A Study on satisfaction of passengers of Tamil Nadu State Transport Corporation limited Coimbatore.

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ABSTRACT
The present study titled "A Study on satisfaction of passengers of Tamilnadu State Transport Corporation Limited, Coimbatore" is a descriptive study conducted by using survey method of research. 500 passengers using various routes daily in the city bus were selected as respondents. Primary data was collected through the structured questionnaire using convenient sampling method. The analysis of the data were made with the help of simple percentage, weighted average score tools and rank method. Final result was given in the findings, suggestions and conclusion.

Introduction

Public Transport or Mass transport is transport of passengers by group travel systems available for use by the general public, typically managed on a schedule, operated on established routes and that charge a posted fee for each trip. Examples of public transport include city buses, trolley buses, trams and passenger trains. Most public transport system run along fixed route with set embarkation/disembarkation points to a prearranged time table, with the most frequent services running to a headway (eg. "Every 15 minutes" as opposed to being scheduled for any specific time of the day).

Since the 1820s, various forms of public transportation have come and gone throughout the world, making an impact not only on how we travel but also on today's general structuring of cities. As the earliest bus services started springing up all over the world, getting from point A to point B became easier than ever, furthering the divide between urban city centers and suburban neighbourhoods.

Technological advances gave way to an evolution of public transit systems that started with horse-drawn cars and developed into cable cars, heavy- and light-rail systems, and eventually electric and self-driving buses.

Tamil Nadu State Transport Corporation Limited (**TNSTC**)

Tamil Nadu State Transport Corporation Limited (TNSTC) is a public transport bus operator in Tamil Nadu. It operates intercity bus services to cities within Tamilnadu and from Tamilnadu to its neighbouring states with a combined fleet strength of 23,078 buses as of 2016-17. It also operates public transport bus service in many cities of Tamilnadu, with the exception of Chennai, where the public bus service is operated by MTC, a subsidiary of TNSTC.

TNSTC is fully owned and operated by the Government of Tamil Nadu. It caters to all the districts within Tamil Nadu and also operates services to neighbouring states of Andhra Pradesh, Karnataka, Kerala, Telangana and union territory of Puducherry. Until 1997, Transport Corporation was bifurcated in to 21 divisions which were later merged to form eight divisions which were listed below:

Name	Old names before 1996	Head quarters	Zonal Divisions	Area covered for MTC & SETC/ District covered for TNSTC	Registration numbers	Code
MTC, Chennai	Ambedkar (DATC), Pallavan (PTC)	Chennai	North Chennai, South Chennai	Chennai metropolitan Area & its sub-urban areas	TN-01, TN-02	77/MDS
SETC	Thiruvalluvar (TTC) Rajiv Gandhi (RGTC)	Chennai	N/A	Tamil Nadu, Andra Pradesh, Karnataka, Puduchery	TN-01, TN-07	77/MDS

Name	Old names before 1996	Head quarters	District covered for TNSTC	Registration numbers	Code
TNSTC, Coimbatore	Bharathiar, Cheran, Jeeva	Coimbatore	Coimbatore, Erode, Nilgiris, Tiruppur, Karur	TN-33, TN-38, TN-39, TN-43	191/CBE
TNSTC, Kumbakonam	Cholan, Dheeran Chinnamalai, Maradhu Pandiyar,	Kumbakonam	Ariyalur, karur, Nagapattinam, Perambalur,	TN-45 TN-47 TN-49	454/TAJ

	Veeran Azhagu Muthukone		Pudukkottai, Ramanathapuram, Sivagangai, Thanjavur, Thiruvarur, Tiruchirapalli	TN-51 TN-55 TN-63 TN-68	
TNSTC, Madurai	Pandiyan, Rani Mangammal, Veeran Sundaralingam	Madurai	Dindugal, Theni, Madurai, Virudunagar	TN-57 TN-58 TN-59 TN-67	459/MDU
TNSTC, Salem	Anna, Annai Sathya	Salem	Dharmapuri, Krishnagiri, Namakkal, Salem, Karur.	TN-27 TN-29 TN-30	SLM/394
TNSTC, Tirunelveli	Kattabomman, Nesamony	Tirunelveli	Kanyakumari, Thoothukudi, Tirunelveli	TN-72 TN-74	464/TIN
TNSTC, Viluppuram	MGR, Pattukottai Alagiri, Thanthai Periyar	Viluppuram	Cuddalore, Vellore, Kanchipuram, Thiruvallur, Tiruvannamalai, Viluppuram	TN-21 TN-23 TN-25 TN-31 TN-32	19/VPM

History of Tamil Nadu State Transport Corporation (TNSTC), Coimbatore

The Corporation began its operation on 01-03-1972 with 6 branches, operating 109 buses taken from the private sector in the name of Cheran Transport Corporation Limited, Coimbatore. Subsequently, 121 vehicles were also taken from the private operators of the Nilgiris District on 14-01-1973, under the scheme of Nationalisation. The Corporation was bifurcated on 01-04-1983 and 18-02-1994 when the fleet strength was 1204 and 1438 respectively. The new corporations were christened as Jeeva Transport Corporation, limited. , and Mahakavi Bharathiar Transport Corporation, Ltd. , with head quarters at Erode and Udhagamandalam respectively, having the operational jurisdiction over Erode and the Nilgiris districts. Again, the two corporations were amalgamated as Tamil Nadu State Transport Corporation (Coimbatore) Ltd. , on 30-12-2003.

As on 31-03-2016, TNSTC (Coimbatore) Ltd., was having a fleet of 2,882 buses with 40 branches. The Corporation is operating 10.76 lakhs KMs per day and 29.79 lakhs of Passengers are travelling per day in those buses. The Corporation had provided employment to17, 206 persons.

Scope of the study

The present study focussed on the satisfaction of the passengers using the public transport operated by Tamil Nadu State Transport Corporation Limited., Coimbatore. The study has been undertaken to know the preference and satisfaction level of passengers among the different types of buses operated by TNSTC, CBE in and around Coimbatore with five hundred sample respondents using the public transport operated by TNSTC.

Objectives of the study

1. To study the satisfaction level of the passengers using public transport operated by TNSTC, Coimbatore.
2. To know about the discomfort of the passengers, while using the public transport.
3. To suggest the ways of providing full satisfaction to passengers by providing better service on the fleets operated by TNSTC Coimbatore**.**

Research Methodology

This study is mainly based on Primary data and it was collected through questionnaires and personal interview by adopting the convenient sampling in the selection of respondents in the northern parts of Coimbatore. The Secondary data were collected through different sources such as books, Journals, Government records and Websites. The analysis of the data were made with the help of simple percentage, weighted average score tools and rank method.

Review of literature

Macario (2001) suggests that for any urban mobility system to provide appropriate and effective solutions to its clients, it must focus on the interaction between different agents of the system acting within and across different levels of planning and control (i.e., authorities, operators, suppliers of equipments, citizens, etc.).

Macario also cites Ciuffini (1995) to emphasize the need for an adequate balance between the following dimensions:

1. Transport dimension should obtain adequate balance between modes and means of transport, so that those who give up the use of private transportation have available good quality alternatives without any social, geographical or sectoral discrimination.
2. Environmental dimension should establish a configuration of the urban mobility system that results in a total sum of pollution below the endurance level.
3. Economic dimension should offer good value for money, induce adaptive behaviour from the users, and be able to create new financial resources to support investment.
4. Social dimension should ensure that citizens are provided with an adequate mobility system to their needs and that no exclusion through price or any other criteria is imposed on the basis of economic or financial goals.

Macario also suggests that there is no perfect transportation system, and therefore the second best solution lies in establishing trade-offs between the various dimensions according to the socioeconomic and cultural reality of each specific

environment (urban area). These trade-offs are conditioned by practical options that result from the interaction between the local, regional, and national levels of interventions. Clearly, an effective transportation system is a function of the strategic objectives designed to address stakeholders' interests.

UK's Midlands operator Trent Buses conducted a thorough research with a view to improving services (Disney 1998) and identified customers' top requirements as: reliability/frequency of services, friendliness of services, clean bus interiors, comfort, value for money, clean bus exteriors, easy access, reasonable fares, and easy to understand and remember timetables. The top four items stood out in importance, and value for money was revealed as an embodiment of these attributes.

Thus, if bus operators failed to deliver on the four items, they were not producing value for money. Low fare was not perceived as a critical requirement by a majority of the customers. Despite scoring high on reliability, Trent Buses fell short of expectations in the other three top values and was seen as weak in value for money. In the study, bus driver attitude and behaviour were seen as problematic. Although only 10 percent of the drivers were responsible for this problem, what was far more damaging was the perception. Vehicle cleaning standards were also severely criticized.

In another study, analysis of complaints received by the Rail Users Consultative Committee (RUCC) in the UK revealed that staff attitude, reliability, punctuality, and cleanliness of the trains are sources of a majority of the complaints by passengers (Disney 1998). In India, transportation systems have also been criticized for their low quality of services reflected in the growing number of standing passengers, lack of punctuality, irregularity, and substandard amenities (Mishra and Nandagopal 1993).

Edvardsson (1998) examined written customer complaints to Goteborg Regional Public Transport AB in Sweden (GLAB), performed personal interviews with customers who had previously complained, and found staff attitude to be the dominant issue in the written complaints. In the personal interviews, however, punctuality emerged as the major problem. This indicates that customers accept lack of punctuality as an unfortunate but unavoidable effect of road congestion but it reduces their tolerance in other areas, particularly on how they are treated by front-line staff and on vehicle comfort levels embodied in heating and ventilation.

Table: 1

Demographic profile of the Respondents

Age	**Respondent**	**Percentage**
Up to 25 years	208	41.6%
26-40 years	202	40.4%
41-58 years	52	10.4%
Above 58 years	38	7.6%
Total	500	100
Gender	**Respondent**	**Percentage**
Male	277	55.4%
Female	223	44.6%
Total	500	100
Occupation	**Respondent**	**Percentage**
Student	282	56.4%
Business	38	7.6%
Profession	12	2.4%
Private Employee	118	23.6%
Government employee	50	10%
Total	500	100
Yearly family Income	**Respondent**	**Percentage**
Less than rupees 2,00,000	175	35%
Rupees 2,00,001-3,00,000	200	40%
Rupees 3,00,001-4,00,000	90	18%
Above rupees 4,00,000	35	7%
Total	500	100

The above table shows that majority of the respondents is at the age group up to 25 years and they are male. Majority of the respondents were students and their yearly family income falls in between rupees 2,00,001 to 3,00,000.

Table-2

Purpose of travel by the respondents

Purpose of Travel	Number of respondents	Percentage
School/ College going	173	34.6%
Employment	227	45.4%
Business	20	4%
Others (such as shopping, entertainment etc)	80	16%
Total	500	100

The above table shows that majority of the respondents were using public transport for the purpose of employment.

Table: 2 Satisfaction level of the respondents in quality of ride

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	363	72.6%
Satisfied	133	26.6%
Highly satisfied	04	0.8%
Total	500	100

The above table shows that majority of the respondents were dissatisfied with the quality of ride of Tamil Nadu State Transport Corporation, Ltd., Coimbatore.

Table: 3 Satisfaction level of the respondents with behaviour of Co-Passengers

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	79	15.8%
Satisfied	382	76.4%
Highly satisfied	39	7.8%
Total	500	100

The above table shows that Majority of the respondents were satisfied with the behaviour of the co-Passengers.

Table : 4 Satisfaction level of the respondents with security of the travel

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	66	13.2%
Satisfied	319	63.8%
Highly satisfied	115	23%
Total	500	100

The above table exhibits that majority of the respondents were satisfied with the security of their travel in TNSTC, Ltd., Coimbatore.

Table : 5 Satisfaction level of the respondents with behaviour of the service personnel

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	172	34.4%
Satisfied	218	43.6%
Highly satisfied	110	22%
Total	500	100

The above table exhibits that majority of the respondents were satisfied with the behaviour of the service personnel of TNSTC, Ltd., Coimbatore.

Table:6 Satisfaction level of the respondents on waiting facilities at bus stops

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	398	79.6%
Satisfied	102	20.4%
Highly satisfied	0	0
Total	500	100

The above table shows that majority of the respondents were dissatisfied with the waiting facilities at the bus stop.

Table:7 Satisfaction level of the respondents on frequency of bus services

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	277	55.4%
Satisfied	212	42.4%
Highly satisfied	11	2.2%
Total	500	100

The above table shows that majority of the respondents were dissatisfied with the frequency of bus services at peak hours.

Table:8 Satisfaction level of the respondents with legroom Space

Satisfaction level	Number of respondents	Percentage
Dis-Satisfied	15	3%
Satisfied	220	44%
Highly satisfied	265	53%
Total	500	100

The above table exhibits that majority of the respondents were highly satisfied with the legroom space inside the busses operated by TNSTC, Ltd., Coimbatore.

Table: 9 Overall Satisfaction level of the respondents

Factors	**Highly satisfied**	**Satisfied**	**Dissatisfied**	**Average score**	**Rank**
Quality of ride	**04**	**133**	**363**	**2.196**	**VII**
Behaviour of Co-Passengers	**39**	**382**	**79**	**3.896**	**IV**
Security of the travel	**115**	**319**	**66**	**5.098**	**II**
Behaviour of the service personnel	**110**	**218**	**172**	**3.974**	**III**

Waiting facilities at bus stops	**0**	**102**	**398**	**2.294**	**VI**
Frequency of bus services	**11**	**212**	**277**	**3.862**	**V**
Legroom Space	**265**	**220**	**15**	**6.68**	**I**

Recommendations to improve the satisfaction of passengers using TNSTC, Coimbatore

1. TNSTC buses should be washed internally and externally for two times in a week.
2. Drivers and Conductors should be trained like a sales man to behave with the passengers.
3. A compliant box will be available for passengers with every terminal bus stand. Passenger grievance cell may be formed to solve the grievance of passengers received through mail, complaint box and toll free number.
4. Frequency of buses may be increased during peak hours.
5. Conductors may be advised not to overload the passengers in the bus.
6. Maintenance in-charge will be held responsible for the smooth running of buses. For this purpose, a maintenance manager may be appointed for every 50 buses.

Conclusion

In current world nobody live without transport. All of us are moving from one place to another with the means available for transport such as bi-cycle, car, lorry, train and bus etc. But bus is a major means of transport used by the public at large. In Tamil Nadu majority of buses were operated by TNSTC, limited. This study helped me to understand the satisfaction level of passengers using TNSTC, Coimbatore .

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