INTRODUCTION

Road transportation plays a vital role in human life for achieving various goals. There is a good relationship with development of city and movement from one place to another place. The main purpose of this research is to study job satisfaction of employees in Tamilnadu State Road Transport Corporation. The process of modern economic development road transportation plays important role and rapid growth of cities. The road transportation is most important such as movement is the feature of human nature. This simply means movement of person from one place to another for getting comfort journey availing day to day necessities and to earn bread and butter. Road transportation play important role in human life. It may be transport the human being or material from one place to another place, for this purpose Maharashtra State Road Transport Corporation has played important role for common people living in village or city. There is need of bus vehicles to reach their destination. Road transport is required to enhance trade holds nations together and enables people to improve the quality of their living. The combination of various factors such as social and cultural, political and commercial strategic considerations, these factors are affected the development of road transport system. The passenger mobility system is a high priority form of developing economy like India; Road passenger transport deserves a high priority.

Development process from one part of the country to another, the resources of communication between villages are roads and passenger road transportation thus forms the care of development plans along with freight movements. Since independence, passenger road transport in India has been growing fast and has acquired considerable importance as a discrete activity with huge growth potential. In metropolitan region or city or village are give very important for transportation. During the last few decades a steep growth in the population of Tamilnadu has been observed due to the availability of job opportunities, education, tourist places, in the surrounding area. Due to rapid growth of population there is a huge pressure on the public transport for the mobility of people for their various aspirations. Today the urban transport has become a very big problem in the metro cities, for daily commuters transport is very crucial to enhance trade, maintain national relationship composed and enables people to advance the quality of their lives. The existing position of the world is mostly because of the developments that have takes place in the sphere of transport.
Developing countries like India are aware of the fact that factors such as economic development, education, employment and standard of living are important criteria based on which a country may be adjudged as a ‘developed nation’. Such growth, be it economic or social, is comprehensible only if the country has adequate infrastructure facilities like transport, power, water and the like. India is also directing all her efforts towards becoming a ‘developed nation’. These efforts include measures to improve the infrastructure facilities such as road transport. The importance of rural road transport can be fathomed from the fact that two thirds of the Indian population lives in villages. An efficient transport system is essential for the movement of both men and materials, which would help in the spread of knowledge and technology into areas including rural locations. The cost of transport and convenience of the people in terms of time and carrying goods to the market are some of the factors considered in choosing the mode of transport.

Transportation service is important in determining quality of life. The quality of the bus service is one of the key factors that affect the willingness of the public to select the bus service during the rush hours. The need to maintain market share and increase profitability is the main driving for to improve quality in a mass transit service. Reliability of transport system is considered critically important by most transport users because passengers are adversely affected by the consequences associated with reliability such as additional waiting time, lat or early arrivals at destinations and missed connections, which increases their anxiety and discomfort. The passengers’ attitude towards the service plays an important role for the success of the transport companies.

DEFINITION OF TRANSPORT

Movement of non-living and living things from one place to another place is known as transport.” Transport involves movement of men and goods, services from place where their marginal utility is less to the place where their marginal utility is high. The economic resources, affects the productive and service sector of the economy and also influencing of customs habits, traditions and the social organizations. The demand for transport arises only after the raising of the demand for goods and services. The demand for an organized transport system opens up new avenues for capital investments and employment. At the same time the fiscal and monetary policies and government may accelerate or decelerate the demand for transport services. In modern economic development, transportation plays a vital role in achieving various goals of any country. Transport eliminates natural as well as artificial barriers between places, regions and countries for moving resources. Transport sector bears close relationship with other sectors in the development of economy, due to various modes of transport the rapid growth of cities. The fast urbanization around the industrial centers, due to transportation India is largely connected villages, rural, urban and hilly areas of the country.

ROAD TRANSPORT IN INDIA

The development and social integration of any country like India, road transport play important role, India’s road transportation is largest sector. India’s growing economic has rise demand for transport infrastructure and services is increased day by day in current year. The current position of Indian roads contributes to high fuel consumption and high pollution. The most of the roads are of poor quality as compared to other modes of transport. The road transport is more easy accessibility, reliability, flexibility of operations and give door to door service to their passenger due to this the demand of road transport in India’s is increased. It is a key factor to social, regional and economic cohesion, including the development of rural areas. The passenger requirement of India is 85.2% in the data up to March, 2010 and remaining 14.8% are carried by railway at present. In India public transport through road is a cheap and convenient mode of transport. For short and medium distance the India’s passenger prefers to road transport through bus. In India number of buses is specifically designed for urban area. After the liberalization in India many state transport corporation was introduced various kinds of special buses like air-conditioned. The investment in Passenger Road Transport System (PRTS) is treated as a part of public provision of services because the main focus is on meeting the social obligation of an affordable, safe and reliable bus service to the country people. India is a country of villages and it is only road which can connect villages. Due to this road the development of economic in rural areas is possible. India is an agriculture oriented country and it is an advantage to road transport, i.e. good roads help the farmers to move their produce like vegetables to the Mandis and towns. Due to good roads the former can be assured of a steady market for his products. So the better roads improve the overall productivity of the road transport sector.

ROLE OF TRANSPORT SERVICES IN INDIA

Developing countries like India are aware of the fact that factors such as economic development, education, employment and standard of living are important criteria based on which a country may be adjudged as a ‘developed nation’. Such growth, be it economic or social, is comprehensible only if the country has adequate infrastructure facilities like transport, power, water and the like. India is also directing all her efforts towards becoming a ‘developed nation’. These efforts include measures to improve the infrastructure facilities such as road transport. The importance of rural road transport can be fathomed from the fact that two thirds of the Indian population lives in villages. An efficient transport system is essential for the movement of both men and materials, which
would help in the spread of knowledge and technology into areas including rural locations. The cost of transport and convenience of
the people in terms of time and carrying goods to the market are some of the factors considered in choosing the mode of transport.

REVIEW OF PREVIOUS LITERATURE

Vohra. S.C. (1999) conducted a study on “Growing Role of Private Sector in Passenger Road Transport Services” to study the need for private sector in road transport services in Delhi as the demand for it was increasing day by day. The study suggested that certain activities like formation of consortium of bus body builders could be formed at All-India/state level where rates and quality could be standardised. Further the study also suggested that certain activities like cleaning of buses, bus stations, and security of bus stations/depots could be entrusted to private entrepreneurs. Thus the study concluded that a collaborative arrangement between the public and private sector could be made to promote the passenger road transport on healthy lines.

Ramanoothy.K, and Ponnuraj.S, (2001) in their research study entitled“Passenger perception of Omnibus service- An analysis” had listed out the perception of passenger towards omnibus service by adopting factor analysis technique. They observed that the comfortable seating arrangement, journey time, normal speed of the bus, politeness of the crew and cheaper rates when compared to train travel had high factor loading, which influence passenger perception to a great extent towards omnibus service. The study proved that there was significant relationship between passenger perception and physical comfort, time and punctuality, safety, behaviour of the crew and the social responsibility but there is no significant variation between characteristics variables of the passenger.

Zahoor Ahmad Bhat (2003) had made a study on “Public versus Private Bus operation-An ESvaluation of quality of service in Kashmir”. The study revealed that overloading had been one of the most prominent factors that had adversely affected the comfort and convenience of bus travel in private sector. The crew in public sector, as the study revealed, had much better attitude towards the commuters, better appearance, professionalism and courtesy while private sector crew was generally lacking these quality in the passenger transport sector and had not been up to the mark and expectation of the commuters.

Abdul Sameem Ansari (2007) conducted a study on “Road users perceptions on the Traffic management in Hyderabad”. The article emphasized the dire necessity of educating the road users about the traffic rules & regulations. The study revealed that the increase in the number of variety of vehicles, encroachments on footpaths, lack of knowledge on traffic rules among the road users and the irresponsible behaviour of traffic police were the main reasons due to which the traffic management in Hyderabad had emerged as a big problem. The study concluded that the public as well as traffic police must have been educated simultaneously.

Sai Kumar. K. (2011) conducted a study on “The Quality of Services in State Transport Corporations: A Study of APSRTC”. The main objective of the study was to know the quality of services offered by APSRTC in terms of number of trips operated, regularity, breakdowns and rate of accidents. The study was based on secondary data collected from annual administration reports of the corporation. The various statistical tools applied were Arithmetic mean, Standard Deviation, coefficient of correlation, T-test. The study concluded that the quality of services offered by the corporation was good and satisfactory for the travelling public.

PASSENGERS’ SATISFACTION

Due to the specific characteristics of services, the development of customer relationship is important in a range of service markets. Passengers’ satisfaction is recognized as a key intermediary objective in service operations representing an affective self-evaluation based on price and quality trade-offs (Roest and Pieters, 1997). Rust and Oliver (1994) were the first to define satisfaction as “the customers’ fulfillment response” which is both an evaluation and an emotion-based response to a service. Crosby and Stevens (1987) referred to relationship satisfaction as a multi-dimensional construct, which is a prerequisite for relationship quality with three distinct levels.

NEED AND IMPORTANCE OF THE STUDY

The public transport was introduced to maintain the welfare of the people. In order to provide the basic amenities to the public, the state government introduced the public transport system at their states. Due to rapid increase in the transport and communication and the level of education among the public, the passengers’ expectations on the transport services are increasing at a faster rate. Even though the monopoly power of the public transport is maintained by the state governments, many public transport corporations are incurring heavy loss. It is not a loss to the government but to the public. Both the service provider (Government) and service receivers (Passengers) are facing a lot of dissatisfaction on the public transport. The visible reason for their dissatisfaction among the service provider is non-viable public transport system whereas among the public, it is not passengers’ centric service. Hence, both of these two aspects should be properly studied to make the corporation more viable. Hence, the present study has made an attempt on only the passengers’ side view on the public transportation services availed by them.
PUBLIC SECTOR PASSENGER ROAD TRANSPORT IN INDIA - AN OVERVIEW

It has been already pointed out that after the First World War motor bus transport became much popular and severe competition started with railways. Besides, there was a cut-throat competition among the bus operators themselves, which increased enormously during the period of great depression. Consequently, there was a huge cry to organise these operators who were totally unorganised and scattered till then. Therefore the government appointed the Road Development Committee, 1927 and the Mitchell Kirkness Committee to give recommendations and solution to the problems, but nothing concrete could be done till Independence. The enactment of the Motor Vehicle Act, 1939 was also an attempt in this direction.

SUGGESTIONS

- The level of expectation on the public transport among the urban respondents is related to the quality of behaviour among the staff in the public transport whereas among the rural respondents it is related to tangibles and connectivity. The transport authorities should realize the actual need of both the segments and try to provide the service according to the level of expectations from both the segments. If it is related to the behavioural aspects, the authorities are advised to provide more training and counseling programmes to their employees at regular intervals.

- Since the expected market tool by the urban respondents is customization, the transport authorities are advised to concentrate on customization. They may open a cell for customer relationship management. They may conduct a regular survey on customers’ attitude towards the services and service quality offered by the public transport. Then only they can enrich their service quality and also establish the customer relationship management. The highly expected market tool among the rural respondents is connectivity. Hence, the transport authorities are advised to see the possibility of providing many viable transport services in order to connect various rural areas.

- Customer Value Management is essential for the success in the present market place. It is a systematic and scientific technique that can create the right enrichment of customer focus, team work, people orientation and fact-based management. Such a cultural change is not an easy process. It needs vision, tenacity, perseverance and the requisite knowledge of techniques at the senior management level. The method looks deceptively simple as it is based on commonsense, however like anything else, to use it effectively one needs to learn it from those who have the experience to facilitate it, then apply and practice until the requisite skill has been developed.

- The point that needs to be driven home with the running staff and customer staff is as Gandhi pointed out, that the passengers are not for the organization, but the organization is for them. Further, the very essence, profitability and growth of these organizations are linked to their survival and growth in future. Best employees’ scheme should be implemented to motivate the employees. A good leadership that will motivate its followers through own action will be ideal choice. Thus, if the message spreads and becomes a part of the work culture, employees will find it satisfying psychologically, rewarding for the organization and ensuring loyalty of the passengers.

CONCLUSION

The present study concludes that the service quality of the public transport are lesser perceived by the respondents especially the urban respondents. It is commonly seen in the case of core, value added and critical service quality. The level of passengers’ satisfaction is lesser among the urban respondents than among the rural respondents. The service loyalty towards the public transport is very poor among both the rural and the urban respondents. The core service quality has more influence on the passengers’ satisfaction and service loyalty among the rural respondents. Among the urban respondents, it is value added and critical service quality

REFERENCES