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## FACTORS INFLUENCING PASSENGERS' SATISFACTION TOWARDS SERVICES PROVIDED BY KADAMBA TRANSPORT CORPORATION WITH REGARD TO SHUTTLE SERVICES IN GOA

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### ABSTRACT

*In India, among the various infrastructure sector available, transport sector occupies an important position. It not only fulfills business requirements but also meets the social obligations. Now a days, there is a steep increase in the mobility of the people from one place to another in order to earn their livelihood. Among the various modes of transport available, road transport is a better means of transport. Goa being the tiny state in India has a well developed network facilities of road connectivity between different places. In Goa, there is simultaneous existence of both public and private transport. Public transport is owned by the Kadamba Transport Corporation. It is a state owned corporation owned by the Government of Goa. This Corporation also runs nonstop buses called shuttle services. These shuttle services operate in 6 major cities. This study is undertaken to analyse the factors influencing passenger's satisfaction towards shuttle services in Goa. A total of 470 passengers are interviewed with a well designed questionnaire in 6 different locations. Around 10 factors were identified and the passengers were asked to rank these factors in order of their preference. Gartell ranking were used to identify the most important factor influencing passengers to prefer shuttle services. The research paper concludes by stating that comfort, travelling distance and Convenience are the most important factors influencing passengers to select shuttle service while travelling.*

### KEYWORDS

Kadamba Transport Corporation, passengers, shuttle services, transport.

### INTRODUCTION

Transport system in India plays a very important role in the economic development of the country because it helps in creating employment opportunities and also performs economic activities. Transport is the channel of social and economic interaction involving the physical movement of people and goods. Public transport system is a popular mode of travel in India because it is affordable, convenient and user friendly. Goa is not exception to this. Goa, being the twenty-fifth state of India, is the paradise of India, with geographical area of 3702 sq. kms and a population of 14,58,545. The State is divided into two districts, eleven talukas and has fifteen towns. A variety of transport facilities are available in Goa, including ferry and railways services, but road transport plays an important position in the overall transport system in the State of Goa. Travelling around Goa is fairly easy because there is an extensive road network which connects most places in Goa. There are private as well as State owned Transport Corporation running bus services which connect all the major locations. Government-run buses are maintained by the Kadamba Transport Corporation Ltd, linking major routes and some remote parts of the state. Kadamba Transport Corporation is a State Owned Corporation owned by Government of Goa. It was established in the year 1980 under Companies Act, 1956 with the objective to provide safe, reliable, comfortable, punctual effective & efficient passenger to the traveling public. The main aim of Kadamba Transport Corporation is to provide "safe, reliable, time-saving, efficient, comfortable and affordable" services for Goa. It is heavily subsidized by the Government like most of India's state run road transport undertakings. The Corporation Registered office is located at Parasio de Goa, Alto Porvorim, Goa. The Corporation has major four depots at Margao, Panaji, Porvorim and Vasco with a Central workshop at Porvorim. The corporation in tune with its objective of providing comfortable and efficient services provides these point to point services through mini buses called shuttle services connecting the major commercial towns like Panaji, Margao, Vasco, Mapusa, Ponda, Curchorem. These Services are non-stop without standees and hence, travel time is less, besides passengers are dropped inside the City during office timings. The shuttle bus service by Kadamba Transport Corporation in Goa is useful and convenient for blue collar job holders and daily commuters. Since most of the working population in Goa depends on public transport, Kadamba Transport Corporation plays an important role in economic and commercial development of the State.

### OBJECTIVES

1. To find the factors influencing passengers' satisfaction towards services provided shuttle services in Goa.
2. To offer suitable suggestions based on the findings of the study to improve the services of shuttle services

### SCOPE OF THE STUDY

The study is confined of analyzing the factors influencing passengers' satisfaction towards services provided shuttle services in Goa. For this study, a survey of 6 places has been undertaken namely, Panaji, Vasco, Margao, Mapusa, Ponda and Curchorem. Since the sample passengers are mobile population and they remain busy and hectic to catch their respective buses a total of 470 passengers have been interviewed in different locations. Out of the 470 passengers interviewed, around 300 passengers are daily commuters availing the pass system. These daily commuters are working people and students who travel regularly and they have availed concessions on these passes. The period of the study is from December 2015 to February 2016. In spite of some private buses and local buses of KTC operating in certain place like Vasco, Margao, Ponda, Curchorem, people still prefer to travel by shuttle services of Kadamba Transport Corporation Ltd. Hence this study has been undertaken to know the passenger's satisfaction towards services provided by shuttle services in Goa.

### RESEARCH METHODOLOGY

This study mainly focuses on the passengers' satisfaction towards services provided shuttle services in Goa. This research is mainly based on primary data and secondary data. Primary data is based on empirical research based on survey method and secondary data availed from the respective Corporation.

**PRIMARY DATA:** The primary data have been collected survey method with a pre-tested, well structured Interview Schedule. This questionnaire is administered to passengers who prefer to travel by shuttle services. The sample consists of 470 passengers who are travelling from six destinations namely Vasco, Margao, Panaji, Mapusa, Ponda and Curchorem.

**SECONDARY DATA:** Secondary data were collected through Annual Reports published by Kadamba Transport Corporation Ltd., newspapers magazines and internet websites.

### REVIEW OF LITERATURE

Cristina Alpogi, Cristina Manole (2012) conducted a research on "Qualitative Analysis of Urban Public Transportation in Bucharest" Their analysis aimed at evaluating the quality of public transport services in Bucharest. The analysis was performed from two perspectives: the perceived quality of passengers and the quality desired by them. The conclusion that emerges from their study is that even though the travelers in most cases are satisfied with local public transport service, they



still want an improvement in their quality. Hence they have suggested that in order to reduce waiting time at stations, there should be an increased means of transportation, especially during peak hours, besides that the government should prioritize the introduction of traffic lights, traffic control systems, etc. Gunu, Umar (2011) has conducted a research on “Consumer focused study of transport service Quality: A case study of selected state transport Corporations in Nigeria” The author has concluded by highlighting the fact that if transport corporations in Nigeria put their customers at center stage, it will help them create a culture that is appropriately responsive to customers. This in turn will ensure that they get the basics right because exploiting new opportunities will require a company to build on existing capabilities. The stronger these capabilities the more other profitable opportunities a company is likely to have. High quality of service can only come from a solid foundation of knowing one’s customers and how they choose, and delivering consistently whatever it is matters most to them. Kokku Randheer, Ahmed A. AL-Motawa, and Prince Vijay. J (2011) has conducted a research on Measuring Commuters’ Perception on Service Quality Using SERVQUAL in Public Transportation. The study examined the commuters’ perception on service quality offered by the public transport services of twin cities of Hyderabad and Secunderabad, India. The SERVQUAL scale is administered to measure the commuter’s perception on service quality. A survey was conducted among the commuters who were regularly availing public transport services for travelling. The research has concluded highlighting the expectations required by the commuters in terms of service quality that are delivered by the public transport services

**LIMITATIONS OF THE STUDY**

1. The Study area was confined to Goa only.
2. Only passengers travelling by shuttle services were taken for the study.
3. The survey period covers only from December 2015 to February 2016.

**FINDINGS OF THE STUDY**

In order to survive in a freely competitive market driven economy, the consumer is considered as a king. In the same way, for the survival of any transport services in the long run, the opinion of the passengers is of utmost importance. In Goa, besides private bus services operating in the state, there are State Operated transport facilities run by Kadamba Transport Corporation Ltd. which operates both local buses and shuttle services. In this study passengers travelling by shuttle services are interviewed and they are asked to assess each factor according to their own significance. Each passenger is asked to indicate their level of satisfaction by assigning ranks. The most importance influencing factor by asked to assign the first, the second important factor was assigned second rank and so on.

Based on the ranks assigned by the passengers, in order of their level of satisfaction, factors influencing the passengers to prefer shuttle services of Kadamba Transport Corporation were identified. To find out the most satisfied parameter influencing the sample passengers to prefer the shuttle services of Kadamba Transport Corporation, Garrett’s Ranking Technique is employed. It is calculated as percentage score and the scale value is obtained by employing Scale Conversion Table given by Henry Garrett.

The percentage Score is calculated as

$$\text{Percentage Score} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where  $R_{ij}$  = Rank given for  $i^{\text{th}}$  item  $j^{\text{th}}$  individual

$N_j$  is the number of items ranked by  $j^{\text{th}}$  individual

The percentage score for each rank from 1 to 10 are calculated. The percentage score thus obtained for all the ten ranks are converted into scales using Scale Conversion Table given by Henry Garrett. The score value (fx) is calculated for each factor by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each rank for every factor. The mean score is then calculated to know the level of satisfaction given by the respondents for each factor. The mean score of then calculated to know the order of satisfaction given by the respondents for the factors. Based on the mean score, the overall ranks are assigned for each. The ranking analysis of the factors influencing the passengers satisfaction towards shuttle services of Kadamba Transport Corporation using Garrett’s Ranking Technique is shown in Table 1:

**TABLE 1: FACTORS INFLUENCING PASSENGERS’ SATISFACTION TOWARDS SERVICES PROVIDED BY KTC WITH REGARD TO SHUTTLE SERVICES IN GOA**

Ranks	I	II	III	IV	V	VI	VII	VIII	IX	X	TOTAL	TOTAL SCORE	MEAN SCORE	RANK
<b>Factors</b>	<b>82</b>	<b>70</b>	<b>63</b>	<b>58</b>	<b>52</b>	<b>48</b>	<b>42</b>	<b>36</b>	<b>29</b>	<b>18</b>				
<b>Economy f</b>	72	71	64	40	54	38	37	31	27	36	470			
fx	5904	4970	4032	2320	2808	1824	1554	1116	783	648		25959	55.23	4
<b>Facilities available f</b>	24	27	35	63	49	48	64	67	41	52	470			
fx	1968	1890	2205	3654	2548	2304	2688	2412	1189	936		21794	46.37	8
<b>Travelling distance f</b>	53	63	72	87	34	56	32	22	28	23	470			
fx	4346	4410	4536	5046	1768	2688	1344	792	812	414		26156	55.65	2
<b>Convenience f</b>	75	65	66	34	51	53	44	25	32	25	470			
fx	6150	4550	4158	1972	2652	2544	1848	900	928	450		26152	55.64	3
<b>Speed f</b>	20	35	32	30	60	70	72	66	59	26	470			
fx	1640	2450	2016	1740	3120	3360	3024	2376	1711	468		21905	46.61	7
<b>Punctuality f</b>	62	56	37	39	44	59	44	48	42	39	470			
fx	5084	3920	2331	2262	2288	2832	1848	1728	1218	702		24213	51.52	6
<b>Safety f</b>	39	44	77	55	65	52	34	44	31	29	470			
fx	3198	3080	4851	3190	3380	2496	1428	1584	899	522		24628	52.40	5
<b>Comfort level f</b>	87	59	52	45	65	45	37	43	20	17	470			
fx	7134	4130	3276	2610	3380	2160	1554	1548	580	306		26678	56.76	1
<b>Travelling during peak hours / festive season f</b>	22	30	20	55	31	35	54	67	76	80	470			
fx	1804	2100	1260	3190	1612	1680	2268	2412	2204	1440		19970	42.49	9
<b>Cleanliness f</b>	16	20	15	22	17	14	52	57	114	143	470			
fx	1312	1400	945	1276	884	672	2184	2052	3306	2574		16605	35.33	10
<b>TOTAL</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>	<b>470</b>				

Note: x= Scale value; f= Number of passengers; fx= Score

It is clear from the above table that the passengers prefer travelling by shuttle services due to comfort level (56.76), followed by travelling distance (55.65), Convenience (55.64), Economy (55.23), Safety (52.40), Punctuality (51.52), Speed (46.61), Facilities available (46.37), travelling during peak or festival season (42.49) and the least importance is given to Cleanliness (35.33).

**RECOMMENDATIONS**

- 1) There should be uniformity in the frequency of buses especially during peak time as the passengers’ faces a lot of problem during this time.

- 2) Kadamba Transport Corporation should try to display the appropriate time table boards showing timings of arrivals and departures of shuttle buses as and when required. It should also be in clear, legible, simple and precise to see, so that there will be no confusion among the passengers.
- 3) It was also suggested that First aid facilities should be made available both in the buses and at the bus stations. The first aid boxes should have all the necessary medicines which are required at the time of emergency and if medicines expire, they should to be replaced with new ones.
- 4) The Government should make alternative arrangement to ply additional buses especially during peak and festival seasons so that the daily passengers who are travelling are not put at loss.
- 5) Old buses should be replaced with new ones so that the passengers find convenient while travelling.
- 6) The Government should try to appoint some officers so that they can inspect the cleanliness in the buses and also in different bus depots.
- 7) It is also necessary that the Government should provide the basic infrastructure and basic facilities such as pure drinking water, good sanitation and user friendly infrastructure for disabled persons and senior citizens Wheel chairs should also be made available in the bus station premises so that the elderly and physically challenged persons will not have the trouble of walking distances long distances to catch their buses. Also suitable ramps have to be built where ever necessary.

## CONCLUSION

The survival of any service industry depends on how well they serve and satisfy their passengers. Hence satisfied passenger is always the biggest asset of any service industry, especially, in the era when global and private players enter the market. The study on factor influencing passengers' satisfaction towards services provided by Kadamba Transport Corporation with regard to shuttle services in Goa revealed that the passengers' are satisfied services of the shuttle services in Goa. However, cleanliness and frequency of buses are two important aspects of quality of services which are required to be considered by KTCL in order to survive in the long run.

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