Malai district and tries to

find problem of transportation department of both sector related research questions to find possible adequate solutions to enhance the level of service quality of different service providers This study also tries to identify the yardstick to assess the level of passenger satisfaction In order to trace the truth and find out the hidden facts of existing passenger related and service related problems in the bus transport sectors the survey was conducted among different levels of passengers only those who understand and are able to respond to the questionnaire in different age groups by way of distributing the structured questionnaires to the passengers who commence their travel in private and public sector bus service which leads them to attract plenty of passengers.

Studies of Certain Authors have been Reviewed For This Research

Author	Inputs	Period	Methodology	Findings
Alfred Marsha	To examine the transport industry which undertakes nothing more than the mere movement of persons and things from one place to another, have constituted one of the most important activities of men in every stage of advanced civilization		To recent research and development facilities provided by the Indian universities in the department of social sciences, especially economics, commerce and management sciences and other transport related research institutions have shed light on problems and prospects of transport sector.	An attempt is made in this chapter to review the literature selectively in the area of transport and road transport in general turnaround management in particular.
Edwin Lose	To examine the development of transportation in Japan Portrays the transport and communication system	1600-1686		This process of the development with certain features with ultimately helped the establishment of modern transport system in Japan .
Halder D.K	evaluated the traffic problems in Calcutta State Transport Corporation	1964-65to 1972-73		Low fleet utilization and higher absenteeism
Satyanarayana.J.	To know the costs with revenues and relates losses with profit. Organizational set up, capital structure, financial and personal policies, Management Information Systems (MIS) of Andhra Pradesh State Road Transport Corporation (APSRTC)		The length and road condition on the basis of the data collected from a reprehensive sample of motor vehicle operators in Andhra Pradesh.	He found that the fundamental factor which influences the cost of operations of motor transport industry in Andhra Pradesh is the size of the motor transport unit.

<p>Rama Mohan Rao.P.S.</p>	<p>To examine Investigated on various strategies adopted by Andhra Pradesh State Road Transport Corporation for improving its performance.</p>			<p>The focus of the study is on various operational and administrative areas of the Corporation during his tenure with Corporation as Vice Chairman and Managing Director.</p>
<p>Ratna Kumar Singh</p>	<p>To study with reference to Bihar State Road Transport Corporation</p>	<p>1959-60 1974-75</p>	<p>To examined the physical and financial performance of Bihar state Road Transports Corporation.</p>	<p>The study advocated the nationalization of more number of bus routes in Bihar state to reach maximum number of public.</p>

Research Methodology

Tiruvannamalai is one of the most venerated places in Tamil Nadu. In ancient times, the term "Annamalai" meant an inaccessible mountain. The word "Thiru" was prefixed to signify its greatness, and coupled with the two terms, it was called Thiruvannamalai. The temple town of Tiruvannamalai is one of the most ancient heritage sites of India and is a centre of the Saiva religion. The Arunachala hill and its environs have been held in great regard by the Tamils for centuries. The temple is grand in conception and architecture and is rich in tradition, history and festivals. The main Deepam festival attracts devotees from far and wide throughout South India. It has historic places besides Tiruvannamalai, Arni, Vandavasi, Devikapuram connected to East India and French companies. In the late Chola period the district was ruled by the Cholan of Sambuvarayar having Padavedu near Arni as HQ. We can now find the fort and note along with a Shiva temple namely Kailasanathar in Arni town.

After independence Tiruvannamalai was under North Arcot District. The civil district of North Arcot was divided into Vellore District and Tiruvannamalai District in October 1989. Thiru. P.Kolappan IAS was the first Collector of Tiruvannamalai District. On the whole Tiruvannamalai is traditionally rich in Historic and spiritual values but lacks in industrial growth. Tiruvannamalai District has an area of 6,191 km². It is bounded on the north by Vellore District on the east by Kanchipuram District, on the south by Villupuram District, and on the west by Dharmapuri and Krishnagiri District. Tiruvannamalai District is divided into ten taluks, 27 blocks and 1,061 villages covering an area of 631,205 ha.

Source of Data

In this study, involves collection of primary and secondary data. The primary data for the study were collected through personal questionnaire of the passenger respondents during the dissertation period.

Sample Size and Sampling Method

Sample size taken in this study is 150. As all the possible items are considered for research, the sampling method adopted in this study is convenience sampling.

Data Analysis

Statistically to arrive at meaningful conclusions, data were analyzed by using the following statistical tools. To test the significance of the data it is analyzed by using average and simple percentage and Chi-Square Test.

Limitations of the Study

Every study has certain limitations; some of these are inherent in the research design, while some others become part of the study during various stages of research process. The present study is subject to the following limitations:

1. The sample groups were restricted in T.V. Malai District only.
2. The sample size is limited to only 150 respondents.
3. Passenger point of view has been mostly studied at different company dealer's agencies and brokers.
4. Technological advancement has resulted in newer vehicles with advanced features in the bus.

Satisfaction

Satisfaction is the fulfillment of customers' response Passenger satisfaction refers to how satisfied passenger are with the buses or services they receive from particular agency. The level satisfaction is determined not only by the quality and type of passenger experience but also by the passenger's expectations. Passenger satisfaction is one of the main objects of any transportation. Every transportation tries to know the passenger satisfaction about their services. So a study on passenger satisfaction helps the organization as well as me to gain a vast knowledge over the real world tastes and preferences of passenger.

Importance of Passenger Satisfaction

- Meeting the needs of the passenger is the underlying rationale for the existence of community service organisations. Passengers as a right to quality services that deliver outcomes.
- Organisations that service beyond minimum standards and exceed the expectations of their passengers are likely to be leaders in their sectors.
- Passengers are recognised as key partners in travel service development and assessing quality of service delivery.

The process of measuring passenger satisfaction on obtaining feedback on organization performance is valuable tools for quality and continuous service improvements.

Measuring Passenger Satisfaction

Organizations are increasingly interested in retaining existing passengers while targeting non-passengers; measuring passenger satisfaction provides an indication of

how successful the organization is at providing buses and or services to the marketplace. Passenger satisfaction is a ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and bus/service to bus/service. The state of satisfaction depends on a number of both physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options the passengers may have and others buses against which the passenger can compare organization buses. These eight domains of satisfaction include:

- Quality and Value
- Innovation and Timeliness
- Efficiency
- Ease of Access
- Environment
- Inter-departmental Teamwork
- Front line service behaviours
- Commitment to the customers

Findings, Suggestions and Conclusion

Findings

- 32% of the respondent belongs to the age group between 16-25.
- 58% of the respondents are female.
- 38% of the respondents are degree holders.
- 46% of the respondents are employee (Govt or non Govt).
- 44% of the respondent belongs to the income of Rs: 10001-20000.
- 38% of the respondents are primary purpose to travel by buses commuting to and from work.
- 44% of the government buses are punctual to provide services Thiruvannamalai district.
- 36% of the private buses are maintaining the good better condition.
- 42% of the private bus travel is better to the passenger.
- 34% of the government and private bus drivers and conductors are fair courtesy to behave the passenger.
- 34% of the Government bus drivers are time to reach the destination.
- 44% of the Government bus drivers and conductors are behaving harshly towards passenger.
- 84% of the passenger is pay fare for cash.
- 80% of the respondents are not using of a concessional.
- 36% of the Government bus conductors are sincere to repay the balance amount.
- 38% of the respondents are preferred to travel the private buses.
- 40% of the respondents are fell good safety on buses.
- 30% of the respondents are influence to travel by the buses availability of seat.

- 54% of the respondents are travel 21-80km.
- 42% of the respondents are travel by buses above 21 times per month.
- 40% of the buses are crowded in fairly
- 68% of the respondents are pre-plan to travel by buses.
- 42% of the respondents are more satisfied private bus travel.

Suggestion

- Govt should allow to operating special buses during the festival times.
- The conductors need to bring more coins/change to return to the passenger.
- Government and private bus drivers are reducing harshly behave towards old-age passengers.
- Government and private sectors are providing more late night and early morning service.
- Most of the passengers are workers and students so Government and private sectors are time to reach the point.
- Government and private the sectors are allowing the extra buses during the office hours.
- All the passengers are like clean and better condition and safety of the buses.
- Government and private sectors should improve easy to online bus tickets booking facility.

Conclusion

Most of the passenger is like private bus travel for the reason private bus tickets are booking on online. And also provide available seats, fans. All buses can have radio/music system or provision for video to be played. So that the attracting the new passengers for the survival of the transport industries in the long run. Government should adopt all the strategy. Provision of more number of buses to cover interior places and village areas. This also should be done during peak hours of travel to avoid over crowd and accidents due to that. Certain benches and or seats have to be reserved for the elderly or aged people and also for physically challenged persons. The benches/seats have to be painted to indicate that the seats meant for them.

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