CUSTOMERS PERCEPTION TOWARDS PASSENGERS ROAD TRANSPORT SERVICES IN NAGAPATTINAM DISTRICT

N. THILAGAR
Ph.D., Research Scholar, A.D.M College for Women (Autonomous), Nagapattinam - 611 001

Dr. M. SELVACHANDRA
Head, Department of Commerce and Research Advisor, A.D.M College for Women (Autonomous), Nagapattinam - 611 001

ABSTRACT

This paper presents the research and analysis process showing that transport system customers have a specific perception of service quality, as an indicator of transport system. Determining satisfactory level of service quality implies knowledge of travel demand and travel behaviour. There are a lot of elements that define the transport system quality. The goal of this paper is to identify the public transport system’s service quality elements that should be primarily acted on, in order to increase the level of service quality from transport system users’ (public transport users’ and non-users’) point of view, with minimal investment. The paper describes a specifically defined research methodology for determining service quality elements that should be primarily acted on, from the transport system users’ point of view.