



A STUDY ON PASSENGERS SATISFACTION TOWARDS SOUTHERN RAILWAY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE JUNCTION

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ABSTRACT

This study is mainly focused on the passenger's satisfaction towards Southern Railways with special reference to Coimbatore Junction. In today's competitive market scenario, organizations increasingly understand the importance of building and effectively managing the relationship with its customers. Southern Railways is the one of the largest rail transports in the world. Southern railways system operated by the Ministry of Railways. It manages the fourth largest railway network in the world by size, with a route length of 67,368- kilometres (41,861mi) as of March 2017. The contribution of this study is the identification of factors that determine passenger satisfaction with the quality of service provided by the southern railways. Service quality has been viewed as a determinant of passenger satisfaction

KEYWORDS : *Passengers perception and satisfaction*

INTRODUCTION

Recent years have seen a tremendous growth in the service sector. Southern railway is the state-owned railway company of India. Southern railways had, until very recently, a monopoly on the country's rail transport. It is the one of the largest and busiest rail transports in the world, transporting just over six billion passengers and almost 750 million tons of freight annually. India's transport industry has been organized with a mixed pattern of public and private sector ownership.

SCOPE OF THE STUDY

The study is mainly focused on the satisfaction level of the passengers from the services being offered by southern railways. Every aspects pertaining to railway service like ticket availability, quality of travel, staff behaviour, safety, timing and other are required to explore in a detailed manner. Hence the selected

STATEMENT OF THE PROBLEM

Southern railways provide many services to the passengers who travel in the train. The following questions were raised in the mind of researcher

1. What are the services qualities offered by the southern railways services?
2. What is the level of satisfaction of passengers towards the service provided by the Southern railway services?

sample population is to analyse the problems faced by the passengers is being chosen to know the service quality provided by the Southern railway services.

OBJECTIVIES:

- ▶ To determine the extent of relationship and the level of awareness of passengers towards southern railways offered to the passengers.



- ▶ To study the problems faced by the passengers in utilizing the service qualities provided by the Southern railway services.
- ▶ To study the level of Passengers satisfaction and the services offered by the Southern railway services

LIMITATIONS OF THE STUDY

- ❖ The study is mainly based on the information given by the sample respondents, and the factors given by them are subject to their beliefs and attitude.
- ❖ The suggestions are not constant because the mind-set of the respondent may be changed.
- ❖ Since the data collected from the respondents are subjected to their opinion and perception. The study mainly covered the southern railway Coimbatore junction, so it may be vary in other junction.
- ❖ The time of the study is limited.
- ❖ The research area is also limited.
- ❖ The number of respondents was limited to 120.

REVIEW OF LITERATURE

D Anbupriya, Dr. S Subadra (2016). In their study, an Indian railway is the life line of the nation. The system never rests; it has been up and working perpetually for the last several decades. The objective of the study is to analysis the travel factors influencing the passengers of Southern Railways. The study was conducted using non-probability sampling techniques and the convenience sampling method was adopted because the sampling size was unknown. The main purpose of the study is to know the satisfaction level of the passengers of the passengers on the services provided by the Southern Railways.

FORMULA:

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

TABLE 1
TABLE SHOWING GENDER OF THE RESPONDENTS

S.No	Categories	No. of Respondents	Percentage (%)
1	Male	68	57
2	Female	52	43
	Total	120	100

INTERPRETATION

The table shows that 57% of the respondents are male and 43% of respondents are female.

Mahima Johnson (2019). In their study, The Southern Railway headquarters at Chennai, Tamil Nadu is one of the earliest zones of Indian Railways. The objective of their study is to explore the problem faced by the daily railway passengers. Convenience random sampling is used in their study and the research is based on the survey method. Based on their present study, the following suggestion had made to improve the services of the Indian Railways.

RESEARCH METHODOLOGY

The research design is the procedure used for collecting the data and analysing it for arriving at conclusion for attaining the objectives of the study. The design adopted for this study is descriptive in nature, the study is attempted to find the level of satisfaction of the passengers and the service quality offered to them by the Southern railways. Hence it is a descriptive research work.

DATA ANALYSIS & INTERPRETATION

The collected data were grouped, edited, tabulated in a master table and analysed using the following statistical tools.

- Percentage Analysis
- Ranking Analysis
- Likert Scale Analysis

PERCENTAGE ANALYSIS:

Simple percentage analysis is carried out for most of all questions gives in questionnaire. This analysis describes the classification of respondents falling in each category. The percentage analysis is used mainly for standardization and comparisons are in support with the analysis.

INFERENCE:

Majority 57% of the respondents are male.



RANK ANALYSIS:

Ranking is a relationship between a set of items such that, for any two items, the first is either ‘ranked higher than’, ‘ranked lower than’ or ‘ranked equal to’ the second. In this study, ranking analysis is applied for the

responses collected which are ranked from (5 to 1) towards various sources of information by the respondents and also for the satisfaction and the problems faced by the respondents and the service quality of the Southern Railways with reference to the Coimbatore City.

TABLE 2
TABLE SHOWING DISTRIBUTION OF RANKING FOR PASSENGERS SATISFACTION TOWARDS SOUTHERN RAILWAYS WITH SPECIAL REFERENCE TO COIMBATORE CITY.

S. No	Particulars	1	2	3	4	5	TOTAL	RANK
1	Sanitation	22(5)	24(4)	36(3)	25(2)	13(1)	377	3
2	Convenience	20(5)	31(4)	33(3)	29(2)	7(1)	388	2
3	Canteen	36(5)	28(4)	21(3)	21(2)	14(1)	441	1
4	Easy to carry more luggage's	29(5)	29(4)	12(3)	24(2)	26(1)	372	4
5	Safety	13(5)	8(4)	18(3)	21(2)	60(1)	253	5

INTERPRPETATION

From the table, it is understood that Canteen is ranked 1, convenience is ranked 2, Sanitation is ranked 3, easy to carry more luggage's is ranked 4, Safety is ranked 5.

INFERENCE

Canteen have been ranked 1st by the passengers for the level of satisfaction towards southern railways in Coimbatore city.

LIKERT SCALE ANALYSES:

Likert scale is a common ratings format for surveys. Respondents rank quality from high to low or best to worst using five or seven levels. Likert items are used to measure respondents' attitudes to a particular question or statement. To analyze the data it is usually coded as follows:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Neutral
- 2 = Disagree
- 1 = Strongly Disagree

FORMULA:

$$\text{Likert scale} = \frac{\sum fx}{\text{Total number of respondents}}$$

While,
 f = Number of respondents
 x = Likert scale value
 $\sum (fx) = \text{Total score}$

Mid value:

Mid value indicates the middle most value of likert scale



TABLE 4.3.1
TABLE SHOWING PASSENGERS SATISFACTION TOWARDS SOUTHERN RAILWAY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE JUNCTION.

S.No	Factors		5	4	3	2	1	TOTAL	Likert Scale
	Likert Scale value (x)								
1	Trust worthy	F	55	44	13	6	2	120	0.24
		Fx	275	176	39	12	2	504	
2	Passengers Convenience	F	5	39	36	38	2	120	0.33
		Fx	25	156	108	76	2	367	
3	Punctuality Of trains	F	34	24	31	22	9	120	0.29
		Fx	170	96	93	44	9	412	
4	Employees responses to passengers	F	20	27	20	22	31	120	0.35
		Fx	100	108	60	44	31	343	
5	Physical Facilities	F	19	26	28	24	23	120	0.34
		Fx	95	104	84	48	23	354	

INTERPRETATION

The likert scale value is less than the mid value (3), thus the respondents are not satisfied with the factors.

INFERENCE

The respondents are not satisfied with the factors.

FINDINGS AND SUGGESTIONS
FINDINGS FROM PERCENTAGE ANALYSIS

- 40% of the respondents are in the group of 18 to 30 years.
- 57% of the respondents are in male.
- 51% respondents are unmarried.
- 50% of the respondents are at UG level
- 46% of respondents are doing other occupation
- 45% of the respondents are unemployed.
- 65% of the respondent's family having annual income of Rs. 2, 50,000.
- 89% of the respondents are prefer to order food over the mobile app.
- 43% of the respondents are prefer for the purpose of journey for personal.
- 60% of respondents are using the passenger train.
- 57% of respondents are using the E-Ticketing method for getting tickets by the respondents.
- 37% of respondents are travelling with friends and relatives.

- 35% of the respondents are monthly make a journey by train
- 48% of the respondents are season ticket holding.
- 39% of respondents expect comfort from the southern railways.
- 51% of the respondents are travelling passenger.

FINDINGS FROM RANK ANALYSIS

- Canteen have been ranked 1st by the passengers for the level of satisfaction towards southern railways in Coimbatore city.

FINDINGS FROM LIKERT SCALE ANALYSIS

- The respondents are not satisfied with the factors.

SUGGESTIONS

- The respondents suggested for the improvement in the sanitation facilities.
- It is found that majority of the respondents are not satisfied with the services provided by the Indian railways.
- Good amenities, quality food and medical aids should be provided to enlarge the number of long distance travelled passengers.
- Delay in railways and cleanliness can be solved.
- Focus on vital service quality factors like facilities, hygiene and safety-security, which is



considered as important factors to determine the satisfaction of the customers. .

- By installing more reservation counters to help the passengers to reserve their tickets in short period of time for better customer satisfaction can be achieved.

CONCLUSION

Southern Railways provides the most important mode of public transport in India. Railways have played a significant role in development and growth of India. This is the most commonly used and cost effective long distance transport system of the country. The empirical study is really a contribution to identify the factors that determine passenger satisfaction in rail with quality and services provided by the southern railways. Railways try to improve the core areas and deliver quality of services to the passengers. Accordingly, the research give some insights to develop and improve the quality of services to satisfy the passengers in railways. The satisfaction is the need of the passengers is important to compete with other mode of transport. On the basis of this study some suggestions has been made. If the suggestive measurements have been consider by the Southern railways, it is hope that the southern railways will shine and bright magnificent to our country in the near future.

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JOURNALS

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