

A Study on Service Quality of Transport Service With Reference To Puducherry Road Transport Corporation Ltd (PRTC), Puducherry

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Abstract: Transport and communication becoming has direct effect on country development. Transport plays a dominant role in modern days. No transport business can be without passenger and can't survive without satisfying the needs of the passengers. In general, compared with other modes of transport, bus transport and its services are more indispensable, convenient and very easy to access. In certain situations, bus transport may suit with the needs of the passengers and facilitate more in all aspects. It carries the people from one place to another place to enable the people to carry out their day to day activity, business etc., Therefore bus transport and its quality service is too important and plays a vital role in a man's day to day life of the general public. Bus transport industrial services are as similar to central nerves system of a human body. This makes a need to study a part of an ongoing passenger perception research towards public bus in Puducherry city. This research article will provide a clear view about the quality of service assured by public transport.

Keywords: transport business, passengers, quality of service

INTRODUCTION

Government policy encourages people to use public transportation instead of their private car for reduction of traffic congestion and air pollution, as well as, environmental concerns. If the government did take proper action to deal with this problem Puducherry will suffer with high level of congestion and other negative causes such as environmental pollution and operating cost. In Puducherry there are growing use of public transport number such as commuter train, busses, minibus and taxi, but people use this public transport are less as compare to private vehicle. Even though people are understood that public vehicle can cause traffic Congestion causes longer travel time, pollution, and high consumption of non-renewable energy resource.

PRTC PROFILE

Pondicherry Tourism Development Corporation Limited (PTDC) was incorporated during February 1986 to promote tourism in the Union Territory of Pondicherry. With the introduction of transport service (March 1988) the name of the Corporation was changed as Pondicherry Tourism & Transport Development Corporation Limited (PT&TDC) with effect from December, 1992. The Pondicherry Road Transport Corporation is the government transport corporation in the union territory of Puducherry that includes all the 4 Regions of Puducherry namely Pondicherry, Karaikal, Mahé and Yanam. The total number of employees working in the Corporation is 555. This includes regular (504), daily rated (36), Contract (12) and Deputation (3) employees.

The Pondicherry Road Transport Corporation Limited is operating 85 buses in all the four regions, i.e Pondicherry, Karaikal, Mahe&Yanam. Through its Inter-State routes, P.R.T.C. provides direct services to important Tourist places in all the Southern States of India which includes Mahe, Nagercoil, Bangalore, Tirupathi, Kumuli, Chennai, Velankanni, Karaikal, Coimbatore etc. The Corporation has introduced two A/C Volvo Buses in Thirunallar – Chennai (ECR) routes. Apart from Inter-state routes, the Corporation is also operating Town services.

REVIEW OF LITERATURE

Halstead D reviewed the conceptualization, measurement, and empirical findings related to the use of alternative comparison standards in customer perception research [1]. The evolution of this construct is analyzed with respect to: 1. the move from a single standard to multiple standards, 2. the contingent factors which influence comparison standard choice and 3. the effects of alternative comparison on judgments. Evidence suggests that the type of comparison standard determines the nature of its relationship with perception. A typology of comparison standards is developed, and implications for perception research and managerial practice are provided.

Ehab I studied Passengers' perception and satisfaction have been long seen, and used, as important measures of transit service quality and attractiveness. He tried to better understand transit passengers' perception towards the implementation of various improvement strategies in bus service over time. The study analyses three surveys of bus user perceptions

conducted over a period of three years. It also uses stop-level data collected from the Société de transport de Montréal (STM)'s automatic vehicle location (AVL) and automatic passenger count (APC) systems and bus schedules, in Montréal, Canada, to measure the actual changes in service. In this paper they used descriptive statistics and regression models to help in better understanding the differences between perceptions and reality [2].

Curtis Tamilla investigated the relationship between customer loyalty, repurchase/repurchase intent and perception in order to attempt to resolve the mixed views on these concepts. A quantitative review of loyalty-repurchase perception constructs was conducted to identify the strength and direction of the researched relationships and the influence of possible moderating factors affecting those relationships [3].

Muffatto F *et al* highlighted, from both the theoretical and the empirical perspective, the importance of customer perception for firms' competitiveness. Most contributions, however, do not analyze the links between customer perception and the related organizational processes. Adopting a process-based point of view, an integrative and holistic approach is developed and a framework for the analysis of the organizational processes required for the achievement of customer perception is proposed [4].

RESEARCH PROBLEM

To identify the perception towards the PRTC and also to assess the Quality level of services customary by the passengers. To know about the

passengers Expectations in offering services by transport players. To measure the satisfaction plane of passengers in existing state of affairs. Passenger perceives that the facilities and entertainment tools are not good. Crews are not co-operation with the passengers. Passenger perception about different transport services of Puducherry.

OBJECTIVES OF THE STUDY

1. To investigate which service quality attributes have the most influence to passenger satisfaction in PRTC.
2. To investigate the structure of service and quality in PRTC in order to make a quality improvements in the future.

RESEARCH DESIGN [5]

Sampling Method: Convenience sampling

Sample Unit: Puducherry bus stand

Sample Size: 200 passengers

Data: Primary and Secondary.

Research Method: Percentage, Chi-square analysis, correlation [5]

HYPOTHESIS OF STUDY

1. *H₀: There is no association between Entertainments in the bus with treats the passengers*
2. *H₀: There is no association between Seats are Comfortable & Clean with Proper Time Schedule.*
3. *H₀: There is no association between Drivers save fuel effectively with follow speed control limit.*

Table.1 General Profile of the passenger

S.NO	Particular	No. of Respondent	%
	GENDER		
1	Male	147	73.5
2	Female	53	26.5
	Total	200	100
	AGE		
1	Below25	114	57
2	25-29	32	16
3	30-34	20	10
4	35-39	10	5
5	40 or above	24	12
	Total	200	100
	EDUCATION		
1	Graduate	121	60.5
2	Postgraduate	46	23
3	Others	33	16.5
	Total	200	100
	EMPLOYMENT STATUS		
1	Self-employment	19	9.5
2	Salaried	23	11.5
3	Professional	55	27.5
4	Student	79	39.5
5	Others	24	12
	Total	200	100

Source: Primary data

As Table.1 portrays, majority of the respondents are under the category of male (i.e. 73.5percent). 57 percent of the respondents are in the age group below 25, 60.5 percent of the passengers have

completed their graduation most of the respondents are under the category of students (i.e. 41.43 percent). 39.5 percent of passengers were belonging to the student's category in Puducherry region.

Entertainments in the buses with treat the passengers properly.

Table.2 Entertainment in the Buses with Treat the Passengers Properly.

		<i>Treat the Passengers Properly</i>					Total
		Highly satisfied	Satisfied	Moderate	Dissatisfied	Highly dissatisfied	
Entertainments in the Buses	Highly satisfied	1	2	1	0	0	4
	Satisfied	4	20	7	1	0	32
	Moderate	8	33	23	2	1	67
	Dissatisfied	5	25	26	11	0	67
	Highly dissatisfied	3	8	11	4	4	30
Total		21	88	68	18	5	200
		Value	Df	Sig.			
Pearson Chi-Square		67.214	20	.000			

Source: Primary data

The Table.2 shows the result of chi-Square test. It is observed that null hypothesis is rejected; there is

association between Entertainments in the bus with treats the passengers properly.

Seats are comfortable & clean with proper time schedule

Table.3 Seats are Comfortable & Clean with Proper Time Schedule

		<i>Proper Time Schedule</i>					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Seats are Comfortable & Clean	Highly satisfied	8	5	1	2	1	17
	Satisfied	17	30	12	9	1	69
	Moderate	6	21	30	11	3	71
	Dissatisfied	2	12	10	7	1	32
	Highly dissatisfied	2	2	4	1	2	11
Total		35	70	57	30	8	200
		Value	Df	Sig			
Pearson Chi-Square		38.767	16	.001			

Source: Primary data

The Table.3 shows the result of chi-Square test. It is observed that null hypothesis is rejected, there

is association between Seats is Comfortable & Clean with Proper Time Schedule.

Drivers save fuel effectively with follow speed control limit

Table.4 Drivers save Fuel Effectively with Follow Speed Control Limit

		<i>Follow Speed Control Limit</i>					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Driver Save Fuel Effectively	Strongly agree	10	3	2	0	0	15
	Agree	15	44	16	5	1	81
	Neutral	1	23	39	14	0	77
	Disagree	2	6	5	9	1	23
	Strongly disagree	0	1	0	1	2	4
Total		28	77	62	29	4	200
		Value	Df	Sig			
Pearson Chi-Square		131.763	16	.000			

Source: Primary data

The Table.4 shows the result of chi-Square test. It is observed that null hypothesis is rejected; there

is association between Drivers save fuel effectively with follow speed control limit.

Quality of maintenance

Table.5 Quality of maintenance

	<i>Proper Time Schedule</i>	<i>Driver / conductor co-operation</i>	<i>Avoid Rash Driving</i>	<i>Save Fuel Effectively</i>	<i>Follow Speed Control</i>	<i>Level of Safety Measures</i>
<i>Proper Time Schedule</i>	1					
<i>Driver / conductor co-operation</i>	.349(**)	1				
<i>Avoid Rash Driving</i>	.369(**)	.336(**)	1			
<i>Save Fuel Effectively</i>	.362(**)	.309(**)	.353(**)	1		
<i>Speed Control Limit</i>	.318(**)	.223(**)	.368(**)	.501(**)	1	
<i>Level of Safety Measures</i>	.154(*)	.468(**)	.309(**)	.256(**)	.302(**)	1

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Source: Primary data

As Correlations results that there is perfect positive correlation between proper time schedule and Driver / conductor co-operation of (0.349). There is perfect positive correlation between Driver / conductor co-operation and Driver avoid rash driving of (0.369). There is perfect positive correlation between Drivers avoid rash driving and driver save fuel effectively of (0.362). There is perfect positive correlation between Drivers save fuel effectively and Follow Speed control limit of (0.318). There is positive correlation between Follow Speed control limit and Level of safety measures of (0.154).

CONCLUSION

From the survey taken from the passengers suggest that people are expecting PRTC as competitive like private players. PRTC has got good reputation and good-will. If the service quality improves and maintenance properly means PRTC will be more acceptable to the passengers. Some points for why people suggest the PRTC and what need in addition for more usages of this travels; Timing of PRTC is comparatively best. Stopping of PRTC is fixed and no wastage of time in it, so this attract the passengers to use PRTC travel more. PRTC bus ticket rate is nominal which is accepted by a common man. By analyzing this study we may conclude for the seating arrangement that we want some space between seats. By fixing the

entertainment tools in PRTC travel the passenger will satisfy more which helps in huge profit by accepting the facility of travels. So comparatively the passenger for PRTC will increase. So from all the findings, suggestion it is analyze that by improving some additional facilities this PRTC transport will become most wanted travels and best among all.

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