



A STUDY ON CUSTOMER SATISFACTION TOWARDS SETC WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Transport infrastructure connects people to different locations, it enables supply of goods and services around the world and allows people to interact and generate the knowledge that creates long term growth. The effective vehicle framework satisfies the social and financial needs and furthermore assumes a fundamental job in the general improvement of the nation. Creating nation nava industry, business item, populace and shipped are being are created, government transport are significant for transportation of crude material and items just as the development individuals. This study is conducted to identify the customer satisfaction of the passengers using SETC bus services in the city of Coimbatore.

KEY POINTS-Customer satisfaction, Quality of transport, Service provided, Complimentary services

INTRODUCTION

Transport infrastructure connects people to different locations, it enables supply of goods and services around the world and allows people to interact and generate the knowledge that creates long term growth. The effective vehicle framework satisfies the social and financial needs and furthermore assumes a fundamental job in the general improvement of the nation. Creating nation nava industry, business item, populace and shipped are being are created, government transport are significant for transportation of crude material and items just as the development individuals. India and among the quickest developing ones, accessibility and sufficiency of government transport administrations. In the vast majority of the Indian urban communities, transport has expanded in step by step because of increment in its populace because of both normal increment and relocation from provincial regions and littler towns. Improvement in government transport ought to turn out to be a piece of an answer for supportable vehicle later on. In order attract more passengers, government transport must to have high service quality to satisfy and fulfill more wide range of different customers needs.

STATEMENT OF THE PROBLEM

Government transport advancement assumes a crucial job in the financial improvement. For additional advancement, the company needs to give the customers welfare offices and purchasers need to benefit better and agreeable in government Transport Corporation. When the shoppers are happy with the offices given by the administration transport company, consequently buyer will utilize government transports. This investigation examinations the customer fulfillment towards the administration transport organization extraordinary inclination in Coimbatore city.

SCOPE OF THE STUDY

Movement of the people from one place to another place and the increase in population results in heavy demand for quick, efficient in government bus transport services. Under these circumstances, there is every possibility for deterioration of the quality of the services provided by government bus transport corporation. Yet, the government bus transport corporation has to provide better services because the study is overall consumer satisfaction towards government bus corporation special preference to Coimbatore city. The data will be collected through questionnaire only in Coimbatore city.



OBJECTIVES

- To measure the level of satisfaction of consumer towards SETC buses in Coimbatore city.
- To analyze the problems faced by the consumers utilizing SETC in Coimbatore city.
- To study the impact of service quality provided by SETC.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problem. It is a science of studying how research is to be carried out. Its aim is to give work plan of research. The following topics includes in it

AREA OF STUDY: This study is undertaken in Coimbatore city

SAMPLE SIZE: This study was conducted with a sample size of 94 respondents in Coimbatore city

SAMPLING METHOD: The convenient sampling method was adopted to conduct the research

SOURCE OF DATA: This study is based on both primary and secondary data

TOOLS USED: Simple percentage analysis, Likert scale analysis, Rank analysis

REVIEW OF LITERATURE

Mr. S.SABARINATHAN, S.VINOTH KUMAR (2015) in their study- "A Study on Passengers choices of Bus in Coimbatore-Erode Route". From the investigation of the examination discovered that the greater part of the travelers favoring private transport as it were. Tamil Nadu Transport Organization should think to pick the transports. Exceptional center should provide for the support, neatness, coming to on schedule, foundation offices, standing and seating comfort. The administration transports need to improve the administration in the course. From this study, it says about the travelers saw both private transports and government transport needs to improve all assistance offices.

MOUNICA. V (2014) in their study- "Customer Satisfaction Level in Public Bus Service in Tirupati, Andhra Pradesh. From the examination of the assessment found that most of the voyagers preferring private vehicle in a manner of speaking. Tamil Nadu Transport Association should think to pick the vehicles. Remarkable focus ought to accommodate the support, tidiness, coming to on plan, establishment workplaces, standing and seating comfort. The organization transports need to improve the organization in the course. From this study, it says about the explorers saw both private vehicles and government transport needs to improve all help workplaces.

HISTORY & PROFILE OF THE STUDY

A separate entity exclusively for operating long distance express services was conceived by the Government of Tamil Nadu in 1975, and the services were transferred to the newly formed express wing of Pallavan Transport Corporation with effect from 15 September 1975. It was registered formally on 14 January 1980 and renamed as Thiruvalluvar Transport Corporation (TTC) in honor of the Tamil poet Thiruvalluvar. During the 1990s, JJTC was formed, which operated interstate routes of the erstwhile TTC. JJTC was then renamed as RGTC in 1996. Both TTC and RGTC were later merged into the State Express Transport Corporation (SETC) in 1997.

TNSETC – Coimbatore is a public transport service mainly operated to the districts of Chennai, Vellore, Madurai, Kanyakumari, Salem, It extends its services all over the states of Tamil Nadu, Kerala, Karnataka, It provides long distance services.

State Express Transport Corporation (Tamil Nadu) (formerly known as Thiruvalluvar Transport Corporation) is a state-owned transport corporation that runs long distance mofussil services exceeding 300 km and above throughout the state of Tamil Nadu and major cities in adjoining states of Andhra Pradesh, Telangana, Karnataka, Kerala and the union territory of Puduchery.



ANALYSIS

TABLE SHOWING HOW OFTEN RESPONDENTS USE SETC

S.NO	FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
1	Once in a week	17	18.1%
2	Once in a month	22	23.4%
3	Once in 6 months	14	14.9%
4	Occasionally	41	43.6%
	Total	94	100%

(Source: Primary Data)

INTERPRETATION

The above table shows that 18.1% (17) respondents use once in a week, 23.4% (22) respondents use once in a month, 14.9% (14)

respondents use once in 6 months, 43.6% (41) respondents use occasionally.

- Majority 43.6% (41) respondents use occasionally.

TABLE SHOWING RANK OF SERVICES

S.NO	SERVICES	I	II	III	IV	TOTAL	RANK
1	Cleanliness	30 (4) 120	25 (3) 75	15 (2) 30	24 (1) 24	249	II
2	Reliability	10 (4) 40	35 (3) 105	26 (2) 52	23 (1) 23	220	III
3	Safety	26 (4) 104	23 (3) 69	37 (2) 74	8 (1) 8	255	I
4	Cost	28 (4) 112	11 (3) 33	16 (2) 32	39 (1) 39	216	IV

(Source: Primary Data)

INTERPRETATION

In the above table, out of 94 respondents, safety is in the Rank of I, cleanliness is in the Rank of II, reliability is in the Rank of III and cost is in the Rank of IV.

- Majority 44.7% (42) respondents live in urban area.
- Majority 43.6% (41) respondents use occasionally.
- Majority 41.5% (39) respondents see poor maintenance as their inconvenience.
- Majority 66% (62) respondents recommend others to use SETC.
- Majority 76.6% (72) respondents find it easy to book tickets online.
- Majority 70.2% (66) respondents find SETC comfortable.
- Majority 54.3% (51) respondents find SETC punctual.
- Majority 84% (79) respondents require services to various destinations.
- Majority 67% (63) respondents find lack in complimentary services.

FINDINGS

1. SIMPLE PERCENTAGE METHOD

- Majority 57.4% (54) respondents were male.
- Majority 69.1% (65) respondents age group was between 15 to 25 years.
- Majority 74.5% (70) respondents are unmarried.
- Majority 69.1% (65) respondents have graduate level education.
- Majority 54.3% (51) respondents are students.
- Majority 37.2% (35) respondents have monthly income between 0 to 10,000.



2. LIKERT SCALE ANALYSIS

- Likert Scale Value is 4.05 which is greater than 4. So the respondents are highly satisfied with the internal spacing of SETC busses.
- Likert Scale Value is 3.94 which is greater than 3. So the respondents are satisfied with the bus fare of SETC busses.
- Likert Scale Value is 3.29 which is greater than 3. So the respondents are satisfied with the quality of service of SETC busses.
- Likert Scale Value is 3.44 which is greater than 3. So the respondents are satisfied with the range of route covered by SETC busses.
- Likert Scale Value is 3.31 which is greater than 3. So the respondents are satisfied with the time & efficiency of SETC busses.
- Likert Scale Value is 3.45 which is greater than 3. So the respondents are satisfied with the safety of SETC busses.
- Likert Scale Value is 3.68 which is greater than 3. So the respondents agree with the price charged by SETC busses.

3. RANKING ANALYSIS

- Safety is in the Rank of I, cleanliness is in the Rank of II, reliability is in the Rank of III and cost is in the Rank of IV.
- Attitude towards passengers is of Rank I, communication is of Rank II, body language is of Rank III and hospitality is of Rank IV.

SUGGESTIONS

There are a few suggestions made to improve SETC.

- FC check up of the SETC busses should be made on time to avoid malfunctions.
- SETC busses must be kept clean.
- SETC busses should provide timely services for best consumer satisfaction.
- SETC should recruit passenger friendly workers.
- The government should increase the number of cities to which SETC busses are functionable.

CONCLUSION

Customer satisfaction is an unstable scale of measuring the utility of a product or a brand by the customer which is rapidly growing in this discipline of study. It is just more than purchasing and consuming a product by the customer. It is complex, multi-dimensional and reflects the ability of the consumer to choose. Private bus transports are functioning for profit

unlike Government Transport like SETC for servicing the common public. The Government has introduced a variety of busses under SETC in the city of Coimbatore.

REFERENCE

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