

PASSENGERS SATISFACTION TOWARDS PRIVATE BUS SERVICES IN NATHAKADAIYUR AREA

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ABSTRACT

The bus transport is much more needed in cities and it also connects different categories of people from different places. So it is very important for any city to have an effective transportation system and the same has to be managed to face upcoming, future challenges and to ensure effectiveness in their operations, service quality to satisfy the unpredictable expectations of the passengers from different segments. This study presents that private bus services about passengers satisfaction.

Keywords: 1.Passengers satisfaction 2. Role of private bus service 3.Performance of private bus service

INTRODUCTION

Road network is vital to the economic development, trade and social integration. It facilitates smooth conveyance of both people and goods. Size of the road network, its quality and access has a bearing on transport costs. Besides, road network promote specialization, extend markets and thereby enable exploitation of the economies of scale. Easy accessibility, flexibility of operations and reliability have earned road transport an increasingly higher share of both passenger and freight traffic vis-à-vis other transport modes. Availability of adequate, safe and comfortable passenger transport facility is a very important index of economic development of any Country. Public transport provides the vital connectivity to far flung areas in a developing society. Transport demand in India has been growing rapidly. In recent years this demand has shifted mainly to the advantage of road transport, which carries about 87 percent of passenger and 61 per cent freight transport demand arising for land based modes of transport (i.e. roadways and railways taken together) respectively.

PASSENGERS MOBILITY IN INDIA

In a global business system with a customer-centric focus, speed of delivery of service is a key competitive parameter. Passenger mobility in India relies heavily on rail and road. On an average, an Indian travelled 287 Kms out of which 187 Kms was by train and 100 Kms was by bus. During the annual travel figure jumped to about 3000 Km of which 385 Km is using rail and the rest 2615 Km is by road. Since the road is the most viable alternative for transport at the local level, the passenger transportation system merits deeper and serious thinking.

PASSENGERS SATISFACTION

Passengers' satisfaction is an indefinite and conceptual term, the meaning of which will vary from person to person and services to services. Measurement of passengers' satisfaction is too difficult since it is related to the psychological state of mind. An attempt is made in this study to have better understanding of passenger attitude and the level of passengers' satisfaction towards services provided by both public and private sector bus transport industries. In addition to this, a brief report is made about the existing services, delivery of services, how far the passengers avail those services and the reasons if any for their preference of particular industrial services.

Further, it focuses on the measures taken by the bus transport industries to improve the level of satisfaction of passengers and to avert their problems to retain the loyalty of the passengers. The main aim of this study is to compare the services provided by public and private sector bus transport industries and to evaluate their efficiency to satisfy the needs of the passengers in an effective way. Also this study attempts to elicit the opinion of the passengers about the quality and types of services provided by private buses.

ROLE OF PRIVATE BUS TRANSPORT

Private operators play an equally vital role in passenger transportation. They account for more than 80 per cent of total number of buses in India. Profit is the prime motive of any business establishment and the private bus operators are no exception. They are being criticized for making abnormal profit by indulging in unfair practices such as overloading, deviating from the regular routes, not up to the destination and indulging in unhealthy competition among themselves as well as with the public sector buses. At the same time they are also noted for their personalized service to the passengers, which is reflected in concessions to the regular travellers, not claiming fare for children, entertaining passengers with luggage, two-sided DVD, audio etc., Thus, both public and private sectors are contributing to the development of passenger transport in their own way.

It is a fact that no bus transport business can exist without passengers. In every bus transport service related businesses, there is a need to develop relationship with the passengers and with the service providers to satisfy passengers' day-to-day service quality requirements. The owners of the different bus transport industries compete with each other to offer maximum satisfaction to passengers. Thus passengers' satisfaction, a business term is a measure of how services are supplied by an industry to meet passengers' expectation.

OBJECTIVES OF THE STUDY

- The study need and improve the facility on the private bus.
- To study the passengers opinion towards the private bus facility.
- To improve suitable suggestion for the problems.
- To ascertain the factors that includes the passenger on choosing private bus facility.
- To examine the level of satisfaction of public bus facility.
- To conclude the key findings and suggestion based on the study.

RESEARCH METHODOLOGY

I.COLLECTION OF THE DATA

The task of data collection beings after a research problem has been defined and research design chalked out, while deciding about the method of data collection to be used for the study the researcher should keep in mind two types of data.

- Primary data
- Secondary data

PRIMARY DATA

The first hand information was collected by the researcher after finalizing the study area.i.e. Revenue blocks. The primary data was collected with the help of a well structured questionnaire field survey technique was employed to collect the primary data from the 50 selected sample respondents through direct interview method at Nathakkadaiyur area. Hence, the researchers establish a good report with all the respondents.

SECONDARY DATA

Besides the primary data, secondary data was also collected for the study, websites, books leading journals and magazines were referred for this purpose, from the library to facilitate proper understanding of the conceptual frame work and profile of the product and study area.

II.SAMPLE TECHNIQUES

Convenient sampling techniques were adopted for this study.

III.SAMPLE SIZE

The sample sizes for the purpose of these study 50 respondents were selected & data were collected through questionnaire.

IV.AREA OF THE STUDY

The study is confined into Nathakkadaiyur area only.

V.TOOLS FOR ANALYSIS

The data collected from the primary sources were arranged in simple way. Statistical tools used in the study for the purpose of analysis are as follows.

- Percentage Analysis

It is used in making comparison between two or more series of data. Percentages are used to describe relationship. The percentage reduced everything to a common base and make meaningful comparisons.

$$\text{Percentage Analysis} = \frac{\text{No. of Respondents}}{\text{Total No of Respondents}} \times 100$$

LIMITATIONS OF STUDY

- ❖ The study is based on the questionnaire collected from 50 respondents.
- ❖ The study area is limited to erode town only so the result of the study will be applicable to NATHAKKADAIYUR AREA only.
- ❖ The study was carried out during the period of 3 months is Dec 2017 to February 2018 so the taste and preference of the respondents may vary from time to time.

REVIEW OF LITERATURE

¹**Ganguly C**, This article is an “Indian economic problems (1976)” highlighted that Transport System provided the basic infrastructure which the other economic activities grow and flourish. Neither the process of Industrialization nor Modernization of agriculture is possible without well coordinated, adequate economic transport system. He also says that if agriculture and industry are the body and bones of the national organism transport and communication are refers.

²**Gopalakrishnan K**, conducted the study on “Small lorry operators in TN - A critical study” (1984) highlighted that the existence of the small operators and their domination in this field of road goods transport must be recognized as the necessary feature of the road transport industry.

³**H. Peeru Mohamed** in his study “The passenger bus industry of India”(1998) revealed that market condition and states that the brand selection concluded that the brand solution is more influenced by product quality and market related characteristic than personal characteristic and also examined government characteristic and also examined government support is very poor in the initial stage.

⁴**Thiyagarajan** in his study attempted to analyze the different sources that influenced the customers in buying bus, the study also aimed to know the extent of their influence in the purchases. The study revealed that among different sources, family members influence the customers to go on particular brand and their influence is found to a great extent.

⁵**Vijayaraghavan** in his study aimed to know problems faced by the consumer both for purchase and use of small bus. The study revealed that formalities required for availing finance in another problem that consumer’s fact at the time of purchase of small bus. Further the study revealed that cost of spare parts is high and those customers have to pay more on maintenance of the bus.

¹.GANGULY.C, “Studies in Indian economic problems” (calcutra: T.N ghoes& Sons 1976) P.no.142.

²GOPALAKRISHNAN, K,” Small lorry operators in TN – A critical study” (1984), dissertation abstracts in commerce, Annamalai University, vol.I p.no.13

³ H.PEERU MOHAMED “The passenger bus industry of India” sep. 1998

⁴THIYAGARAJAN D, "A study on influencing the customer in purchase of bus"1994

⁵VIJAYAGHAVAN "A study on market for purchase and use of small bus.

PROFILE OF THE STUDY

Buses are the most commonly used form of public transport. This is perhaps not surprising, when you consider how important they are to the fabric of our society. "Without them, workers wouldn't get to work, young people wouldn't get to school and college, and some of the most vulnerable people in society would become isolated from friends and family," says the Bus User Group.

The Transport Department is developing software so that the list of passengers travelling by private buses, and their drivers, will be available on the department's website. We already know technology can play an important role in increasing ridership, through real-time passenger information (RTPI) and modern amenities that buses offer passengers, such as on-bus Wi-Fi. The omnibus thus offered the suburbs more access to the inner city. The omnibus encouraged urbanization. Socially, the omnibus put city-dwellers, even if for only half an hour, into previously-unheard-of physical intimacy with strangers, squeezing them together knee-to-knee. Only the very poor remained excluded. A new division in urban society now came to the fore, dividing those who kept carriages from those who did not. The idea of the "carriage trade", the folk who never set foot in the streets, who had goods brought out from the shops for their appraisal, has its origins in the omnibus crush.

The software being developed is being seen as a bid to curb such malpractices, enabling private bus operators to update final passengers' information from all their boarding points onto the department's website. Modalities are being worked out about the procedure, add officials.

To understand how to retain passengers we should start by understanding people – and primarily the factors that influence their travel making decisions. While the demographics of regular bus users are well known, those of irregular or one-time users are less well-clarified. And what is even more obscure is the reason why these passengers stop using buses after riding them once or twice. In most cases, the city governments granted a private company-generally a small stableman already in the livery or freight-hauling business-an exclusive franchise to operate public coaches along a specified route. In return, the company agreed to maintain certain minimum levels of service.

This negative image creates a barrier which can permanently stop people from re-using buses. As one passenger quoted in the study explained, noting that even though buses aren't all bad, "the bad ones always stick in your mind."Clearly, preventing new or infrequent bus users from experiencing such poor service quality that it shapes their future perceptions of buses is an important objective.

ANALYSIS OF DATA & INTERPRETATION

DO YOU LIKE MORE IN PRIVATE BUS OF THE RESPONDENTS

TABLE 4.1

WHICH FACILITY DO YOU LIKE MORE IN PRIVATE BUS

S.NO	Factors	No. of Respondents	Percentage
1	Bus appearance	20	40
2	Good condition	14	28
3	Friendly behavior	16	32
Total		50	100

The above table visualizes that, act of the total respondents, 40% of the respondents are Bus appearance, 28% of the respondents are Good condition and remaining 32% of the respondents are Friendly behavior.

Majority (40%) of the respondents are Bus appearance like in private bus.

COMPARE WITH GOVERNMENT BUS WHICH ONE IS MORE COMFORTABLE IN PRIVATE BUS

TABLE 4.2

COMPARE WITH GOVERNMENT BUS WHICH ONE IS MORE COMFORTABLE IN PRIVATE BUS

S.NO	Factors	No. of Respondents	Percentage
1	Ticket price	18	36
2	Seating	12	24
3	Maintenance	20	40
Total		50	100

The above table visualizes that, act of the total respondents 36% of the respondents are ticket pricing, 24% of the respondents are seating and remaining 40% of the respondents are maintenance of bus.

Majority (40%) of the respondents are Private bus maintenance.

FACILITY IS MORE ATTRACTIVE FOR TRAVELLING OF THE RESPONDENTS

TABLE 4.3

FACILITY IS MORE ATTRACTIVE FOR TRAVELLING

S.NO	Factors	No. of Respondents	Percentage
1	Timing	14	28
2	Route	12	24
3	Stage	24	48
Total		50	100

The above table visualizes that, act of the total respondents, 28% of the respondents are timing, 24% of the respondents are route and remaining 48% of the respondents are availability of more stopping.

Majority (48%) of the respondents are Availability of more stage required in private bus.

PROBLEMS FACED AT THE TIME OF TRAVELLING ON PRIVATE BUS OF THE RESPONDENTS

TABLE 4.4

PROBLEMS FACED AT THE TIME OF TRAVELLING ON PRIVATE BUS

S.NO	Factors	No. of Respondents	Percentage
1	High price	24	48
2	Crowd	10	20
3	Speed	16	32
Total		50	100

The above table visualizes that, act of the total respondents, 48% of the respondents are high price, 20% of the respondents are crowd and 32% of the respondents are speed of the bus.

Majority (48%) of the respondents are problems facing in High price of ticket.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority (40%) of the respondents are Bus appearance like in private bus.
- Majority (40%) of the respondents are Private bus maintenance.
- Majority (48%) of the respondents are Availability of more stopping required in private bus.
- Majority (48%) of the respondents are problems facing in High price of ticket.

SUGGESTIONS

- Majority of the respondents are more aware about the private bus facility now-a- days.
- The friendly movement is very important to attract the passengers.
- Offering concession for students, job going people to implementing new strategies like bus pass, monthly pass and half charges etc.,
- Creating passengers comfort is the success of the implementation of the private bus sectors plan.

CONCLUSION

This study concluded that the performance of the private bus is good. After analyzing the various problems and findings the research are offered suitable suggestions for better passenger's satisfaction. So the private bus sectors is suggested to take from necessary steps consider friendly movement, attract the passengers and has to adopt new strategies, it will automatically highly improve passenger's satisfaction of the private bus in near future.

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