



A STUDY ON COMPARATIVE LEVEL OF SATISFACTION BETWEEN GOVERNMENT BUS PASSENGER AND PRIVATE BUS PASSENGER IN COIMBATORE

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ABSTRACT

The project entitled “A Study on Comparative Level of Satisfaction between Government bus passenger and Private bus passenger in Coimbatore” is carried out with an objective to determine the consumer satisfaction. The primary objective of this study is to find out the comparative and Satisfaction level in between Government Bus passengers and Private bus Passengers. 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 and grievances. 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.

KEYWORDS: Quality and Services, Public Transport, Private Transport, Attitude level of the customers, Simple percentage analysis, Likert scale analysis, Rank analysis.

I. INTRODUCTION

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. At present, with the upgraded technology, up to the possible extent the transportation systems in different modes are developed.

Public Transport System in India

The public transportation is the primary mode of transportation for the majority of the Indian population. Public transport systems in India are among the most frequently and widely used transports system in the world.

Service Providers Operated In Coimbatore District

i. State Express Transport Corporation (SETC)

SETC has also initiated several promotional measures like introduction of online ticket booking



facilities, payment of bus tickets through credit cards, 10% discount for the senior citizens, 10% discount for group ticket booking, zero waiting time, reservation of seats for ladies, introduction of one week valid card for Rs.500/- to travel by any bus in SETC. It has earned the appreciation and received compliment from the passengers in Southern India because of its efficiency, punctuality, safety and reliability of services.

ii. Tamil Nadu State Transport Corporation (TNSTC)

Tamil Nadu State Transport Corporation (TNSTC) is a government owned bus transport unit. Cheran Transport Corporation Limited was incorporated as a Company in 1972 and it commenced its services from 1972 with 110 buses. Tamil Nadu State Transport Corporation (Coimbatore Division III) Ltd., has been merged with Tamil Nadu State Transport Corporation (Coimbatore Division I) Ltd., with effect from 2000. At present, the principal area of operation of TNSTC is both Coimbatore and Nilgiris Districts.

iii. Private Bus Transport Services in Coimbatore District

In Coimbatore, many private buses are also operated by private individual owners and other transport companies to facilitate passengers who are willing to travel in buses and to fulfill their needs. Even though more numbers of buses are operated from the government side, Private buses are also plied in more numbers to various destinations or different parts of inner and outer of Coimbatore city due to heavy demand for quantity and quality wise needs and expectations from the general public. Moreover, the passengers also prefer private buses even though the fare is too costly than the public sector buses such as SETC and TNSTC because the facilities and luxuries provided and the quicker reach to their destinations.

II. STATEMENT OF PROBLEM

In the modern period, public bus transport services, being the most indispensable, help the people for mobility. Every human being or a passenger wants to avail better and comfortable travel. It is generally believed that services of the private sector transport agencies are better than the public sector. Hence, a comparative study is attempted to ascertain the performance of the public and private bus transport service industries in Coimbatore to test the belief of the people and to find out the factors responsible for such kind of opinion

III. OBJECTIVES

1. To measure the level of satisfaction of passenger towards the services.
2. To identify, analyse and interpret the socio economic factor of passengers.

3. To examine the benefits of passenger for their journey from Coimbatore to other place.
4. To compare the satisfaction between public bus user and private bus user in Coimbatore.

IV. RESEARCH METHODOLOGY

SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filled by the respondents. The e-questionnaire comprises of close ended.
- The secondary data was collected from various possible records like books, magazines, periodicals and websites.

RESEARCH DESIGN

- **Sampling technique**
The sampling technique used in this study was convenient sampling.
- **Sample size**
The study was conducted with a sample size of 120 respondents.
- **Area of study**
The study was undertaken in Coimbatore city.

V. RESEARCH TOOLS FOR ANALYSIS

- Simple percentage method
- Likert scale analysis
- Rank analysis

VI. LIMITATIONS

- Sample size restricted to 120 customers.
- The study was focused only in the Coimbatore city.
- Findings of the study purely depends upon the responses given by respondents.

VII. REVIEW OF LITERATURE

[1] GAJENDRAN - 2012, the study was conducted for all transport industries are trying to give good quality of service to the different level of people to satisfy the needs of passengers. But still it not possible for them to satisfy all the passengers because there is a huge gap between the population growth, passenger expectation and the services quality which is offered by the transport industries and which is expected by the general public from the service providers. The analysis was used among 75 passengers



[2] **NAGA SUBRAMANIAN & JAGADESH – 2017**, In their study defines, one of the major ways to differentiate a service firm is to deliver consistently higher quality service than competitors. The key is to meet or exceed the passengers’ service quality expectations. The collected passenger’s opinion data have been analyzed evaluating level of public transport by 120 respondents. The service provider needs to identify passengers’ wants in the way service quality.

[3] **XUAN PHUONG NGUYEN – 2019**, in his research passenger satisfaction was considered as one of the most significant and primary factor in any service and industry field because of direct relationship with passenger retention. To survey about the satisfaction the author used regression analysis and question based standards among 50 respondents. It concluded that the enhancement of the

public transport system will result in solving in problem like traffic jam, noise, accidents, and fuel consumption.

VIII. DATA ANALYSIS AND INTERPRETATION

The chapter deals with analysis and interpretation of the study “A STUDY ON COMPARITIVE LEVEL OF SATISFACTION BETWEEN GOVERNMENT BUS PASSENGER AND PRIVTE BUS PASSENGR IN COIMBATORE”. Based on the data collected, the collected data have been analyzed using the following statistical tools.

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Analysis

1. SIMPLE PERCENTAGE ANALYSIS

TABLE-1 SHOWING THE RESPONDENTS WITH RESPECT TO THE KINDS OF BUS TRANSPORT THEY USE WHILE TRAVELLING

Type of bus transport	No. of Respondents	Percentage %
Public bus	46	38.3
Private bus	74	61.7
Total	120	100

Source: Primary Data

Interpretation

From the above table out of total respondents 61.7% of the respondents are using private bus transport while their travelling, rest of others 38.3% of them

using public transport while their travelling. Hence the Majority of the respondents **61.7%** are using private bus transport

2. LIKERT SCALE ANALYSIS

TABLE-2 SHOWING THE RESPONDENTS SATISFACTION LEVEL OF THEIR BUS SERVICE PROVIDERS ON THE BASIS OF TIME MANAGEMENT IN DEPARTURE OF BUS FROM BUS TERMINUS

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Highly satisfied	10	5	50
Satisfied	31	4	124
Neutral	52	3	156
Dissatisfied	16	2	32
Highly dissatisfied	11	1	11
Total	120	15	373

Source: Primary Data

Interpretation

Likert scale value is 3.10. Hence the majority of the respondents are moderate in using the service

provided by the both public and private transport services.



3. RANK ANALYSIS

TABLE-3 SHOWING THE RESPONDENTS WITH RESPECT TO THE BASIS ON THEIR OPINION ABOUT BUS SERVICES**Public bus transport**

Factors	R1	R2	R3	R4	R5	Total	Final Rank
How safely bus drivers operate the bus	17(5) 85	35(4) 140	46(3) 138	14(2) 28	8(1) 8	399	1
How safely you using the bus	10(5) 50	35(4) 140	37(3) 111	37(2) 74	1(1) 1	376	3
Availability of sidewalk in bus terminus	9(5) 45	39(4) 156	38(3) 114	20(2) 40	14(1) 14	369	4
How comfortable/hospitality of the bus are to travel	12(5) 60	30(4) 120	48(3) 144	27(2) 54	3(1) 3	381	2
Courtesy of bus drivers	9(5) 45	39(4) 156	30(3) 90	26(2) 52	16(1) 16	359	5

Source: Primary Data

Interpretation

The above table reveals that, in public bus transport safety and the way of drivers operate the bus is ranked first (1), comfortable/hospitality is ranked second (2), how the respondents using the bus services safely is ranked third (3), Availability of sidewalk in bus terminus is ranked fourth (4), Courtesy of bus drivers is ranked fifth (5).

14. Majority 39.2% of the respondents are daily using the services provided by public and private bus transports.
15. Majority 23.3% of the respondents are choosing for the reason of all other factors provided by the both public and private bus transports.
16. Majority 23.3% of the respondents are choosing for the reason of all other factors provided by the both public and private bus transports.

IX. FINDINGS

SIMPLE PERCENTAGE ANALYSIS

1. 83.3% are in the age group of below
2. 50.8% of the respondents are female
3. 85.8% of the sample respondents are unmarried
4. majority of the respondents earn below Rs.250000 per year
5. 53.3% of the respondents are residing in centre of city
6. Majority 61.7% of the respondents are using private bus transport
7. Majority 40% of the respondents are using for education purpose.
8. Majority 44.2% of the respondents are consider for all the above services provided by bus transport.
9. Most 44.2% of the respondents are said all the time in peak hours of travel.
10. Majority 34.2% of the respondents are facing bus schedule time problems.
11. Majority 63.3% of the respondents are feel comfortable while travelling in private bus transport.
12. Majority 42.5% of the respondents are using bus transport more than 3 years.
13. Majority 37.5% of the respondents are expecting cleanliness services.

LIKERT SCALE ANALYSIS

1. Likert scale values are greater than the mid value. Hence the majority of the respondents are satisfied in using the services provided by the both public and private bus transports.
2. Likert scale values are greater than mid value. Hence the majority of the respondents are moderate in all those services provided by the both bus transport services.
3. Likert scale values are greater than mid value. Hence the majority of the respondents are moderate in using the service provided by the both public and private transport services.
4. Likert scale values are greater than mid value. The majority of the respondents are neutrally using the bus services.
5. Likert scale values are more than mid value. Hence the majority of the respondents are satisfied in using the both public and private bus transport service providers.



RANK ANALYSIS

1. It resulted that safety and the way of drivers operate the bus is ranked first in **public bus transport** from the respondents.
2. It resulted that safety and the way of drivers operate the bus is ranked first in **private bus transport** from the respondents.
3. Cleanliness is ranked first, from the **opinion about the influencing factors to the bus services**

X. RECOMMENDATION

It is advisable for both bus transport to improve their service efficiency, and most of the respondents opinion is in public/TNSTC enhance their quality of services, condition of transport, bus fare and major problem in bus schedule, so they should try to implement these factors for get the satisfaction level among their passengers. The above review reveals the most of the respondents are choosing the private transport for the reason of courtesy of bus drivers, like behavior and way of driving and punctuality, so the opponent bus transport should aware about these factors, they can get the satisfaction among the public and passengers. Most of the customers are moderately satisfied about the performance of their service provider, so they should try to add some major factors which they needed and some features and facilities towards their services.

XI. CONCLUSION

The present study reveals that the majority of the respondents prefer to use private bus transport for the reasons of maintenance, reliability, cleanliness, seating capacity, reasonable hike in bus fare, convenience. These factors will enable the bus transport sectors to increase their quality and the level of satisfaction among the passengers at different segment. The results of this study the assumption that most of the respondents choose private bus transport for the reason of cleanliness, bus fare, speed of transport, time and efficient services and bus schedule. So the other service providers shall pay the attention on these factors to make their service is more successful and satisfying the customers.

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