IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

TO EXAMINES KSRTC BUS PASSENGER TRANSIT IN KARNATAKA; A CASE STUDY IN SHIVAMOGGA TO MANGALORE BUS TRANSPORT

Shwetha Naik[1] and Dr. Ravindranath N. Kadam[2]

[1]Research scholar, Department of PG Studies and Research in Economics, Kuvempu University, Jnana Sahyadri, Shankaraghatta- 577451, Shivamogga District, Karnataka, India.

[2]Professor and Guide, Department of PG Studies and Research in Economics, Kuvempu University, Jnana Sahyadri, Shankaraghatta- 577451, Shivamogga District, Karnataka, India.

ABSTRACT

A comprehensive study was carried out to get a better understanding of the efficacy and efficiency with which the Karnataka State Road Transport Corporation (KSRTC) provides bus transit services to customers travelling from Shivamogga to Mangalore. These services must be provided by the KSRTC. This case study's objective was to assess a range of bus transportation system attributes, such as punctuality, passenger satisfaction, ticketing systems, and overall operational performance. By examining these factors, one may get insightful information that can be used to identify any potential growth areas and put policies in place that will enhance the overall bus-riding experience for passengers. The primary goal of this research was to assess how well the KSRTC complies with expectations for passenger service quality. Examining how travellers feel about their experience is the goal of this study. In the state of Karnataka, the government runs the Karnataka State Road Transport Corporation (KSRTC). Its goal is to gauge customer satisfaction and consistently improve the caliber of its offerings.

Key Words: *KSRTC, Transport system, Passenger, Bus service*

1. INTRODUCTION

The movement of people and things from one location to another is referred to as transportation. Since the dawn of civilization, people have been working to create more efficient transportation systems. Without a doubt, the development of fire and wheels that allowed people to move about was a significant advancement in human history. Humans have aspired to freedom, independence, and movement throughout recorded history. Although a country's democracy ensures the first two things, mobility is offered via a variety of transportation options. "People travel has usually led the way, and transportation of things or goods has typically followed," it may be stated.

The growth of a nation depends heavily on its transport system, which also reflects the social and cultural life of its people. Transportation and population density are intimately tied to one another. People will still travel widely in the future as they have in the past. The cultural and traditional institutions of the globe will be impacted as long as this travelling goes on.

Public transit is a kind of travel that carries commuters for a predefined and fixed price. The bus service is the most significant and often utilised form of public transportation by people in their daily lives. When used correctly and efficiently, public transport systems may significantly boost a nation's economic development. The responsibility of provide reliable transport services at reasonable prices rests on the government. "The most fundamental thing for any country is to assume public transport is a service provided by a public utility."

2. SURVEY OF LITERATURE

Fujii et al. (2001) conducted an investigation in Osaka (Japan) during a temporary closure of freeway that connected between Osaka and Sakai city. The survey was distributed at three tollgates from 6.00 am to 8.30 am. An important finding was that the closure of the freeway increased public transport use. Second, it was also found that the expected commute time by public transport overestimated by automobile commuters. Third, after experiences of public transport the overestimates of commute time were corrected. And finally, people who corrected their commute time continued to use public transport when the freeway was reopen.

Van Vugt et al. (1996) conducted an investigation of the motivational factors underlying the decision to commute by private vehicle and public transportation. 192 employees of publishing company participated and filled out a questionnaire containing questions relating to social value orientation, the commuting situation and series of post experimental questions. The findings provided strong evidence for the conclusion that individuals prefer options yielding shorter travel time as well as an alternative with high frequency of public transport.

Fellesson and Friman (2008) conducted a transnational comparison of customers‟ public transport perceived service satisfaction in eight cities (Stockholm, Barcelona, Copenhagen, Geneva, Helsinki, Vienna, Berlin, Manchester and Oslo) in Europe. The result showed four general factors: system such as traffic supply, reliability and information; bus and bus stand design that makes the customer comfortable and enjoy the travel experience; staff skill, knowledge and attitude toward customer; and safety not only both in bus and bus stand but also safe from traffic accident. Furthermore, it was concluded that differences in public transport technology and infrastructure may cause differences in individual item loadings.

Eboli and Mazulla (2007) investigated service quality attributes important for customer satisfaction with a bus transit service in Cosenza, Italia. Respondent were asked to rate the importance and satisfaction with 16 service quality attributes (bus stop availability, route characteristic, frequency, reliability, bus stop furniture, bus overcrowding, cleanliness, cost, information, promotion, safety on board, personal security, personnel, complains, environment protection and bus stop maintenance). The result shows that the latent important for global customer satisfaction is service planning which is reflected in reliability, frequency, information, promotion, personnel and complaint.

Friman et al. (Friman et al. 2001) conducted a mail survey to investigate factors affecting customer satisfaction in public transport service in Sweden. The results showed that overall cumulative satisfaction related to attribute specific cumulative satisfaction and remembered frequencies of negative critical incidents (i.e. the driver behaves unexpectedly bad or the bus is leaving before schedule departure time).

According to past study, public transportation is still a viable form of transportation for many individuals. To retain present passengers, public transport must enhance its service to meet a broad variety of passenger's needs and expectations.

3. OBJECTIVES

1. To evaluate how effectively the KSRTC meets passenger service quality expectations.
2. The purpose of this research is to examine how passengers feel about their experience.

4. METHODOLOGY

- PRIMARY DATA: The data collected from KSRTC passengers by administering questionnaire.
- SECONDARY DATA: Secondary data will be collected from published sources like reports, journals, magazines, books etc.
- SAMPLE SIZE: The sample constitutes 120 KSRTC passengers and collected via Purposive sampling

5. DATA ANALYSIS AND INTERPRETATION

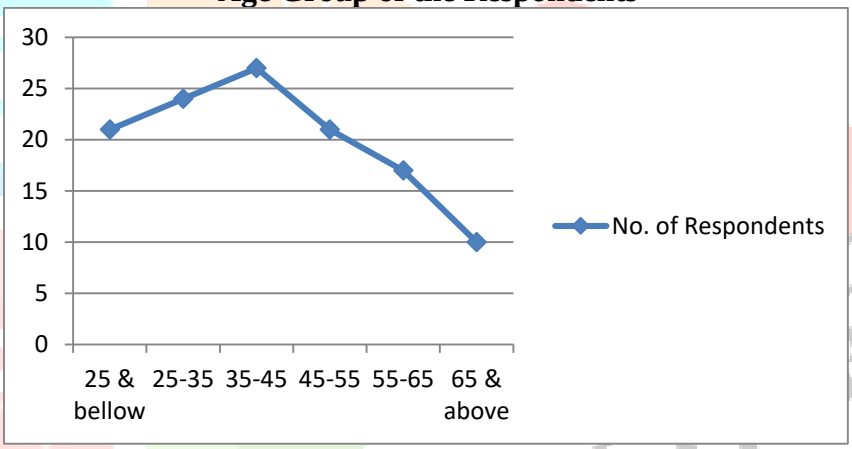
Data analysis involves organizing, cleaning, and transforming raw data into a format that is suitable for analysis. This may include tasks such as removing outliers, identifying missing values, and creating variables for further analysis.

Table No 1.
Age Group of the Respondents

PARTICULARS	No. of Respondents	% to total
25 & bellow	21	**17.5%**
25-35	24	**20%**
35-45	27	**22.5%**
45-55	21	**17.5%**
55-65	17	**14.17%**
65 & above	10	**8.33%**
Total	**120**	**100%**

Source: Field Survey

Graph No 1.
Age Group of the Respondents



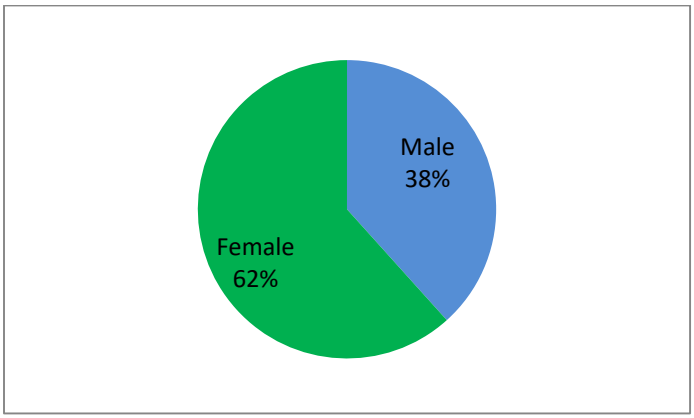
The table provides information on the age groups of the respondents. The majority of respondents, 22.5%, fall within the 35–45 age group, followed closely by the 25–35 age group at 20%. The age group with the fewest number of respondents is 65 and older, comprising only 8.33% of the total. The data shows that the respondents are mostly distributed between the age range of 25 and 55, with a significant drop in numbers for respondents below 25 and above 65. Overall, the table demonstrates a diverse range of age groups among the respondents surveyed.

Table No. 2
Gender of the Respondents

Gender	No. of Respondents	Percentage
Male	46	38%
Female	74	62%
Total	**120**	**100%**

Source: Field Survey

Graph No. 2
Gender of the Respondents



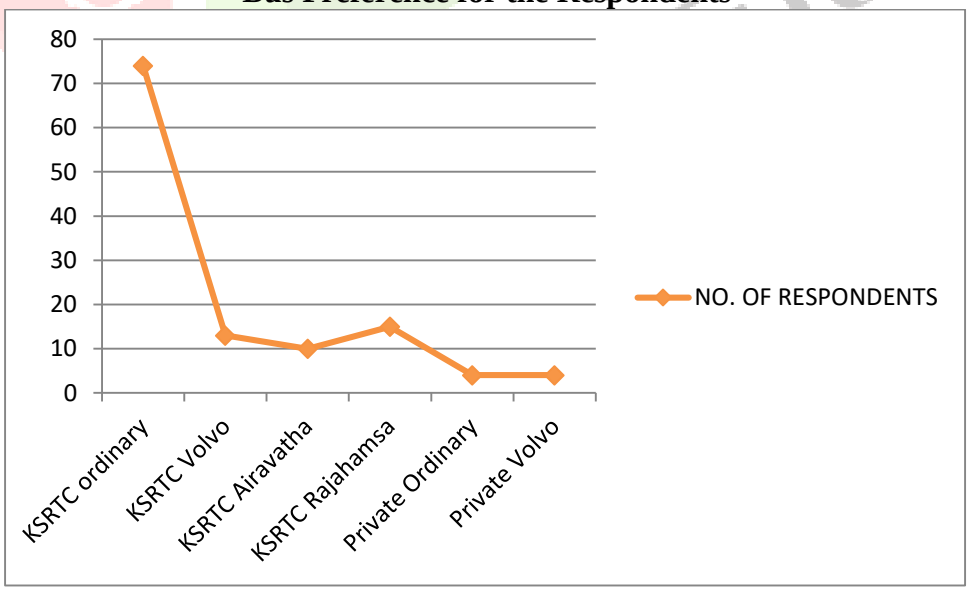
The data in Table No. 2 reveals the gender distribution of the respondents, with 38% being male and 62% being female. This indicates a higher representation of females in the sample population, with a total of 120 respondents.

Table No 3.
Bus Preference for the Respondents

Various busses	No. of Respondents	Percentage
KSRTC ordinary	74	61.67%
KSRTC Volvo	13	10.83%
KSRTC Airavatha	10	8.33%
KSRTC Rajahamsa	15	12.50%
Private Ordinary	4	3.33%
Private Volvo	4	3.33%
Total	**120**	**100%**

Source: Field Survey

Table No 3.
Bus Preference for the Respondents



Above the data collected, it is evident that the majority of respondents (61.67%) prefer traveling in KSRTC ordinary buses. This is followed by KSRTC Rajahamsa buses, which were preferred by 12.50% of the respondents. The remaining respondents showed a preference for other bus options such as KSRTC Volvo,

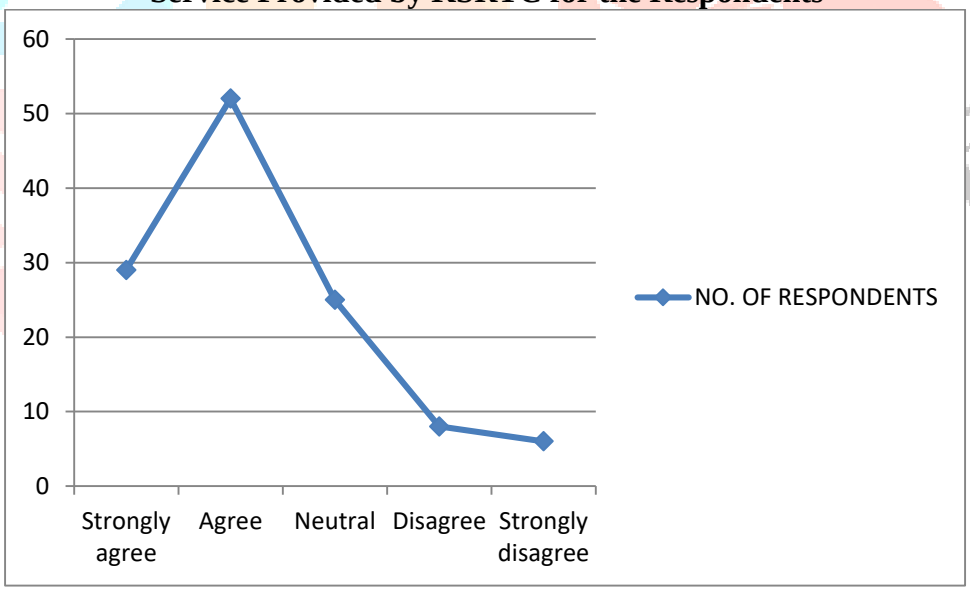
KSRTC Airavatha, Private Ordinary, and Private Volvo buses. The data also reveals that KSRTC Airavatha and Private Volvo buses were the least preferred options, both receiving a preference rate of only 3.33%. It is interesting to note that private bus options were not as popular among the respondents, with Private Ordinary and Private Volvo buses receiving a combined preference rate of only 6.67%. Overall, the data suggests that the majority of respondents prefer traveling in government-operated KSRTC buses, particularly the ordinary and Rajahamsa buses.

Table No 4.
Service Provided by KSRTC for the Respondents

Options	No. Of Respondents	Percentage
Strongly Agree	29	24.17%
Agree	52	43.33%
Neutral	25	21%
Disagree	8	7%
Strongly Disagree	6	5.00%
Total	**120**	**100%**

Source: Field Survey

Graph No 4.
Service Provided by KSRTC for the Respondents

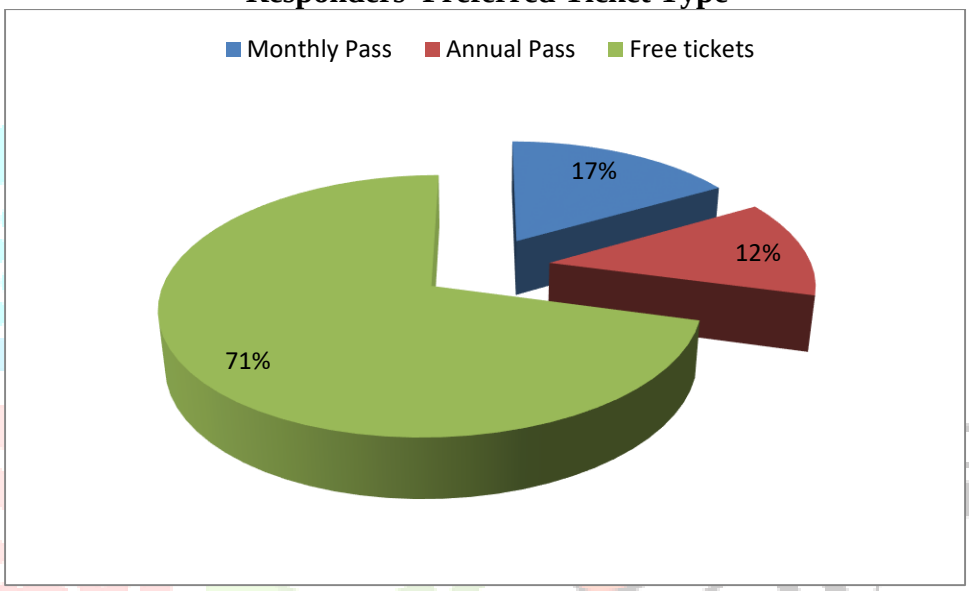


The data shows that a majority of the respondents either strongly agree or agree with the service provided by KSRTC, accounting for 67.5% of the total respondents. However, there is a small percentage of respondents who either disagree or strongly disagree with the service provided, making up only 12% of the total respondents. This indicates that the majority of respondents are satisfied with the service provided by KSRTC. It is worth noting that a significant portion of respondents, 21%, expressed a neutral opinion. This suggests that there is room for improvement, and further investigation into the reasons behind this neutrality may be necessary. Overall, the data suggests a generally positive perception of the service provided by KSRTC.

Table No. 5
Responders' Preferred Ticket Type

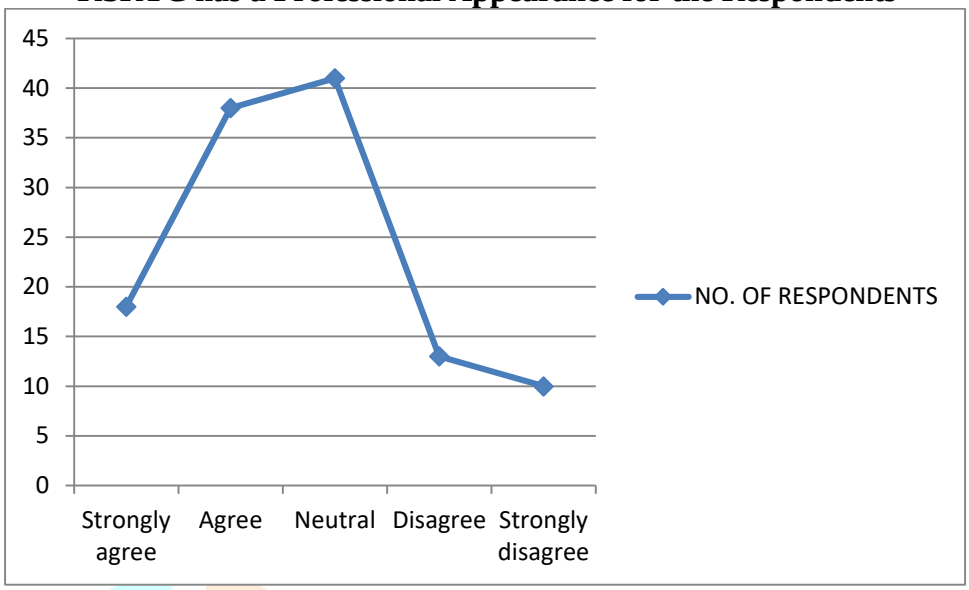
Options	No. Of Respondents	Percentage
Monthly Pass	20	16.67%
Annual Pass	15	12.50%
Free tickets	85	71%
Total	120	100.00%

Graph No. 5
Responders' Preferred Ticket Type



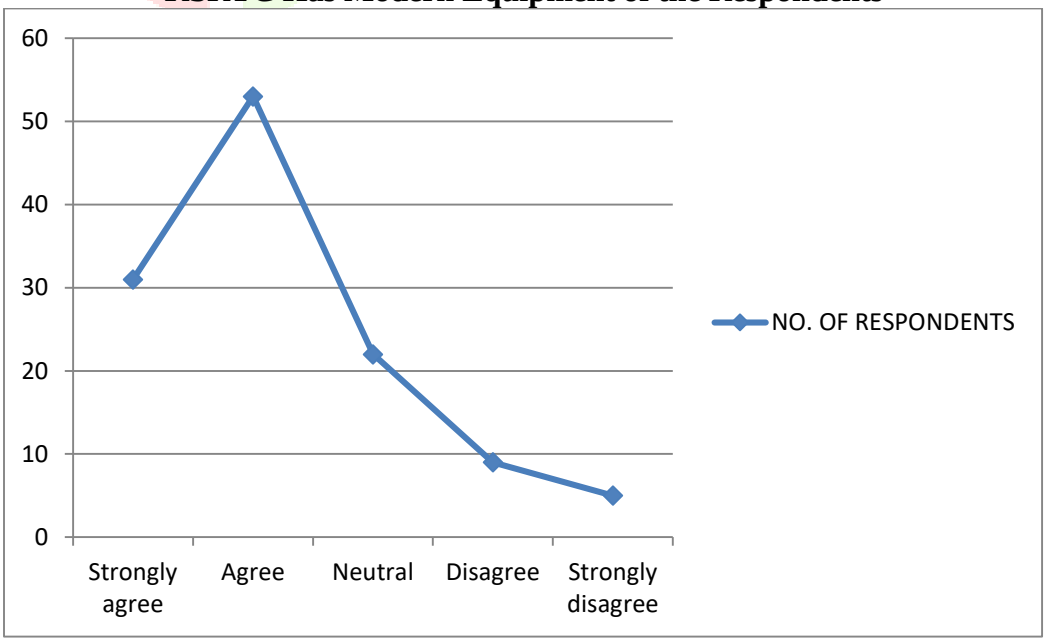
According to the preferences of the respondents, it is clear that the majority, which accounts for 71% of the total, prefers free tickets provided by the state of Karnataka as part of the women's Shakthi Scheme. This suggests that there is a considerable demand for free admission to the event. It is important to note, however, that a sizeable majority of respondents, 16.67%, choose a monthly membership, while just 12.50% opt for an annual pass.

Graph No. 6
KSRTC has a Professional Appearance for the Respondents



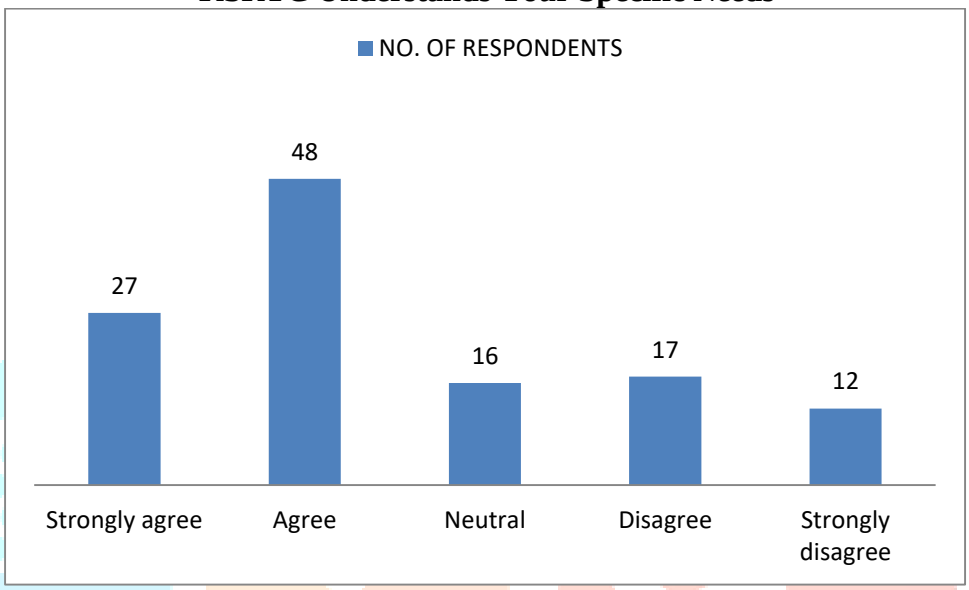
The Graph data shows that a majority of respondents have a positive perception of KSRTC's professional appearance, with 46.67% strongly agreeing or agreeing. However, there is still a significant portion of respondents (19.16%) who either disagree or strongly disagree with this statement, indicating that there may be room for improvement in the perception of KSRTC's professional appearance among some individuals. Additionally, the data also reveals that a substantial number of respondents (31.67%) hold a neutral viewpoint on KSRTC's professional appearance. This could suggest that they either lack a strong opinion or have not paid much attention to this aspect. Overall, the survey highlights a mixed perception of KSRTC's professional appearance among the respondents, indicating the need for further evaluation and potential efforts to enhance the overall image of the organization.

Graph No. 7
KSRTC Has Modern Equipment of the Respondents



The survey results indicate that a majority of the respondents, comprising 70% of the total, either strongly agree or agree that KSRTC has modern equipment. However, a small percentage of respondents (11.67%) either disagree or strongly disagree with this statement, suggesting that there may be room for improvement in terms of the perceived modernity of KSRTC's equipment.

Graph No 8.
KSRTC Understands Your Specific Needs



Based on the survey results, it is evident that a significant percentage of respondents (62.50%) either strongly agree or agree that KSRTC understands their specific needs. However, it is worth noting that a notable portion of respondents (27.50%) either disagree or strongly disagree with this statement, indicating room for improvement in catering to all customers' requirements.

6. FINDINGS

- The survey indicated 61.67% favoured KSRTC regular buses. KSRTC Rajahamsa buses were next, liked 12.50%. Others choose KSRTC Volvo, Airavatha, Private Ordinary, and Volvo buses. KSRTC Airavatha and Private Volvo buses were least popular at 3.33%. The combined Private Ordinary and Private Volvo bus favour rating of 6.67% is intriguing. Rajahamsa is preferred by most responders over government-operated KSRTC buses.
- 67.5% of respondents extremely agreed with KSRTC's service. Just 12% of respondents hate or strongly disagree with the service. KSRTC's service pleases most responders. Neutral replies were 21%. This indicates room for development and that neutrality may require more investigation. The evidence favours KSRTC's service.
- The bulk of responders (71%), choose free tickets from Karnataka's Shakthi Scheme for women. This shows that free event entry is in high demand. Note that 16.67% of respondents chose a monthly subscription, while 12.50% prefer an annual pass.

- The poll found that 70% of respondents strongly approve or agree that KSRTC has current equipment. However, 11.67% of respondents disagree or strongly disagree, indicating that KSRTC's equipment may need to be updated.
- According to the poll, 62.50% of respondents strongly agree or agree that KSRTC understands their demands. However, 27.50% of respondents disagree or strongly disagree with this statement, suggesting opportunity for improvement in meeting all consumers' needs.

7. CONCLUSION

The Karnataka State Road Transport Corporation (KSRTC) is the primary means of transport widely favoured by the general public. It is incumbent upon the organisation to provide high-quality services that align with the needs and expectations of the passengers. The Karnataka State Road Transport Corporation (KSRTC) is a government-operated service in the state of Karnataka. Its objective is to assess passenger perception and continuously enhance the quality of its services. A service can be defined as an intangible act or performance offered by one party to another that does not involve the transfer of ownership. In the case of KSRTC, focusing on various dimensions of service such as tangibles, reliability, responsiveness, assurance, and empathy can lead to an enhancement in the quality of its services.

8. Reference

1. Patankar.P.G, „Quality in Road Passenger Transport" JTM, November 1986, Pune: CIRT, pp. 5-13.
2. Berry. L.L, Parasuraman, and Zeithamal.V.A (1988), "SERVQUAL: A Multiple Ite Scale for Measuring Consumer Perceptions of Service Quality", Journal of Retailing, 64(1), spring, pp.212-240.
3. Singh S. K. (2001), "A note on Technological Progress in Selected STUs"- Indian Journal of Transport Management, 25(5): 413-429.
4. Singh S. K. (2000), "Estimating the Level of Rail and Road based Passenger Mobility in India" Indian Journal of Transport Management, 4(12): 771-781.
5. Planning Commission, Government of India.
6. Office of the Registrar General of India, Census Data-2001.
7. Sudharsanam Padam, "Public-Private Participation in State Transport", Indian Journal of Transport Management, Vol.24, No.7, pp 467- 468.
8. Various records of National Statistics, Department of Road Transports, Government of India.
9. The India Infrastructure Report, Ministry of Finance, Government of India, 2005.
10. Statistics on Motor Vehicles Growth in India, 2005, Ministry of Surface Transports, Government of India.