

A Study on Customer Satisfaction on Government Buses with Special Reference From Trichy To Chennai

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ABSTRACT

This study discuss about the customer satisfaction on government buses with special reference from Trichy to Chennai .To identify the difficulties faced by the customers in the government buses and measure the satisfaction level , analyze and suggest some measure to improve the service quality in government buses from Trichy to Chennai. This study analyzed with 50 respondents were taken in the area Trichy central bus station selected by convenience sampling method. Analysis was made by the use of statistical tools like chi-square, percentage and correlation test. This research undoubtedly shows the level of customer satisfaction towards government buses special reference Trichy to Chennai.

Keywords: *customer satisfaction, comfort ability, time management, fare, safety*

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I. INTRODUCTION OF THE STUDY

customer satisfaction is how appealing the requirements and expectancies of the product/provider. Customer is who include in supplies of the service or product of any firm. Simply customer satisfaction means it is the mirror of the customer how they are felt about your services or product. Customer loyalty is the muse for the destiny of the industry Customer. Major components of the customer satisfaction are perfect service or product , Maintained in a caring, friendly manner , Punctuality and Effective problem-resolution process. The Study variables of this study consist of factor of demographic variables and fare, Seat availability/availability of cushions, Time management, Safety measures, comfort ability, cleanliness, Behavior of driver/conductor and speed in government bus.

OBJECTIVES OF THE STUDY

- To identify the difficulties faced by the customers in government buses from Trichy to Chennai.
- To measure the satisfaction level of the customer in government buses from Trichy to Chennai.
- To analyze the satisfaction level of the customer in government buses from Trichy to Chennai.
- To suggest some measure to improve the service quality in government buses from Trichy to Chennai.

NEEDS FOR THE STUDY

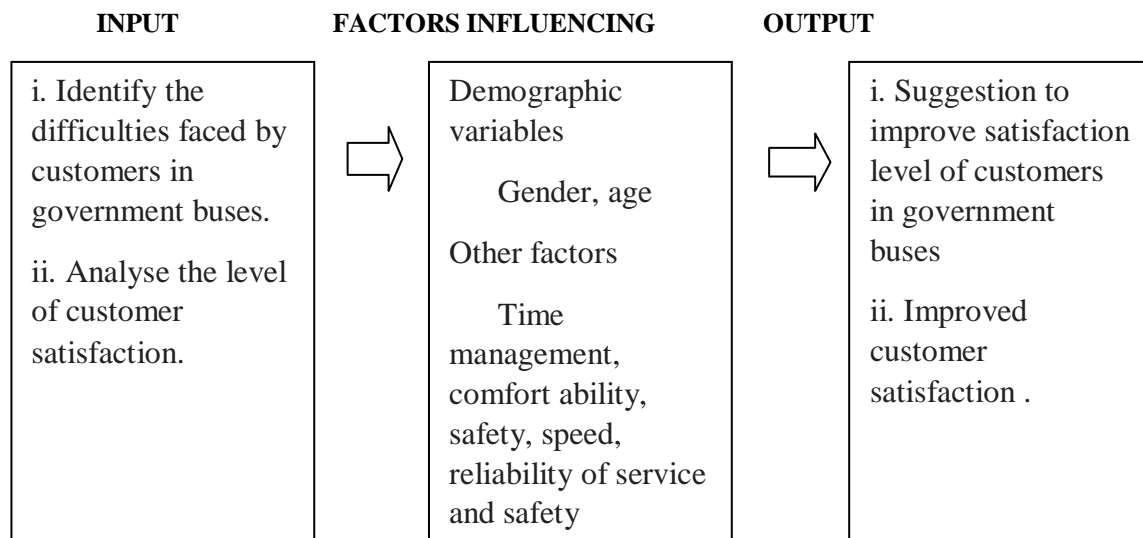
In current times the non-public buses are adopting the brand new techniques and strategies for the increase of commercial enterprise. The non-public buses are presenting the higher services every day their every day to face the competition with the competitors. For any enterprise change is needed according to the trends.

In this study we analyze the customer satisfaction and suggest some improvements for the state transportation corporation with the help of the study.

SCOPE OF THE STUDY

- i. The main purpose of the project is to study the customer psychological satisfaction and develop strategies which help government buses to maximize their customers.
- ii. To identify the difficulties faced by the customers in government buses.
- iii. To suggest some measures to improve the service quality in government buses.

Framework:



II. REVIEW OF LITERATURE

Rabiul Islam (2014) this study mainly focus research on impact of service quality in public transportation industry in university town of sintok located in kedah provience of Malaysia.

Khadija I. Abeid (2015) the purpose of this study is to assess the customer satisfaction with public bus (daladala) service provided by public bus operations in Zanzibar.

ManojKumar, VikasAnand (2016) This study reveals about the level of customer satisfaction with the quality services offered by uttar Pradesh state public transport corporation.

Dr.R.Thirumorthy, S.Sivakami (2018). This study is about passenger satisfaction in the private busesin the nathakkadaiyur area

Mr. A. David & Mr. Elvis. A (2020). This study investigates on customer satisfaction towards SETC with reference to Coimbatore city and to identify the problems faced by the customers while utilizing SETC in coimbatore city

Dr. R. Chinnaraj (2021) This is the performance study of passenger satisfaction In Tamilnadu state transport corporation.

Mohammad Nizamuddin Abdul Rahim ,Zuraimi Abdul Aziz Vol. 12 No3 (2021). This study evaluate the factors that influence passengers preference towards public transportation from Kelantan to northern region.

III. RESEARCHMETHODOLOGY

research method is the device to apprehend the take a look at the problem within the scientific or technical manner. Research methodology is also a technique to identify, select, process and analyse the research in a specific manner and allow the the reader to easily evaluate the study paper.

RESEARCH DESIGN

A sample design referred as the having some plan about obtaining of a sample from a given population it's far the method of the researcher that adopt in choosing items for the pattern

TYPE OF THE STUDY

Descriptive method

This research is absolutely based on description of the elements that result in the client opinion on consumer satisfaction. It is basically valued on the various parameters which include demographic details of customer satisfaction, their perception and expectation here the need is to find which factors influence the customer satisfaction.

SAMPLE DESIGN

Sample size

50 respondents are selected.

Sampling technique

In this examine non -probability sampling technique is used beneath the convenience sampling. The information have been collected for the research

- NON-PROBABILITY SAMPLING METHOD
- CONVIENCE SAMPLING

SOURCES OF DATA COLLECTION

Data collection

The primary data will be collected through questionnaire from the respondents at central bus station Trichy. The secondary data will be collected through books, journals, reports etc. in this research data/information collected through primary sources.

Data collective method

Questionnaire method used in this research for collecting a data

STATISTICAL TOOLS

The accumulated facts may be evaluated with the aid of a few tools . This evaluation contains various strategies like comparisons, detecting, estimation and so forth

- I. percentage analysis method.
- II. Chi-square analysis.
- III. Correlation analysis.

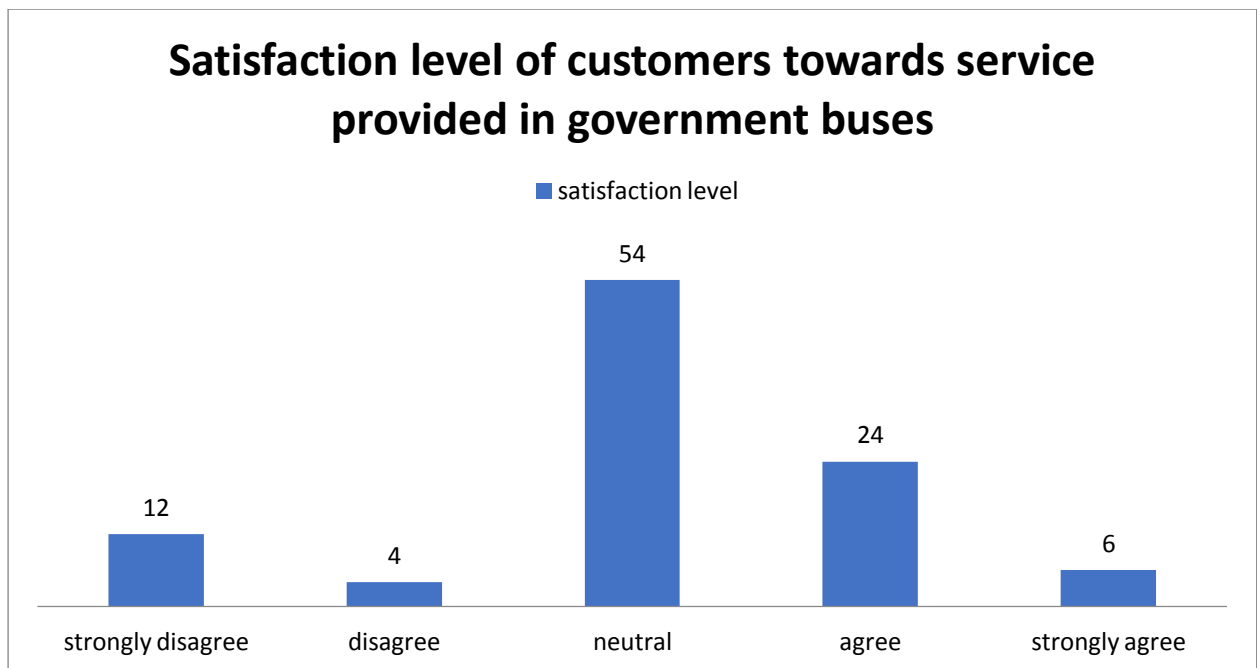
IV. DATA ANALYSIS AND INTERPRATATION

Percentage analysis method:

Five point likert scale is used for this question

4.1 Frequency distribution on satisfaction level of customers in government bus.

Satisfaction level	Respondents	Total	Percentage
strongly disagree	6	50	12
Disagree	2	50	4
Neutral	27	50	54
Agree	12	50	24
strongly agree	3	50	6



Bar chart 4.1.1

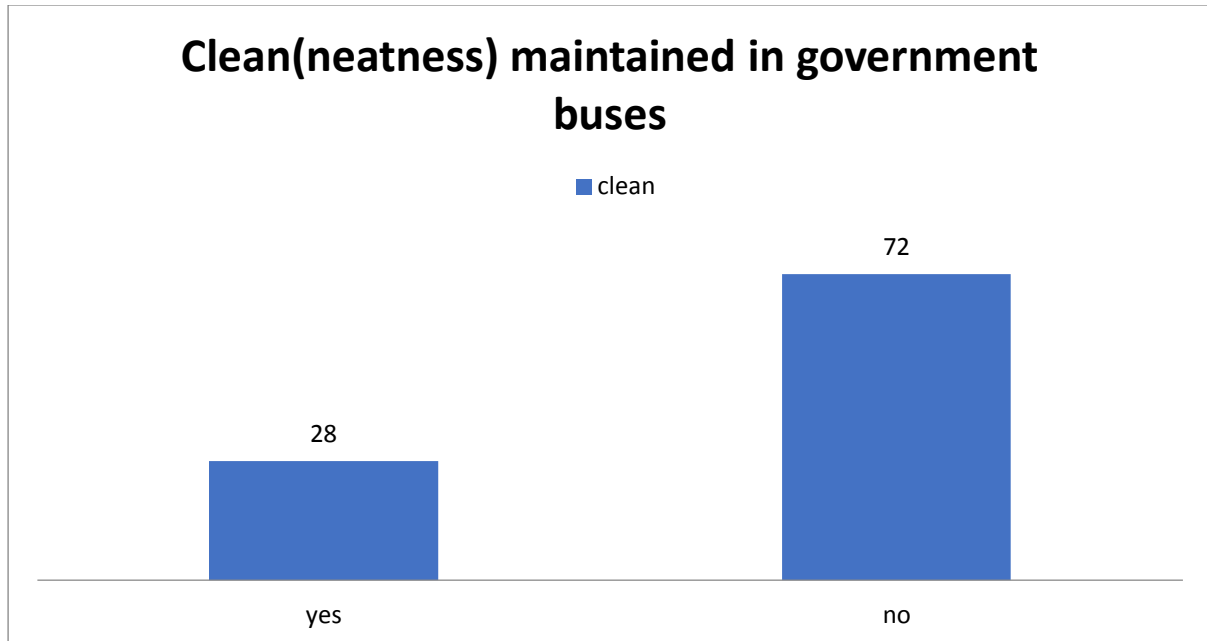
Interpretation

From the above table majority 54% of the respondents are rated neutral for customer service provided by government bus, 24% of the respondents are agree, 12% of the respondents are strongly dis-agree, 06% of the respondents are strongly –agree and 04% of the respondents are dis-agree.

Table 4.2 Frequency distribution on whether government bus kept clean.,

Clean	Respondents	Total	Percentage
Yes	14	50	28
No	36	50	72

Bar chart 4.2



Interpretation

From the above table majority 72% of the respondents are unsatisfied with maintenance (cleanliness) of government buses and 28% of the respondents are only satisfied.

4.3 Chi-square analysis

Hypothesis : Gender vs customers satisfied with service provided in government buses

H0: Gender is not associated with customers satisfaction with service provided in government buses

H1: Gender is associated with customers satisfaction with service provided in government buses

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * satisfaction	50	100.0%	0	0.0%	50	100.0%

Gender * satisfaction Crosstabulation								
			satisfaction					Total
			1	2	3	4	5	
Gender	1	Count	5	1	16	9	2	33
		Expected Count	4.0	1.3	17.8	7.9	2.0	33.0
	2	Count	1	1	11	3	1	17
		Expected Count	2.0	.7	9.2	4.1	1.0	17.0
Total		Count	6	2	27	12	3	50
		Expected Count	6.0	2.0	27.0	12.0	3.0	50.0

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.012 ^a	4	.734
Likelihood Ratio	2.110	4	.715
N of Valid Cases	50		

Interpretation:

Table value: 9.488

Calculated value 2.01

Tabulated value > calculated value

H0 is accepted

T.V > C.V hence, H0 is accepted. So, there is no significance difference between gender and customer satisfaction in government bus.

4.4 chi-square analysis

Hypothesis : Age vs comfortability satisfaction in government bus.

H0: Age is not associated with customers comfortability satisfaction in government buses

H1: Age is associated with customers comfortability satisfaction in government buses

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * COMFORTABILITY	50	100.0%	0	0.0%	50	100.0%

AGE * COMFORTABILITY Crosstabulation								
		COMFORTABILITY					Total	
		1.00	2.00	3.00	4.00	5.00		
AGE	1.0	Count	3	6	4	3	3	19
		Expected Count	4.6	6.5	3.0	3.8	1.1	19.0
	2.0	Count	5	0	4	7	0	16
		Expected Count	3.8	5.4	2.6	3.2	1.0	16.0
	3.0	Count	4	5	0	0	0	9
		Expected Count	2.2	3.1	1.4	1.8	.5	9.0
	4.0	Count	0	6	0	0	0	6
		Expected Count	1.4	2.0	1.0	1.2	.4	6.0
Total		Count	12	17	8	10	3	50
		Expected Count	12.0	17.0	8.0	10.0	3.0	50.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.370 ^a	12	.001
Likelihood Ratio	43.138	12	.000
Linear-by-Linear Association	5.587	1	.018
N of Valid Cases	50		

Interpretation:

Table value: 34.37

Calculated value: 21.026

Tabulated value > calculated value

H0 is accepted

T.V > C.V hence, H0 is accepted. So, age is not associated with customers comfortability satisfaction in government buses

4.5 Correlation analysis

Hypothesis: Gender and timing satisfaction in government buses

H0: There is no evidence of a relationship between gender and timing satisfaction among respondents

H1: There is evidence of a relationship between gender and timing satisfaction among respondents

		Gender	Timing satisfaction
gender	pearson correlation sig.2 tailed N	1 50	-.106 -.235 50
Timing satisfaction	pearson correlation Sig.2 tailed N	-.106 -.235 50	1 50

Interpretation:

Calculated value = -.106

Table value = -.235

Calculated value > table value

H0 accept null

It is negatively correlated

When calculated value > table value, accept null (H0)

H0: There is no evidence of a relationship between gender and timing satisfaction among respondents.

V. CONCLUSION

Customer satisfaction is the KSF (KEY SUCCESS FACTOR) for any industry/firm. This study highlighted that the customer to be satisfied there are various factors to be checked upon so that they stay loyal. Some of the factors are safety, fare, seat availability, time management, availability of cushions, safety measures, comfortability, clean, behavior towards the customers, speed, facilities and reliability in service. Suppose the customers are not satisfied with the service which will lead to loss to the firm/industry. The study reveals that the government buses having some notable issues to be solved. the major issue involved in this study is government buses are not kept clean(neetness) make availability of cleaners for every important bus stations may solve an issue. proper training is needed for drivers/conductors behaving towards the customers and also with the timing. Most of the customers felt fare in government bus is considerable price. As a whole there are many factors are responsible for the overall satisfaction analysis and survey.

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