A Study of Passenger Satisfaction Regarding Services provided by State Road Transport Service (A Case of UPSRTC, Lucknow, U.P.)

Abstract

Public services are offered by the government to the public. Services are provided on the principle of equality. UPSRTC is a road transport corporation providing services in Uttar Pradesh and other nearby states in North India. UPSRTC has a large number of fleet size. UPSRTC operates over 2454.75 lakh kilometers catering to the travel needs of over 1038.73 lakh people and earning over Rs.79185.04 lakh every day. So it is clear that the UPSRTC is full of all kind of essential resources. It is the motto of UPSRTC to provide adequate, efficient, well coordinated, comfortable and economical services to our passengers. This study attempts to measure the level of customer satisfaction offered by Uttar Pradesh State Public Transport Corporation (UPSRTC), Uttar Pradesh State in India. The study was conducted over 100 passengers during October 2018 and November 2018. There are the various dimension of Passenger Satisfaction but the study involves behaviour, comfort, cost and safety. The study reveals that passengers are dissatisfied with the condition of buses and the behaviour of drivers and conductors. The study suggests that there is a scope of improvements in the services offered by UPSRTC.

Keywords: Passenger Satisfaction, UPSRTC, Public Services, Passenger Safety.

Introduction

UPSRTC is a public sector road transport corporation. It provides transportation services in Uttar Pradesh and other nearby states in North India. it has large number of fleet size. UPSRTC operates over 2454.75 lakh kilometers every day and provides travel needs to approx. 1038.73 lakh people and earning over Rs.79185.04 lakh every day.

The corporate office of UPSRTC is situated at Lucknow. U.P. has the largest geographic area and is the largest populated state of India. For effective functioning, the UPSRTC corporations have been divided into 19 regions. Urban and Semi-urban depots in each region. At present, the total no of depots is 115. Locations and no of depots are shown in the following table.

Regions and Depots of UPSRTC

Table 1: Operational Locations of UPSRTC

Regions S. No.	Region	No. of Depots	S. No.	Region	No. of Depots
1	Agra	6	11	Jhansi	2
2	Ghaziabad	8	12	Lucknow	7
3	Meerut	5	13	Faizabad	4
4	Saharanpur	6	14	Devipatan	3
5	Aligarh	7	15	Chitrakoot	4
6	Moradabad	8	16	Allahabad	8
7	Bareilly	4	17	Azamgarh	7
8	Hardoi	6	18	Gorakhpur	8
9	Etawah	6	19	Varanasi	8
10	Kanpur	6	20	Noida	2
				Total	115

Source: UPSRTC website

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Review of Literature

The satisfaction of a passenger is very important. It not only increases the demand for the product but also drives the competitiveness of firms. Satisfaction means differently for service sector than for the manufacturing sector. It is not easy to measure the satisfaction level of customer in the service sector.

Alok Kumar Rai defines satisfaction in his book named "Customer Relationship Management: Concepts And Cases**"** Satisfaction stands for gratification, pleasure or fulfillment of desire. Satisfaction is a feeling that emanates from the fulfillment of needs and wants. Satisfaction is evaluated based on what is received against what was expected.

Salih Kusluvan explains the satisfaction in service sectors in his book named Managing Employee Attitudes and Behaviors in the Tourism and Hospitality … Consequently, the intangibility, inseparability and variability features of services make employee attitudes and behaviours critical for service quality, customer satisfaction and loyalty, competitive advantage, and better organizational performance in service organizations.

Burton Allen Weisbrod discussed satisfaction deeply in his book named The Nonprofit Economy "Satisfaction can be thought of as a measure of the correspondence between the level of service expected and the level actually provided".

Andreassen (1995) discussed customer dissatisfaction with public transportation service such as bus, train or tram in and, the around the greater area of the capital of Norway. Using data collected from 1,000 customers, the study concluded that users have different preferences with respect to the frequency of uses (travel) of public transport.

Kumar et. al. (2015) in their research concluded that it is also For data collection it was decided to use judgmental environment, in which people work, that plays major roles overall satisfaction and hence performance and sense of responsibilities among employees.

Denson (2000) suggested that older riders (over 60 years of age) expect more from the service than young riders. This study also concluded that with regard to mobility and satisfaction, one might reasonably expect that riders with the greatest need for accessible transit will be more critical when literature review the service fails to meet their mobility needs.

A lot of Literatures based on passenger satisfaction, perception and expectation are available but few studies are conducted on UPSRTC which offers the services to huge people in the state.

Objective of the Study

The main objective of this paper is to analyze the satisfaction level perceived by passengers regarding services of UPSRTC in Lucknow region. The following are the main objectives of the study:
1. To analyze the behaviour of employees especially driver and conductors towards Passengers
2. To analyze the comfort levels of passengers
3. To analyze the safety measures

4. To analyze the cost of ticket and atmosphere at the depot.

The overall aim of this study is to measure the satisfaction level.

Research Methodology

A questionnaire-based survey was considered appropriate to analyze the research objective and measure the passengers' level of satisfaction. It is a questionnaire-based survey to analyse the research objectives and measures the level of passengers satisfaction. Descriptive research design is adopted. Data were collected from primary as well as secondary reliable sources to measure the level of passengers satisfaction towards the quality of services provided by the UPSRTC. A suitable valid questionnaire was designed to collect primary data. To check the validity of data, few respondents were taken and a pilot study was done and that pilot study was much helpful for improving the quality of the questionnaire.

Judgemental sampling technique was an appropriate technique of collecting sample selection. Passenger is travelling a very few times in a year were not to be considered in this study. The passenger who travels on a regular basis is considered respondent because he can give a good opinion about facilities and amenities. The questionnaire was used to collect data on a 5 point scale. It was a field survey conducted at various bus stations at Lucknow. The survey was conducted over 100 passengers. Secondary data was collected from the website of UPSRTC and other reliable sources**.**

Analytical Tool

Collected data were tabulated and analyzed by Statistical software using SPSS -20. Since it was a descriptive research design, so mean and standard deviation were used to describe data effectively.

Scope of the Study

The study has generated important information about passenger's perception regarding UPSRTC. The information can be used by UPSRTC towards improving the quality of services that are being offered to the passengers in the state.

Limitation of the study

Basically, the study is based on primary data collected through a survey administered on 200 passengers using public transport facilities and services from UPSRTC. The study was conducted only in Lucknow capital of U.P. so it is a limitation. The data would be taken more regions but due to limited resources, it could not be done.

Analysis of the data

Primary data was screened before the analysis of data. Data was arranged and tabulated. The final analysis was completed by using SPSS-20. Table 2 shows Attributes of satisfaction level.

Table 2: Attributes

Attributes
Conditions of Buses
Timing (arrival, departure and Travels)
The behaviour of Conductors and Drivers
Safety in buses and at Bus stands
Travel by Buses is economical

Remarking An Analisation

Table No 3: Descriptive Statistics of Primary Data Collected

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Conditions of Buses	100	1	5	2.34	1.230	1.512
Timing (arrival, departure and Travels)	100	1	5	3.82	1.198	1.435
The behaviour of Conductors and Drivers	100	1	5	2.40	1.322	1.749
Safety in buses and at Bus stands	100	1	5	2.84	1.305	1.703
Travel by Buses is economical	100	1	5	2.60	1.389	1.930
Valid N (listwise)	100					

Sources: Primary Data

Figure 1: Condition of Buses   **Figure 2: Timing (arrival, departure& travels)**
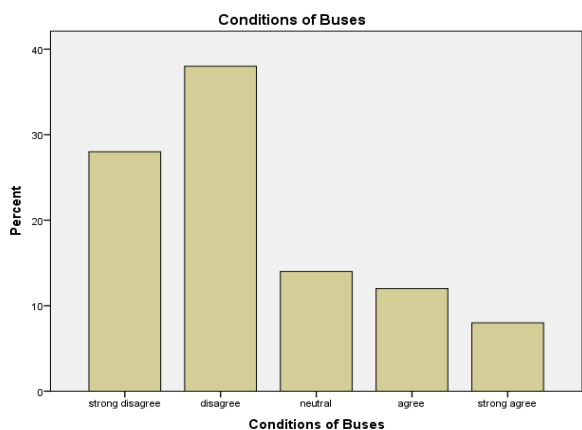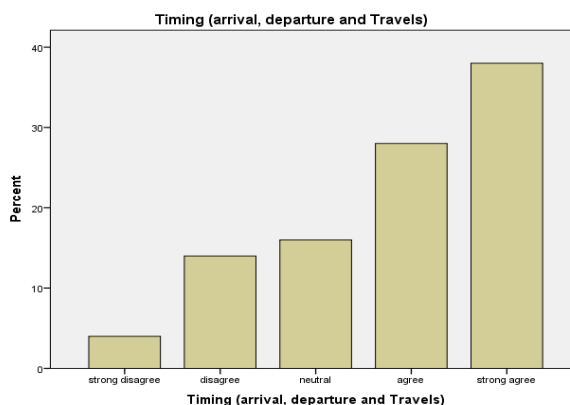

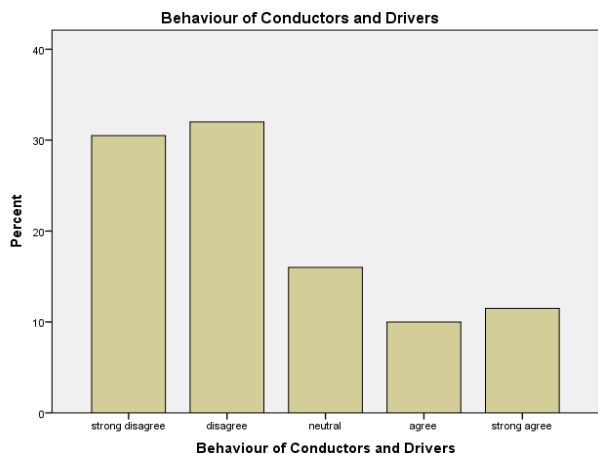**Figure 3: Behaviour of Conductor & Drivers**   **Figure 4: safety in buses and at Bus stands**
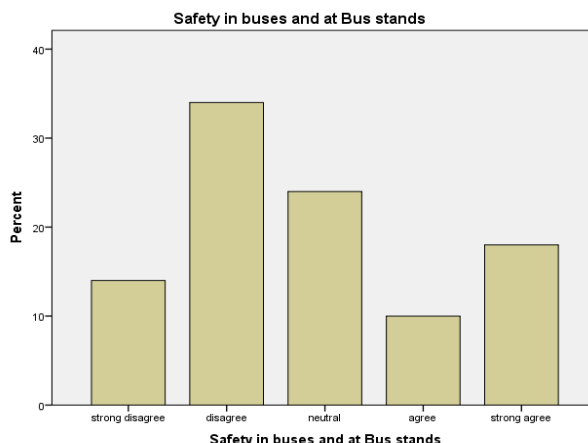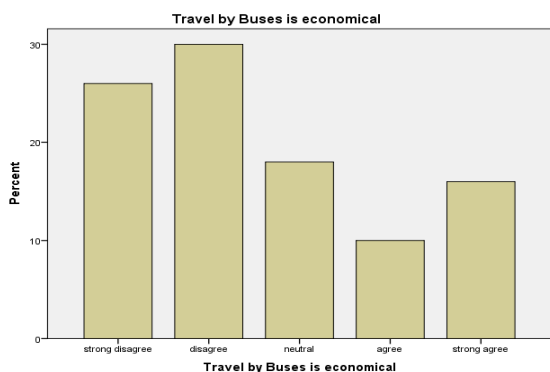

Figure 5: Travel by Bus is economical

Result and Discussion

By analyzing, data result has come in the form of table and graph. With the help of table and graph, the satisfaction level of the passenger can be measured. To make the study meaningful, data interpretation is essential. This study includes five attributes of satisfaction level. These are Conditions of Buses, Timing (arrival, departure and Travels, behaviour of Conductors and Drivers, Safety in buses and at Bus stands, and Travel by Buses is economical.

1. Passengers are not satisfied with the condition of buses. They show disagreement towards condition of buses. (figure 1)
2. Passengers are strongly satisfies with the timing of Buses. They look more satisfied with arrival and departure timing of Buses. (figure 2)
3. By analyzing the data collected through questionnaires, passengers are not more satisfied with the behavior of Conductor and Drivers. (figure 3).
4. By analyzing the bar graph, it is clear that passenger are not much satisfied with the safety in Buses and at Bus stands. (figure 4)
5. Passengers shows disagreement with the fare charges of Buses. They feel that fare charges are high. It should be reduced. (figure 5)

Conclusion

The present empirical study attempts to explain the extent to which passengers are satisfied with the quality of the services being offered to the public from the UPSRTC in Lucknow, U.P. the study attempts to reveal the critical attributes which lead to dissatisfaction among UPSRTC passengers. The result shows that the respondents (passengers of UPSRTC) were highly dissatisfied with almost all the critical attributes of services quality except Timing (arrival, departure and Travels) from UPSRTC. It is clear from the graph that the passengers have given answer almost strong disagree and disagree on all unidirectional questionnaire. The questionnaires were asked, all were in positive in nature. The valuable suggestions to UPSRTC, being public transport facility provider, needsto take strategic decisions for improving quality in public transport services. Those actions definitely will improve financial performance as well as the satisfaction level of passengers of UPSRTC.

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