Service Quality and Customer Satisfaction among public road transport passengers: Study on Literature Review

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Abstract: Future economic growth of a developing country like India depends on the efficiency of its transportation system. Meeting the needs of individuals or groups with an interest in the organization is part of providing public services, as defined by the organization's laws and regulations. Passenger perception and satisfaction are interconnected. The appraisal a user makes of a service after utilizing it in light of his expectations and prior experiences is known as the user's perception. People choose, organize, and analyse data to form an accurate picture of the outside world. Tactics for raising the level of service in public transportation as well as strategies for boosting customer perception and satisfaction. The guiding concept focuses a strong emphasis on the SERVQUAL theory, associated research on customer satisfaction and service quality, service quality, customer expectations, and customer satisfaction. A descriptive methodology was used in the study, which also reviewed some of the studies on customer perception and satisfaction as well as methods for raising the standard of service in public transportation.

Keywords - Satisfaction, Service Quality, SERVQUAL.

1. INTRODUCTION

Transportation has a significant impact on both the standard of living for people and the economy of any country. Business, agriculture, and the service sector cannot survive without it. It makes it easier to move people and objects from one location to another. Future economic growth of a developing country like India depends on the efficiency of its transportation system. Meeting the needs of individuals or groups with an interest in the organization is part of providing public services, as defined by the organization's laws and regulations.

A user's appraisal of a service after utilizing it and comparing it to what he had previously anticipated and experienced is known as customer perception. People choose, organize, and analyze data to form an accurate picture of the outside world. Consumer perceptions of service quality have been the subject of extensive academic study, and the results show that these perceptions are favorably correlated with brand perception and customer satisfaction. (Truong, et al., 2017; Barber, et al., 2011; Marinkovic, et al., 2014).

Service Quality: The performance, or profitability, of the service sector is thought to be significantly influenced by service quality. Service excellence both lures new clients away from rival businesses and encourages clients to make repeat purchases (Venetis & Ghauri, 2002; Wantara, 2015).

2.   LITERATURE REVIEW:

2.1   Customer Satisfaction towards Services Quality of Public Transportation By Thian Wan Jun:

He studies customer happiness in his article in relation to the quality of the public transportation service. SERVQUAL was used as a tool to gauge customer satisfaction across five aspects. This study identifies the most important factors that result in great service quality. In this study, 200 sets of questionnaires were distributed to participants, and 80 percent of those sets were returned. Descriptive statistics, Pearson

correlation, and multiple linear regressions were used to analyze the data in this study. The five SERVQUAL components in this study exhibit a positive link with customer satisfaction, according to Pearson Correlation. However, to predict how the independent variable might impact the dependent variable, multiple linear regressions are used.

2.2   Measuring the Satisfaction of Multimodal Travellers for Local Transit Services in Different Urban Contexts: Marco Diana:

Beyond more direct marketing goals, it should go without saying that a public transportation service needs to assess consumer happiness. This study intends to demonstrate the usefulness of using satisfaction measurements to understand the interplay between human attitudes, transportation use, and the urban environment. An Italian multimodal sample of travelers (those who use both private vehicles and public transportation) revealed nine indicators of urban transportation system satisfaction. Researchers used correlations and correspondence studies to demonstrate if and how each feature is related to levels of use of public transportation as well as how the urban environment affects the relationship.

2.3   What Influences Satisfaction and Loyalty In Public Transport? A Review Of The Literature:
Dea van Lierop, Madhav G. Badami & Ahmed M. El-Geneidy

For many communities, keeping transportation patrons on board is a difficult task. Developing comprehensive policies aimed at retaining passengers necessitates a thorough understanding of the factors within public transportation that impact users' loyalty to the system. The literature on the factors influencing use of and satisfaction with public transportation is summarized in this essay. The results of the research show that on-board comfort and cleanliness, operator friendliness and assistance, safety, punctuality, and frequency of service are the service aspects most closely connected with happiness. Passengers' impressions of value for money, on-board cleanliness and safety, interactions with workers, and the reputation and dedication of public transportation are all tied to loyalty.

2.4   Perception Of Public Transport Quality Of Service Among Regular Private Vehicle Users In Madrid, Spain: Juan de Oña, Esperanza Estévez, Rocío de Oña:

Using public transportation instead of a private automobile can ease traffic in urban areas. To achieve this modal shift, one might either restrict the usage of personal vehicles or take steps to improve people's contentment with public transit. Numerous research have shown that customer satisfaction, which affects behavior toward the service, is influenced by a service's quality; nevertheless, the majority of these studies have mostly focused on users of public transportation. The goal of this study is to pinpoint the important factors that influence how private vehicle owners perceive Madrid's public transportation systems in Spain. A sample of 500 frequent users of private vehicles was used in an online panel poll to test the ordinal logic models.

The findings show that individuals in Madrid are content with public transportation, with regularity, speed, and intra-modality ranking as the three most crucial factors for those who use private vehicles. High frequency is a requirement for all segments, but the majority also call for high speed and multimodality. A segment analysis has shown traits that, while not typically remarkable, are important for specific segments. Another interesting finding was that two criteria (accessibility and individual space) were not found to be important in any segment. The findings of this study can be utilized to create plans and suggestions for getting more people to give up their cars and use the bus or train instead.2.5 Modeling The Satisfaction Of Bus Traffic Transfer Service Quality At A High-Speed Railway Station: Xiaoyun Cheng,[1] Yu Cao,[2] Kun Huang,[1] and Yuejiao Wang[1]

2.5 Students 'expectations of service qualitytowards higher education services. (Gupta, 2016):

The analysis is based on a Rust and Oliver (1994) three-component service quality model. The survey evaluated the perceived effectiveness of various institutional-student interfaces, including the placement office, library, computer labs, faculty/school offices, proctor's office, dormitory, sports complex, and health center. The purpose of the study was to determine whether student perceptions of service quality parameters in relation to various facets of higher education, specifically technological quality, functional quality, and environmental quality, vary depending on factors such as gender, educational setting, context, and household income.

To confirm the relationship mentioned Students were asked to rate the claims on a scale of 1 to 5 using a list of 22 items in the Likert style. With the use of the T-test, chi-square test, and F-test, further data were evaluated. The study's findings indicated that there are significant differences in how different demographic characteristics understand service quality. The study also provided information on the aspects of service quality that have the biggest an impact on patronage and satisfaction among students.

2.6: "Service Quality Perception of Customers about Insurance Companies: An Empirical Study."

Gautam Vikas (2012)"

The SERVQUAL / SERVPERF paradigm, which focuses on the distinction between perceived and planned service quality, is the subject of this study. In the insurance industry, specifically in the public sector of LIC and the private sector of ICICI Pru, this study tries to establish the characteristics of service quality. The five qualities of tangibility, efficiency, responsiveness, assurance, and empathy are used to calculate service quality. There are just 22 things on the scale. At 210, the sample size is large. The LIC and ICICI Pru were found to have reliability for the construction of 0.966 and 0.956, respectively. To determine whether the data received was consistent with the suggested framework, exploratory factor analysis was conducted. To relate the SERVPERF dimensional values to the overall perception of customer service, a multiple regression equation was created. The T-test demonstrates that there is a discrepancy between how effectively insurance companies are perceived to provide customer service in the public and private sectors. The conclusion shows that ICICI Pru is more competent and concrete than LIC. LIC is more efficient, self-assured, and kind than ICICI Pru. Both receive almost the same amount of response.

2.7   : PhadkeSuniti (2016)"Consequences Of Service Quality Linkage- Finding out the relationship trends between the four variables service quality (SQ), overall service quality (OSQ), overall student satisfaction (SAT), and behavioral intention (BI) in the Indian educational system is the main goal of this study. 237 students who are enrolled in a higher education program in Bangalore provided the data. The scale of item 46 was utilized to compute the variables in this analysis. The target groups received a structured questionnaire. All three of the constructions (SQ, OSAT, and BI) have Cronbach's alpha values above 0.70, and OSQ has values above 0.95. After fitting a simultaneous equation with the structural equation model (SEM), the hypothesis testing was carried out. The outcome shows that the level of service has a significant and significant impact on overall student satisfaction. Overall, behavior strength is influenced by student satisfaction. Students who are happy with their educational experience spread the word about the university and engage in good word-of-mouth. The overall standard of service has had a positive impact on behavioral intent. Overall satisfaction among students has positively affected the global evaluation of students.

2.8 Manish Gupta (2016): The three-part service quality model proposed by Rust and Oliver (1994) was used in this study to examine students' expectations of service quality in higher education systems. Through a variety of interfaces, including placement cells, libraries, computer laboratories, faculty/school offices, proctor offices, hostels, etc., they also tried to analyze the perceived level of service. The study's findings showed how students evaluated the quality of the services. Furthermore, the study provided

insights into the aspects of service quality that have the biggest an impact on customer satisfaction and loyalty. It also demonstrated the significant variance in service quality expectations across various demographic factors.(1992; Cronin & Taylor)

2.9   The paper by Siva Kumar K (2014) and others adds to the body of literature by examining how patterns of service delivery affect how customers perceive the quality of the services they receive. To better understand the linkages between service failures/delights delivery patterns and expectations of service quantities, the authors established a conceptual model built on notions of mental accounting taken from prospect theory. They also produced a number of research recommendations. The analysis integrates prospect theory with customer experience research and provides a methodical, theory-driven arena for examining the effects of different customer failures and delightful delivery methods. In order to maximize joy gains and minimize failure losses, this has important operational implications for resource management and service design, including where, how frequently, close together, and in what order delights and failures will occur. [Siva Kumar K et. al (2014); "Service Quality: The Impact of Frequency, Timing,Proximity, and Sequence of Failures and Delights". Journal of Marketing Vol. 78 Jan 2014 p. 41-50]

2.10   Musa KasuwarKukaGambo :
In his study, the author looked into the connection between airline quality of service and airline passengers' happiness in domestic flights within Nigeria. The study employed a quantitative approach with a cross-sectional survey and a closed-ended self-completion questionnaire. The questionnaire was created using a modified SERVQUAL model that incorporated five service quality criteria, including luggage handling, check-in procedures, in-flight amenities, reliability, and responsiveness. The following options were utilized on a Likert scale with a maximum of five points: much better than expected, better than expected, just as expected, worse than expected, and much worse than expected. Five separate scores were given for each option, ranging from 5 to 1, in that sequence. A sample of 400 respondents was selected using stratified random sampling procedures. The questionnaire were administered to the respondents respectively at the Lagos, Abuja and Kano airports arrival and departure lounge in Nigeria.

3.0 Research Gap:
The frequently researched categories, as determined by the structure of quality attribute categories, include cost, availability, time, and comfort, all of which are addressed in over half of the studies reviewed. Availability emerges as the most extensively researched area, particularly concerning networks (coordination, transfers, access, and egress) and modalities (bus vs. train). On the operational side of availability, including working hours and frequency, there are no specifics. The reliability in the time category has been the main focus of the investigations under review. There are no explanations of trip time, such as studies on the reduction of travel time in local public transit. While some publications highlight characteristics like accessibility, information, customer service, security, and environmental impact, they don't go into detail.

4.0 DISCUSSION:
Numerous conclusions from this analysis are suggestive rather than definitive due to the dearth of prior research on the topic. The different methodologies used and variables taken into account in the reviewed studies further hinders the ability to make conclusive conclusions. However, the study provides a summary of high-quality research in regional public transportation and identifies a number of quality characteristics that have consistently been found to be crucial in these studies. It's significant to note that the studies under consideration use quality criteria differently in terms of definition and application. This makes evaluation more challenging, but by modifying the technique outlined in Section Service quality attributes, we were able to compare research and identify some broad trends.

5. CONCLUSION:

By examining the many pieces of literature that are currently available, we can draw the conclusion that people prefer to travel by public transportation in both urban and rural areas of the world owing to rising fuel prices and air pollution. Public transportation could benefit from making services more accessible. In order to increase consumer happiness, the functional aspect needs to be given more consideration. Frequency, cost, punctuality, and trip time are the primary characteristics that influence a higher level of satisfaction. Finding out what the consumer needs and how to address those needs typically involves listening to the customer's voice. Numerous cities, including those in Europe, already monitor customer satisfaction on an annual basis.

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