



VANDEBHARAT EXPRESS: A STUDY ON CUSTOMER SATISFACTION

Mrs. Swathy V B,

Assistant Professor,

Department of Travel and Tourism,

Mar Dionysius College Pazhanji, Thrissur, Kerala, India.

ABSTRACT:

The Vande Bharat Express is one of the prestigious and modern trains run and managed by the Indian Railways. It is considered a semi high speed train, which is the second fastest train in India. Vande Bharat is also known as Train 18 and was inaugurated by the Prime Minister of India, Shri Narendra Modi in 2019. This paper tries to study the satisfaction level passengers travelled by the Vande Bharat Express.

Key Words: Vande Bharat Express, Customer Satisfaction

INTRODUCTION:

Vande Bharat Express is truly one of the most modern types of trains that are proudly owned by India. It is purposely given an airplane look from the inside to match its upscale aesthetics. Vande Bharat Express harbours rotatable seats which make travel even more customizable. There are large windows in each coach which makes sightseeing a wonderful experience. Moreover, the catering service of the Vande Bharat Train is phenomenal. Other prominent amenities include automatic doors, smoke alarms, surveillance, odour control system, bio vacuum toilets, sensory taps, etc. many people travelled by Vande Bharat Express now a days. This study examines the satisfaction level of the passengers travelled by Vande Bharat Express.

OBJECTIVES:

- To study more about Vande Bharat Express
- To evaluate the customer satisfaction level

LITERATURE REVIEW:

In this study, researcher go through various studies depending up on passenger satisfaction.

Sheeba. A. A and Dr. K. Kumuthadevi(2013), studies that identifying different factors of service quality of Indian railways. The major findings of this study enables that the most important factors determining satisfaction of passengers in train are serially comes as basic facilities, hygiene, safety & security, catering, health care service, punctuality, behavior towards passengers. V. Rajeswari and K. Santa Kumari (2014), this paper aims to study the passenger's perception about the service quality of rail transport system in India. Margaret Divya and Nandhinidevi (2020), they examined that the various services provided by the Indian Railways along with the objectives to evaluate the passengers' preferences, satisfaction, limitations, and perceptions towards the same. Magheswari Gopal, Vasanthi Soundarajan, Nishad Nawaz, Vijayakumar Gajendran and Satyanarayana Parayitam (2023), they examined that the customer satisfaction on cleanliness and other service quality dimensions in Indian Railways. This

study revealed that passengers were satisfied with the tangibility, assurance, and reliability dimensions of service quality.

RESEARCH METHODOLOGY:

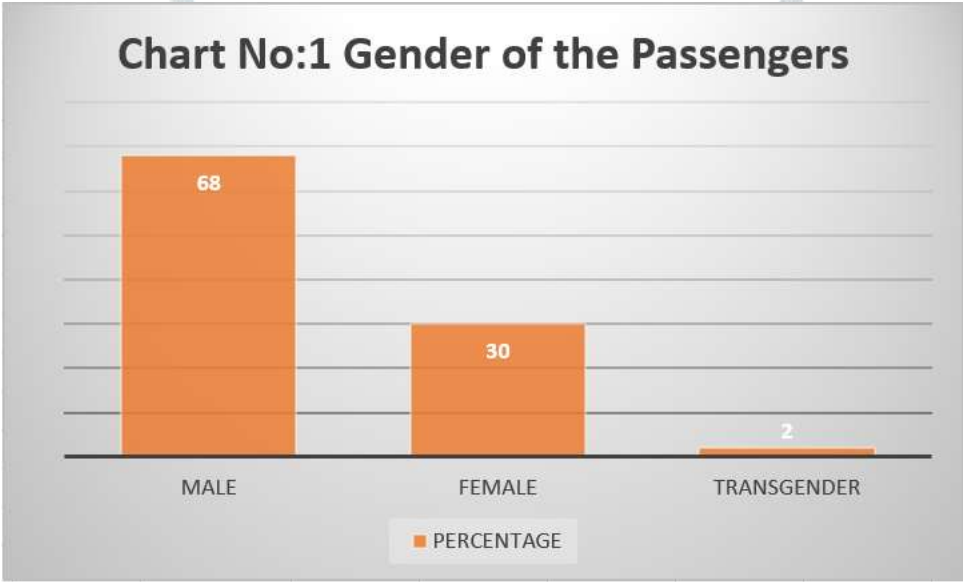
Both Primary and Secondary data to be used to complete this study.

Primary Data: Primary data collected from the passengers who use Vande Bharat Express for their journey through direct interaction and by using questionnaire.

Secondary Data: Secondary data collected from different published resources, which were supportive to the original data. Primary data collected from 100 respondents randomly from Kerala.

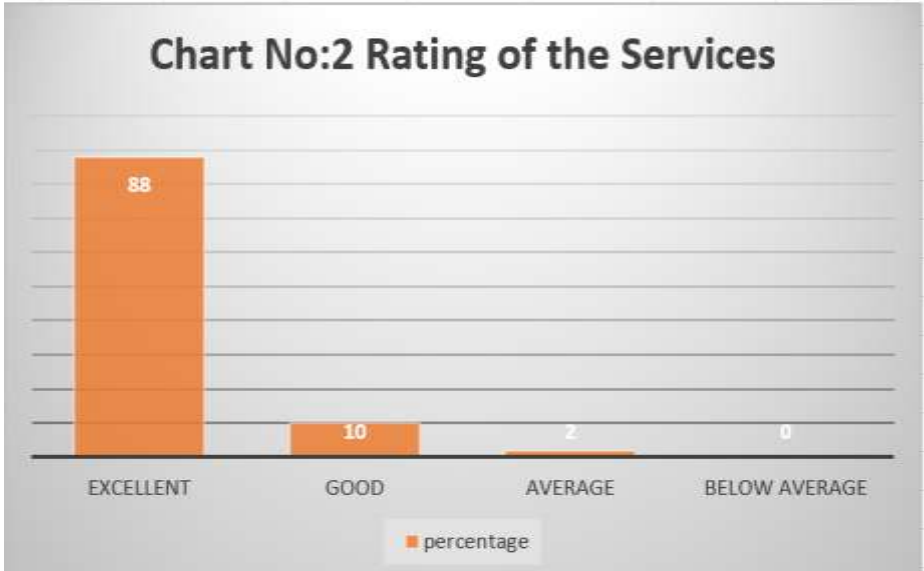
DATA ANALYSIS AND INTERPRETATION:

TABLE NO: 1 GENDER OF THE PASSENGERS		
Gender	Number	Percentage
Male	68	68
Female	30	30
Transgender	02	02
Total	100	100



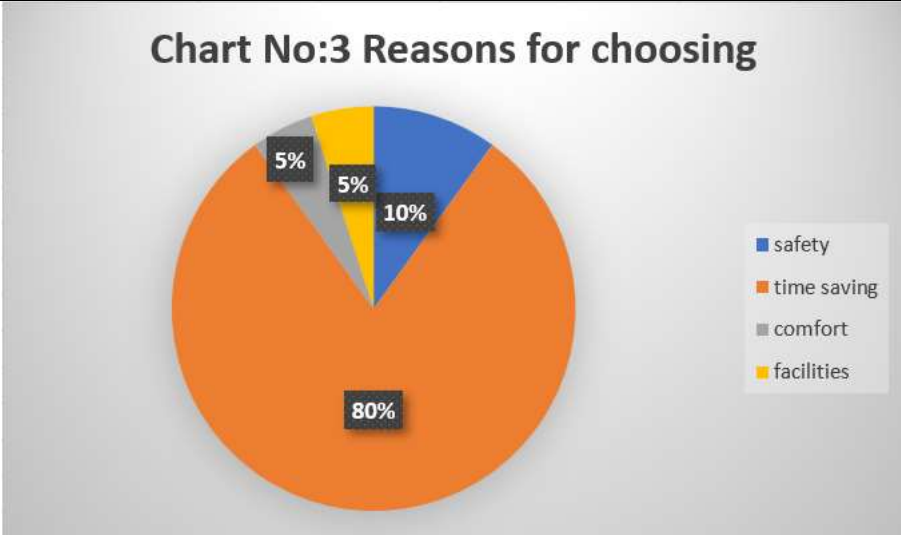
Interpretation: Above table and chart shows that, most of the passengers in Vande Bharat Express are male (68%),

TABLE NO:2 RATING OF THE SERVICES		
RESPONSE	NUMBER	PERCENTAGE
Excellent	88	88
Good	10	10
Average	02	02
Below Average	00	00
Total	100	100



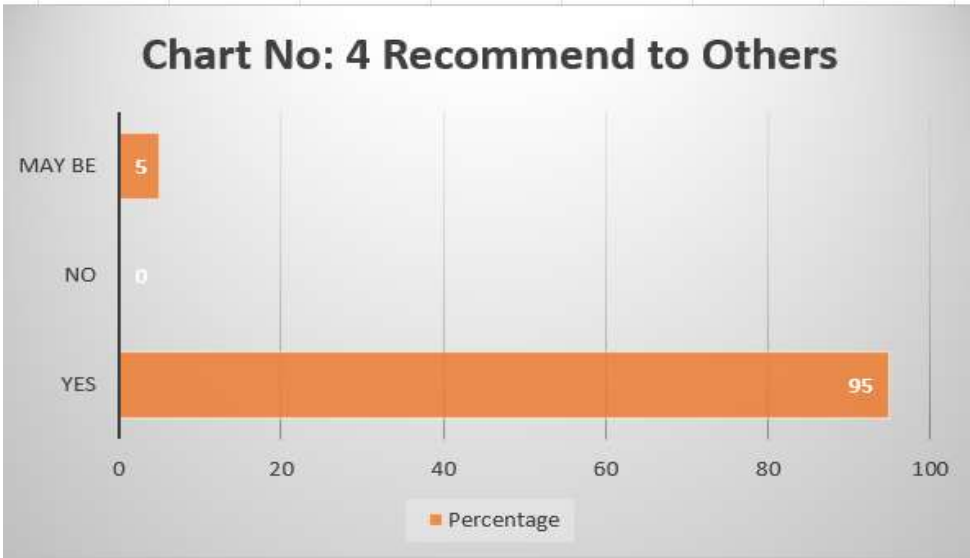
Interpretation: Above table and chart shows that, most of the passengers rate the facilities in mentioned train is excellent (88%).

CHART NO:3 REASONS FOR CHOSING VANDEBHARAT EXPRESS FOR YOUR JOURNEY		
RESPONSE	NUMBER	PERCENTAGE
Safety	10	10
Time Saving	80	80
Comfort	05	05
Facilities	05	05
Total	100	100



Interpretation: Above table and chart shows that, passengers choose this train because of its time saving capacity.

Table No:4 RECOMMEND TO OTHERS		
RESPONSE	NUMBER	PERCENTAGE
Yes	95	95
No	00	00
May be	05	05
Total	100	100



Interpretation: Above table and graphs revealed that, 95% of the respondents recommend this train to others.

TABLE NO:5 SATISFACTION LEVEL OF THE PASSENGERS		
RESPONSE	NUMBER	PERCENTAGE
Highly Satisfied	92	92
Satisfied	07	07
Neutral	01	01
Dissatisfied	00	00
Highly Dissatisfied	00	00
Total	100	100



Interpretation: Above table and chart shows that, 92% of the passengers are highly satisfied with the facilities and services provided in the Vande Bharat Express.

FINDINGS

- Most of the passengers in Vande Bharat Express are male compared to female and transgenders.
- Passengers rate the facilities are in excellent manner.
- Many people choose this train for their journey is its time saving capacity.
- Most of the respondents recommend this train to others for their next journey.
- Passengers are highly satisfied with the facilities and services provided in this train.

CONCLUSION

Overall findings of this study are revealed that most of the passengers are use rail transportation system for their convenient travel. Now a days, people use Vande Bharat Express for their journey. And this train is providing excellent services to the passengers and all these services meet the expectation of every passenger. The service

quality of mentioned train is mostly affected the satisfaction level of the passengers. This train has given more attention to the passengers' satisfaction by giving excellent services to the customers.

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