CUSTOMERS PERCEPTION TOWARDS PASSENGERS ROAD TRANSPORT SERVICES IN NAGAPATTINAM DISTRICT

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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.

Introduction

The present study has proposed to identify the performance of the long rout buses functioning from the Nagapattinam district. The primary data has been collected from the commuters of major towns of Nagapattinam district. The present study is described the qualitative information regarding the performance of Passenger Road Transport (passenger road transport) of public and private. This chapter is consist of statement of problems, conceptual framework, objectives, hypothesis, methodology, sampling design, sample size, data collection methods, questionnaire design, pilot study, reliability, framework of analysis, limitation and chapter scheme.

Customers Perception

Perceived convenience of the bus service appears to have a significant positive explanatory power over perceived satisfaction with the bus service, suggesting that improvements to service frequency, availability, reliability and stability will likely increase perceived satisfaction amongst existing passengers.

Passengers Road Transport

The most common road vehicle is the automobile; a wheeled passenger vehicle that carries its own motor. Other users of roads include buses, trucks, motorcycles, bicycles and pedestrians. ... Road transport by truck is often the initial and final stage of freight transport. People are transported on roads either in individual cars or in mass transit by bus or coach. Special modes of individual transport by road such as cycle rickshaws may also be locally available. There are also specialist modes of road transport for particular situations, such as ambulances.
Problems of the Study

Transport services provided to the public is fundamental functions of exposure to help the society, i.e., from government service provided as infrastructure and private transport services as business. Independent of the standing on this field, the goal for all the transport services must be to maximize the citizens’ utility. The long route buses operations government and private are doing well in Tamilnadu. Despite, the commuters are felt the safety of the buses operations, in what extent the buses seats and other things are comfortable during the journey, hygienic of buses, number of stages of the buses, communications systems, competition, reliability of services, ticket prices, promotional factors are followed by the services providers, and responsiveness against of the passengers queries and complaints are not followed by the services providers are identified from the revealing the previous studies related to passengers satisfaction and performance of transport services. These revealed studies reviews are described and detailed in the previous chapter. The research problem is conceived on the basis of Meta analysis. The collected reviews are sorted the content problems and grouped them and then identified the problems and segregated as physical and service performance of Passenger Road Transport Service (passenger road transports) providers.

Research Gap

After revealing the previous studies researcher has identified the research gap. The gap is no previous studies are involved to identify the qualitative of physical and service performance from the passenger road transport in Tamilnadu, only few studies are studied in the field of customer satisfaction, quantitative performance of TNSTC, passenger satisfaction on Omni bus services, and few studies are done in the HRM practices, and absenteeism. Therefore, the study conducted in Nagapattinam district is fulfilling the gap in research to identify the physical and service performance of passenger road transport services.

Review of Literature

Nandakumar.R (2001) analysis, “Performance Evaluation of Pneumatic Tyres: An Insight on Indian Standards”. Pneumatic tyre is a costly component in an automobile vehicle which accounts for around one tenth of the vehicle cost. Therefore, a tyre needs to be carefully selected before fitment by subjecting the component to various tests under simulation to verify its performance and reliability.

Saxena.R.P. (2001) in his report, “Owners of Premium Cars and their Satisfaction Level: An Empirical Investigation, Paradigm”. The process of liberalization, economy has been opened up and various opportunities are being tapped by multinational giants. World automobile manufactures find India as a point of attraction, both for manufacturing and marketing. Until 1983, there were limited players in the car market.

Furgan Qamar and Tala Al Junaiibi (2002) have stated that “Does Nationality Affect Job Satisfaction”, job satisfaction and the factors that contribute to it are well researched phenomena. Despite this, theories of job satisfaction are still not well perfected. In their article, they seek to establish need fulfillment models, discrepancy models, values attainment models, equity models and trait component models.

Somayajulu.G (2003) has highlighted “Customer Value Management - A Key to Success in Public Transport Services”. Deregulation and increased competition are reshaping the Indian passenger transport service industry. Formerly dominant and comfortable public transport operators have been shaken into unparalleled change by these developments and plunged them into deep crises, STUs who could decide what, where and how much of their services have seen their power suddenly shifting into the hands of the customer.

Ramakrishan Nallathiga (2006) in this article, “Envisioning a Comprehensive Transport Strategy for Mumbai”, Cities, across the world, are facing the challenges and problems of balancing the transport demands with the supply and its management: it is viewed as rather complex in large metropolitan cities like Mumbai. Mumbai structure of transport is ideal, yet its transport is plagued by several issues relating to congestion, passenger safety and comfort, and structural impediments causing immobility, all of which give a sorry state of transport.

Objectives of the study

- To study the passenger road transports services of public and private in Tamilnadu.
- To analyze the commuters perception towards physical and service performance of public and private passenger road transport service in Nagapattinam district.

Hypotheses

- $x H_0$: There is significant variation in the performance of passenger road transports based on perception of commuters of Public and Private passenger road transports.
- $y H_0$: There is significant variation in the performance of passenger road transports based on socioeconomic characters of the commuters and their perception.
- $z H_0$: There is significant variation in the performance of passenger road transports based on socioeconomic of the commuters and Public and Private passenger road transports commuters combined together as their perception.

Methodology

The present study attempts to examine the performance of passenger road transport services from the commuters’ responses. Considering the nature of the study, the researcher have used well established questionnaire with the consultations from the expert in passenger road transport and research supervisor. Certain qualitative aspects related to performances are examined through qualitative research methodology. Group discussions have been conducted with driver and conductor, ticket counter staff, private travels agencies, researcher and research supervisor.

Data Collection

In order to know commuters perception towards performance of passenger road transports researcher has collected both primary and secondary data. Secondary data have collected from the Government Transport Department demands and policy notes;
primary data have collected from the commuters those who are accepted to respond and available in the bus, waiting hall in the bus stand. The study area is within the territory of Nagapattinam district. The questionnaire is open and positive statements which optimistically extract the maximum information from the commuters.

**Questionnaire Design**

The primary data has been collected from the commuters by using tools of questionnaire. The questionnaire is containing socioeconomic characteristics and journey details and plan of the commuters, and their perceptions related to physical and service performance of passenger road transport.

**Pilot study**

A pilot study was conducted by the researcher with fifty selected sample commuters and private travel agencies and then the questionnaire has been finalized, the reliability of the selected variable is highly supported to the main study and reliability is given below.

**Framework of Analysis**

The collected data were presented in the simple table and these tables were systematically analyzed with the help of simple statistical tools and techniques such as percentage, likerts’ mean score, chi-square test, ANOVA (one-way and two-way classification), t-test, multi-stage regression and correlation.

**Suggestions and Recommendations**

- The public and private passenger road transport functioning in the Nagapattinam district should improve their safety measures.
- The passenger road transport of public and private should improve the comfortable during the journey.
- Both the public and private passenger road transport service providers in the Nagapattinam district should provide better services to general public in the aspect of comfort performance.
- The passenger road transport of public and private should improve the hygienic performance of their vehicle, fleet and crews.
- Both the public and private passenger road transport service providers in the Nagapattinam district should provide better services to general public in the aspect of comfort performance.
- The passenger road transport of public and private should properly handle the stages performance in their route.
- The passenger road transport of public and private should improve the communication performance and revamp the communication systems prevailed in public passenger road transport and also private passenger road transport.
- The public and private passenger road transport functioning in the Nagapattinam district should provide proper communication to their commuters for avoiding inconvenience.
- The Public passenger road transport should improve the competitive performance on par with private passenger road transport. It will enhance the collections and the commuters’ satisfaction.
- The Public passenger road transports should improve the reliability on services on par with private passenger road transport. It will enhance the goodwill among the commuters’ and will create the satisfaction on the services.
- The Public and Private Passenger road transports should improve the promotional aspects for the benefit of commuters. It will improve the goodwill among the public on the Public and Private Passenger road transports.
- Both the passenger road transport functioning in the Nagapattinam district should impress the commuters by the way of giving promotional activities.
- Both the passenger road transport functioning in the Nagapattinam district should consider the requisitions, complaints and enquiries for the betterment of the commuters and the general public.
- Public passenger road transports should improve the both the physical and services performances at a possible level compared to Private passenger road transports.
- The passenger road transport service providers should arrange experienced additional drivers in the long routes. It will improve the safety of the commuters definitely as per the opinion of the respondents.
- Passenger road transport service providers should rectify the noise reduction from the vehicle during the journey. It will enhance the comfortable absolutely as per the opinion of the respondents.

**Conclusion**

The researcher concluded that safety can be given by the passenger road transports by the provisions of additional drivers, additional tyres with normal and manageable speed is possible. During the journey noise and audiovisual is highly disturbing the commuters that should be avoided in the long route buses that will be give more comfortable to commuters. Cleanliness is concern the front mirror of the buses, windows and windows screen and conductors’ uniform should be neat and hygiene. Stages of the buses should be the nearby the bus stand, wanted places of dropping during midnight, instruction before stopping’s and getting information regarding the stop are mostly necessitude by the commuters. Pricing consistency and rational prices structures should be followed even the festival seasons that should be monitor by a separate authority of government is needed. Holding the buses stopped when the expected seats are not filled during the journey that will create very difficult to commuters who already seated during the midnight. Both the PASSENGER ROAD TRANSPORT functioning in the Nagapattinam district should consider the requisitions, complaints and enquiries for the betterment of the commuters and the general public. From the analyses of the study researcher has proved the significance of associations, relationship, differences, variances and impact hypothetically. The importance of the variables of socioeconomic, journey details, journey plan, physical performance, service performance are highly meaningful to performance of road transport service and these are admired the study well as per the respondents opinion.
References

4. Dhingra, S.L., (1986), Urban Transportation and Evaluation in Roads and Road Transport Problems,