A STUDY OF CUSTOMER SATISFACTION IN PUBLIC TRANSPORTATION SYSTEM

Mrs. Shrutika P. Tikhe [1], Dr. M. R. Vyawahare[2], Prof P. R. Wankhede [3]

Prof Ashish R. Bijwe[4]

[1] PG Student, M.E Transportation Engineering and Management, Dr. Rajendra Gode Institute of Technology and Research, (SGBAU) Amravati, Maharashtra, India

[2] Professor and Head, Civil Engineering Department, Dr. Rajendra Gode Institute of Technology and Research, (SGBAU) Amravati, Maharashtra, India

[3] Assistant Professor, Civil Engineering Department, Dr. Rajendra Gode Institute of Technology and Research, (SGBAU) Amravati, Maharashtra, India

[4] Assistant Professor, Civil Engineering Department, Dr. Rajendra Gode Institute of Technology and Research, (SGBAU) Amravati, Maharashtra, India

Abstract: In a highly competitive distribution sector, one way to gain competitive advantage is to ensure that the customers are satisfied. It is also a fact that having a good transport system is a great factor to ensure long term services and growth of the country. The study is to find the role transportation play in achieving customer satisfaction in the transportation services. Eventually, the results are meant to improve the existing levels of customer satisfaction with the form of transportation. Specifically, it seeks to uncover the factors accounting for the level of customer satisfaction in transportation. Major theoretical area to develop a framework which suggests that customer satisfaction would be a function of service quality and customer orientation of service employees. Most customers also agree that increase in customer satisfaction also depends on transportation. Furthermore, it is recommended on the basis of the evidence that to understand customer satisfaction better, Advances in business over the years have been considerably driven development in business philosophies such as marketing, transportation and distribution, and customer demands and satisfaction for survival in an increasing competitive business world. Level of customer expectation has engendered an industry wide search for quality high level of customer service and greater cost effectiveness. Most changes not mere trends but the result of large forces which have lasting effects on an organization, example, increasing importance of customer services and ongoing changes in customer demand and preferences.

IndexTerms: Customer satisfaction, orientation, transportation services

1. INTRODUCTION

India transport sector is large and diverse. It caters to the needs of 1.1 billion people. The sector contributed about 13-14% to the nation GDP, with road transportation contributing the lion share. Good physical connectivity in the urban and rural areas is essential for economic growth. Since the early 1990s, India growing economy has witnessed a rise in demand for transport infrastructure and services. However, the sector has not been able to keep pace with rising demand and is proving to be a drag on the economy. Major improvements in the sector are therefore required to support the country continued economic growth and to reduce poverty. Roads are the dominant mode of transportation in India today. They carry almost 85 % of the country passenger traffic and more than 60% of its freight. The density of India highway network at 1.8 km of roads per square kilometre of land – is more than that of the United States (0.65) and much greater than China (0.86) or Brazil (0.20). However, most roads in India are narrow and congested with poor surface quality, and 33 % of India villages do not have access to all-weather roads.

Good public transport systems are an essential part of safe, clean, and affordable transport for development. From a social perspective, public transport is often the only means of transport for the poor. Without it, they would be able to look at work opportunities only within walking

I. STATEMENT OF PROBLEM

The problem identified for the study is to find out: -

1. To find out whether current travel time?
2. What benefits enjoyed by customers?
3. To find out what improvement should be bought in the fields of public transport in buses

To increase the customers in public transport?

II. SCOPE

The scope of this master thesis is to investigate overall customer satisfaction with services and Quality of public transportation in Amravati city, Maharashtra, India. Since India has a wide range of public transport, the study will be conducted to measure the public transport. The study of public transport is important sign to makes it up since, the conventional public transport one is majority of the public bus transport in India. The level of customer satisfaction will be identified and analysed based on the services provided by public transportation. The data is collected through questionnaire survey from the local citizens.

III. SIGNIFICANCE OF STUDY

The main aim of this study is to assess the customer satisfaction level with the service quality provided by public transportation with reference to private buses in Amravati. The findings in this study are also useful for giving information to the future Researcher who is interested in this study.

1.5 AIM The aim of the study is to satisfy the customers with all adequate facilities and propose some facilities which are required to satisfy the customers in city buses.

IV. OBJECTIVE

The corporation's main objectives are: -

1. To compile available information regarding customer satisfaction in public transportation service through literature review
2. To study whether their quality of public transportation service- This includes pick the survey locations in Amravati city, take survey in selected key areas.
3. To carry out assessment of survey which includes waiting time, cleanliness of bus, cleanliness, comfortable, journey time, travel time, delay time & customer satisfaction.
4. To study which service quality attributes are provided in selected key areas of public transportation in selected key areas?
5. To predict the enhancement in customer satisfaction from results and findings.

2. RESEARCH METHODOLOG

The motive of study is to analyse the public satisfaction covered in the services provided by public transportation agencies for intracity movement. As per HCM the level of service of any highway/road is calculated on the parameters such as

1. Physical characteristics,
2. Traffic volume,
3. Traffic density,
4. Operating speed of vehicles,
5. Traffic heterogeneity etc.

Likewise, the level of service is taken as a key entity to check the services experienced bythe passengers in terms of travel time, journey time, delay etc. In which these parameters are inversely proportional to the level of service in terms of services experienced by passengers. According to those LOS characteristics for road correlated with characteristics for public transportation are as follows:

2.1 Data and Sources of Data

Table 1 LOS Characteristics for Roads Correlated with Public Transportation

Sr. No.	Level of Service	Operating Characteristics for Road	Operating Characteristics for Public Transportation
1	Grade-A	Quality –free flow with low volume & high speed	Comfortable & Safety is strongly agreed with no waiting time, traveltime & Delay time are ideal.
		Average speed of travelling is 50 Kmph or more	Highly Comfortable & Safe
		Mainly free flow above 57.2	Journey time is Strongly agree/acceptable
		Factor of intersection is 0	Travel Time is equal to journey time & reached on/before time
		Density less than 11	No Waiting time
		Delay Time is less than 10 sec	No delay
2	Grade-B	Reasonably free flow, but speed beginnings to be restricted by traffic condition.	Comfort ability & Safety is Acceptable & agree/comfortable with waiting time & delay time. (Not affecting the motive of journey)
		Average speed of travelling is 40 Kmph or more	Comfortable & safe
		Mainly free flow between 54.4-43.2	Journey time is Not affecting the motive of journey
		Load factor is 0.11 or less	Travel time is sufficient with acceptable delay and not affecting the motive of journey
		Density in between 11-18	Agreed with waiting time which isNot affecting the motive of journey
		Delay Time in between 10-20 sec	Agree with delay time by Not affecting the motive of journey
3	Grade-C	Stable flow, but most drivers are restricted in the freedom toselect their own speed.	comfortable & Safety cannot bepredicted due to variation in waiting time & delay time and other parameters
		Average speed of travelling is 30 Kmph or more	comfortable & safety is subjective
		Mainly free flow between 43.2-54.4	Journey time is subjective
		Load factor is 0.3 or less	Travel time is subjective
		Density in between 18-26	waiting time is subjective
		Delay Time between 25-35 sec	delay time is subjective
		Approaching unstable flow, drivers have little freedom to	comfortable & Safety is not as perexpectations with waiting time & delay time affecting motive of journey

4	Grade-D	select their own speed.	
		Average speed of travelling is 25Kmph or more	comfortable & safety is compromised
		Mainly free flow between 33.6-43.2	Journey time affecting the motive of journey
		Load factor is 0.7 or less	Travel time is inconvenient
		Density in between 26-35	waiting time affecting motive of journey
		Delay Time in between 35-55 sec	delay time is more as compared toGrade-A,B and C. Affecting the affecting motive of journey
5	Grade-E	Unstable flow, may short stoppages	comfort & Safety is highly compromised with major waitingtime & delay time highly affecting motive of journey
		Average speed of travelling is 25 Kmph or more	Level of comfortable & safety is unacceptable
		Mainly free flow in between 26.33.6	Journey time is intolerable
		Allowing major access to merge in stream	Travel time is highly affecting motive of journey
		Density in between 35-45	waiting time is highly inconvenient
		Delay Time is in between 55-80sec	delay time is highly affecting the motive of journey and passenger may experience major inconvenience
6	Grade-F	Forced or breakdown flow, unacceptable congestion: stop & Go	
		Average speed of travelling is 15 Kmph or less	
		Mainly free flow less than 25.6	
		No limitations on merging in stream	
		Density more than 45	
		Delay Time is less than 80 sec	

3. DATA COLLECTION

This study is targeted to know the level of customer satisfaction in public transportation of Amravati city, Maharashtra.

3.1 Survey Collecting Sample 1 at Rajapeth

SERVICE QUALITY OF PUBLIC TRANSPORT IN AMRAVATI

Dear Respondent

We are conducting an academic research on the above topic. Find below please a series of questions to be answered by you. We assure you that whatever information is obtained, will be used for academic/ research purposes only. We will be extremely grateful for your kind cooperation.

Age: 65   Gender: M   Status: Mode: City Bus   Rajapeth

Sr. No.	Tangibles	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1.	The waiting time for the bus service is acceptable			✔		
2.	Cleanliness of bus interiors are sufficient	✔				
3.	Proper shelter and benches are available at stop				✔	
4.	Seats are enough comfortable		✔			
5.	Appropriate seats are available for females				✔	

Sr. No.	Assurance	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1.	Drivers drive safely				✔	
2.	Journey time was acceptable		✔			
3.	Travel time was adjustable		✔			
4.	Delay time in journey was enough		✔			

Sr. No.	Customer Satisfaction	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1.	You are pleased with transport service				✔	
2.	The services provided by transporters meet your satisfaction level		✔			
3.	Compared to private Cars you are happy in having public transport				✔	
4.	You are satisfied with the fares					✔
5.	As compared to private sectors more satisfied with public sector transport		✔			✔

3.2 Sampling Procedure:

Sample of 341 respondents are as follows
Sampling Details

Table 1 Responses on Age-Group Wise

Age Group	Respondents
Below or equal to 20 years	120
20-40 years	105
40-60years	80
>60 years	36
Total	341

Spot	Respondents

Age Groups	Below or equal to 20 years	21-40 years	41-60 years	>60yeas
Rajapeth Stop	29	18	12	7
Rajkamal Stop	26	27	20	5
Panchvati Square	18	10	17	5
Gadge Nagar Stop	20	25	16	9
Shegaon Naka Stop	15	20	10	6
Kathora Naka Stop	12	5	5	4
Total	120	105	80	36

Table 2 Responses on Age-Group Wise at Various Stop

3.3 Theoretical framework

The research area of this project is public satisfaction of transportation system. Initially the researcher papers are studied and the information related to this project is gained and hence the project work is started. for the purpose of being concise and also because of the reason that the researchers have selected public transport in Amravati city sothe universe for this research considered of residents of Amravati for these research data collected from **"Rajapeth stop, Rajkamal stop, Panchavati square, Gadge Nagar stop, Shegaon Naka stop, Kathora Naka stop"** were selected as a study location. To know who suffers the most, we chose individuals from various age groups.

After finding the critical factors of customer's dissatisfaction, public survey has been done. After the survey of customers, there are identifications of the major components of the project to fit the customer satisfaction and arterial level of service (LOS) in terms of passenger's satisfaction is finding based on the journey time for the segment, section. The average travel time is computed from journey time on the segment and delay time. Next stepis to interpret and analyse the factors provided by Likert's Scale Method on passenger's satisfaction.

## 4. Data Collection & Interpretation

4.1 Results of Descriptive Statics of Study Variables

Table No.1 Tangibles Count in the Public Transport Survey at Rajapeth Stop.

Particulars	Age Group		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
Waiting Time	Below or equal to 20years	No of Respond	13	7	2	5	2	29
		Percentage	44.83	24.14	6.90	17.24	6.90	100
	21-40 years	No of Respond	4	7	0	4	3	18
		Percentage	22.22	38.89	0.00	22.22	16.67	100.00
	41-60 years	No of Respond	2	3	2	2	2	12
		Percentage	16.67	25.00	16.67	16.67	16.67	100
	>60 years	No of Respond	2	1	1	3	0	7
		Percentage	28.57	14.29	14.29	42.86	0.00	100.00
Cleanliness	Below or equal to 20years	No of Respond	7	6	2	9	5	29
		Percentage	24.14	20.69	6.90	31.03	17.24	100.00

	21-40 years	No of Respond	2	4	2	6	4	18
		Percentage	11.11	22.22	11.11	33.33	22.22	100.00
	41-60 years	No of Respond	1	3	0	7	1	12
		Percentage	8.33	25.00	0.00	58.33	8.33	100.00
	>60 years	No of Respond	0	1	0	5	1	7
		Percentage	0.00	14.29	0.00	71.43	14.29	100.00
Proper shelter & Benches	Below or equal to 20years	No of Respond	3	2	0	14	10	29
		Percentage	10.34	6.90	0.00	48.28	34.48	100
	21-40 years	No of Respond	2	3	3	9	1	18
		Percentage	11.11	16.67	16.67	50.00	5.56	100.00
	41-60 years	No of Respond	0	1	0	8	3	12
		Percentage	0.00	8.33	0.00	66.07	25.00	100.00
	>60 years	No of Respond	0	2	2	2	1	7
		Percentage	0.00	28.57	28.57	28.57	14.29	100.00
Comfortable	Below or equal to 20years	No of Respond	5	7	3	8	6	29
		Percentage	17.24	24.14	10.34	27.59	20.69	100.00
	21-40 years	No of Respond	2	2	4	7	3	18
		Percentage	11.11	11.11	22.22	38.89	16.67	100.00
	41-60 years	No of Respond	0	3	0	7	2	12
		Percentage	0.00	25.00	0.00	58.33	16.67	100.00
	>60 years	No of Respond	0	0	1	4	2	7
		Percentage	0.00	0.00	14.29	57.14	28.57	100.00
Seats available for females	Below or equal to 20years	No of Respond	2	4	0	14	9	29
		Percentage	6.90	13.79	0.00	48.28	31.03	100.00
	21-40 years	No of Respond	2	2	1	9	4	18
		Percentage	11.11	11.11	5.56	50.00	22.22	100.00
	41-60 years	No of Respond	0	1	0	9	2	12
		Percentage	0.00	8.33	0.00	75.00	16.67	100.00
	>60 years	No of Respond	2	0	2	3	0	7
		Percentage	28.57	0.00	28.57	42.86	0.00	100

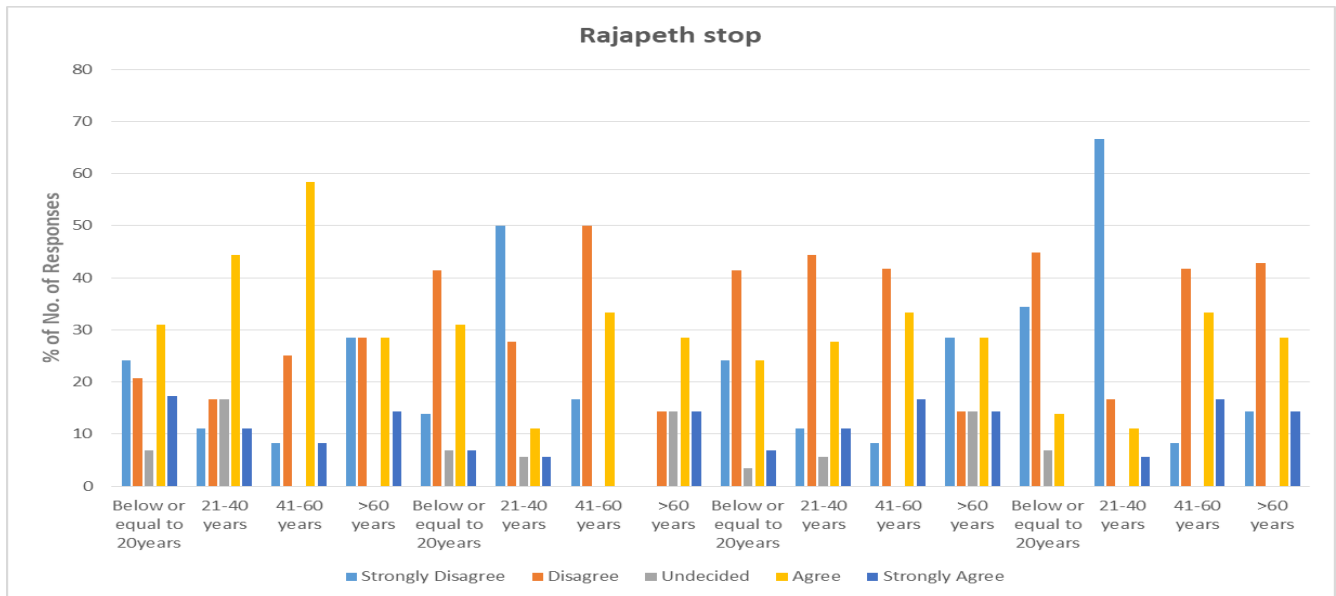**Graph No.1 Tangible count in the public transport survey At Rajapeth Stop**
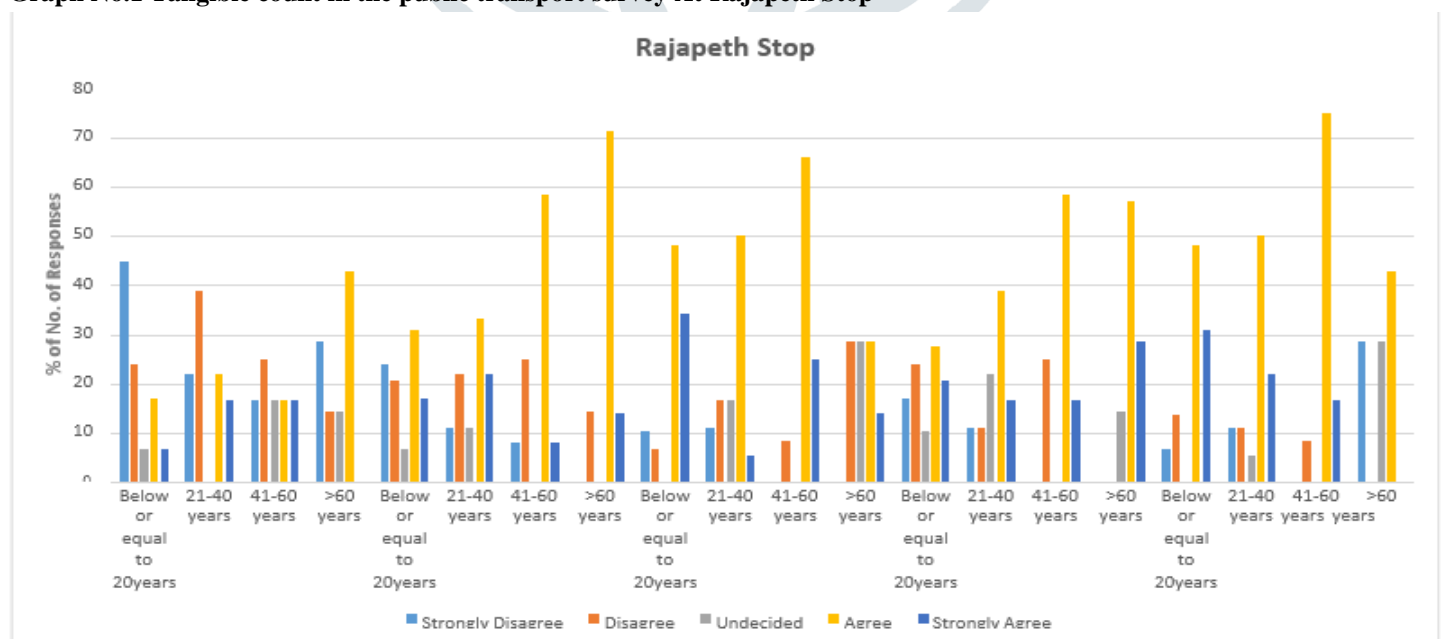
Graph 1 Tangibles Count in the Public Transport Survey at Rajapeth Stop

Table 2: Assurance Count in the Public Transport Survey at Rajapeth Stop:

Particulars	Age Group		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
Drive Safely	Below or equal to 20years	No of Respond	7	6	2	9	5	29
		Percentage	24.14	20.69	6.90	31.03	17.24	100.00
	21-40 years	No of Respond	2	3	3	8	2	18
		Percentage	11.11	16.67	16.67	44.44	11.11	100.00
	41-60 years	No of Respond	1	3	0	7	1	12
		Percentage	8.33	25.00	0.00	58.33	8.33	100.00
	>60 years	No of Respond	2	2	0	2	1	7
		Percentage	28.57	28.57	0.00	28.57	14.29	100.00
Adjustable Journey time	Below or equal to 20years	No of Respond	4	12	2	9	2	29
		Percentage	13.79	41.38	6.90	31.03	6.90	100.00
	21-40 years	No of Respond	9	5	1	2	1	18
		Percentage	50.00	27.78	5.56	11.11	5.56	100.00
	41-60 years	No of Respond	2	6	0	4	0	12
		Percentage	16.67	50.00	0.00	33.33	0.00	100.00
	>60 years	No of Respond	0	1	1	2	1	5
		Percentage	0.00	14.29	14.29	28.57	14.29	71.43
Adjustable Travel Time	Below or equal to 20years	No of Respond	7	12	1	7	2	29
		Percentage	24.14	41.38	3.45	24.14	6.90	100.00
	21-40 years	No of Respond	2	8	1	5	2	18
		Percentage	11.11	44.44	5.56	27.78	11.11	100.00
	41-60 years	No of Respond	1	5	0	4	2	12
		Percentage	8.33	41.67	0.00	33.33	16.67	100.00
	>60 years	No of Respond	2	1	1	2	1	7
		Percentage	28.57	14.29	14.29	28.57	14.29	100.00
Delay time in Journey	Below or equal to 20years	No of Respond	10	13	2	4	0	29
		Percentage	34.48	44.83	6.90	13.79	0.00	100.00
	21-40 years	No of Respond	12	3	0	2	1	18
		Percentage	66.67	16.67	0.00	11.11	5.56	100.00
	41-60 years	No of Respond	1	5	0	4	2	12
		Percentage	8.33	41.67	0.00	33.33	16.67	100.00
	>60 years	No of Respond	1	3	0	2	1	7
		Percentage	14.29	42.86	0.00	28.57	14.29	100.00

Graph 2: Assurance Count in the Public Transport Survey at Rajapeth Stop
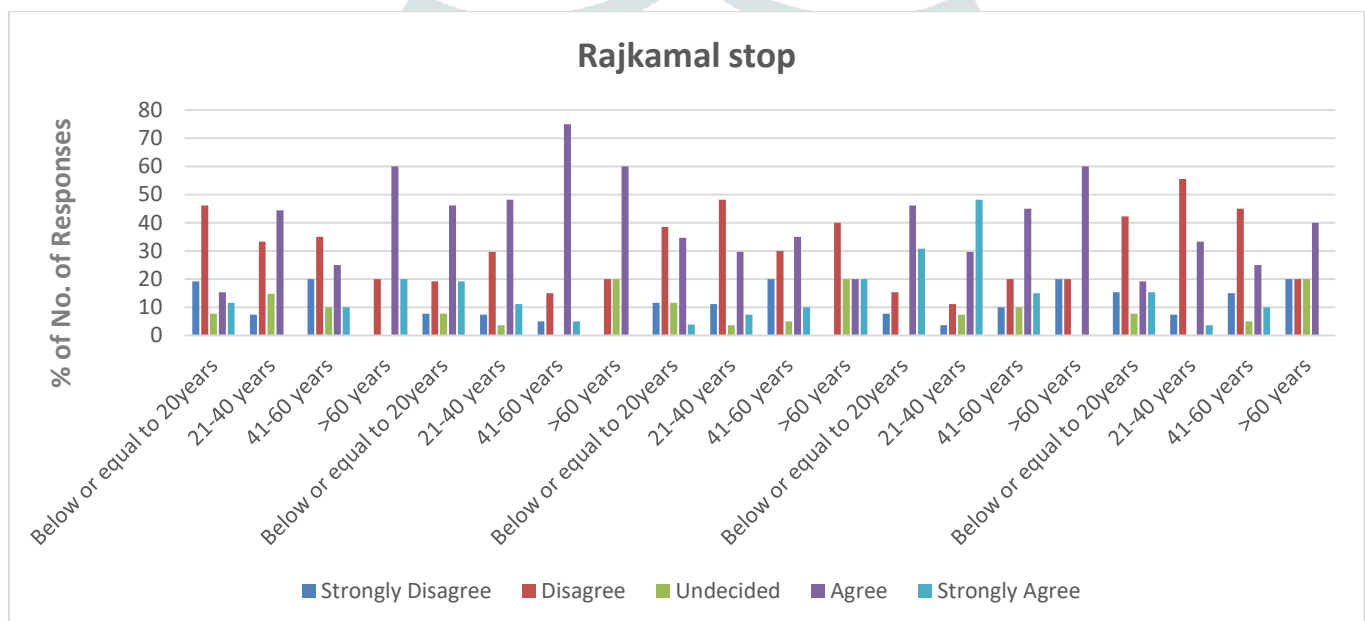
Graph 2: Assurance Count in the Public Transport Survey at Rajapeth Stop

Table 3 Customer Satisfaction Count in the Public Transport Survey at Rajkamal Stop:

Particulars	Age Group		Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
Pleased with transport service	**Below or equal to 20years**	No of Respond	5	12	2	4	3	26
		Percentage	19.23	46.15	7.69	15.38	11.54	100.00
	21-40 years	No of Respond	2	9	4	12	0	27
		Percentage	7.41	33.33	14.81	44.44	0.00	100.00
	41-60 years	No of Respond	4	7	2	5	2	20
		Percentage	20.00	35.00	10.00	25.00	10.00	100.00
	>60 years	No of Respond	0	1	0	3	1	5
		Percentage	0.00	20.00	0.00	60.00	20.00	100.00
Satisfaction level	**Below or equal to 20years**	No of Respond	2	5	2	12	5	26
		Percentage	7.69	19.23	7.69	46.15	19.23	100.00
	21-40 years	No of Respond	2	8	1	13	3	27
		Percentage	7.41	29.63	3.70	48.15	11.11	100.00
	41-60 years	No of Respond	1	3	0	15	1	20
		Percentage	5.00	15.00	0.00	75.00	5.00	100.00
	>60 years	No of Respond	0	1	1	3	0	5
		Percentage	0.00	20.00	20.00	60.00	0.00	100.00
Happy in Public transport	**Below or equal to 20years**	No of Respond	3	10	3	9	1	26
		Percentage	11.54	38.46	11.54	34.62	3.85	100.00
	21-40 years	No of Respond	3	13	1	8	2	27
		Percentage	11.11	48.15	3.70	29.63	7.41	100.00
	41-60 years	No of Respond	4	6	1	7	2	20
		Percentage	20.00	30.00	5.00	35.00	10.00	100.00
	>60 years	No of Respond	0	2	1	1	1	5
		Percentage	0.00	40.00	20.00	20.00	20.00	100.00
Satisfied with fares	**Below or equal to 20years**	No of Respond	2	4	0	12	8	26
		Percentage	7.69	15.38	0.00	46.15	30.77	100.00
	21-40 years	No of Respond	1	3	2	8	13	27
		Percentage	3.70	11.11	7.41	29.63	48.15	100.00

	41-60 years	No of Respond	2	4	2	9	3	20
		Percentage	10.00	20.00	10.00	45.00	15.00	100.00
	>60 years	No of Respond	1	1	0	3	0	5
		Percentage	20.00	20.00	0.00	60.00	0.00	100.00
Privet v/s Public Sector transport	**Below or equal to 20years**	No of Respond	4	11	2	5	4	26
		Percentage	15.38	42.31	7.69	19.23	15.38	100.00
	21-40 years	No of Respond	2	15	0	9	1	27
		Percentage	7.41	55.56	0.00	33.33	3.70	100.00
	41-60 years	No of Respond	3	9	1	5	2	20
		Percentage	15.00	45.00	5.00	25.00	10.00	100.00
	>60 years	No of Respond	1	1	1	2	0	5
		Percentage	20.00	20.00	20.00	40.00	0.00	100.00

Graph 3: Customer Satisfaction Count in the Public Transport Survey at Rajkamal Stop

Graph 3: Customer Satisfaction Count in the Public Transport Survey at Rajkamal Stop

5. Results

Table 1 Shows the Level of Satisfaction According to Customer Survey at Rajapeth Stop

Particulars for Tangibles	Waiting Time for bus service				Cleanliness of bus interiors				Proper shelter & benches at stop				Seats are enough comfortable				Appropriate seats for females			
Age Group	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years
Higher % as per Likert scale	44.83 (SD)	38.89 (D)	25 (A)	42.86 (A)	31.03 (A)	33.33 (A)	58.33 (A)	71.43 (A)	48.28 (A)	50.00 (A)	66.07 (A)	28.57 (A)	27.59 (A)	38.89 (A)	58.33 (A)	57.14 (A)	48.28 (A)	50 (A)	75 (A)	42.86 (A)
Level of Satisfaction as of Grade	Grade-E	Grade-D	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B	Grade-B

Particulars for Assurance	Drive Safely				Journey time				Travel Time				Delay time			
Age Group	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years
Higher % of Likert scale	31.03 (A)	44.44 (A)	58.33 (A)	28.57 (D)	41.38 (D)	50 (SD)	50 (D)	28.57 (A)	41.38 (D)	44.44 (D)	41.67 (D)	28.57 (SD)	44.83 (D)	66.67 (SD)	41.67 (D)	42.86 (D)
Level of Satisfaction as of Grade	Grade-B	Grade-B	Grade-B	Grade-D	Grade-D	Grade-E	Grade-D	Grade-B	Grade-D	Grade-D	Grade-D	Grade-E	Grade-D	Grade-E	Grade-D	Grade-D

Particulars for Customer Satisfaction	Pleased with transport service				The services provided your satisfaction level				Compared to private transport you happy in public transport				Satisfied with the fares				As compared to private sectors more satisfied with public sector			
Age Group	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years	Below or equal to 20years	21-40 years	41-60 years	>60 years
Higher % of Likert scale	34.48 (D)	38.89 (A)	50 (A)	42.86 (D)	37.93 (A)	44.44 (A)	66.67 (A)	42.86 (D)	27.59 (A)	44.44 (A)	66.67 (A)	42.86 (D)	37.93 (A)	44.44 (A)	41.07 (A)	42.86 (A)	41.38 (D)	50 (A)	41.67 (A)	42.86 (A)
Level of Satisfaction as of Grade	Grade-D	Grade-B	Grade-B	Grade-D	Grade-B	Grade-B	Grade-B	Grade-D	Grade-B	Grade-B	Grade-B	Grade-D	Grade-B	Grade-B	Grade-B	Grade-B	Grade-D	Grade-B	Grade-B	Grade-B

6. FINDINGS

6.1 FINDINGS AT RAJAPETH STOP

1. It was found that 44.83% customer of people under the age of 20 their motive of journey got affected due to undue waiting time.

2. It was found that 71.43% of age group belonging to above 60 is comfortable for cleanness bus interiors.

3. It was found that 66.07% customers of age group belonging to 41-60 are feeling comfortable & safe for proper shelter and benches available at stop.

4. It was found that 53.83% customer of age group belonging to 41-60 are sufficiently comfortable for seats.

5. It was found that 75% of the age group belonging to 41-60 are filling there were appropriate seats are available for female.

6. It was found that 58.83% of the age group belonging to 41-60 are safe for drivers drive safely.

7. It was found that 50% c of the age group belonging to 41-60 their motive of journey got affected due to undue journey time.

8. It was found that 44.44% customer of the age group belonging to 21-40 they are inconvenient due to travel time.

9. It was found that 66.67% of the age group belonging to 21-40 their motive of journey got affected and passengers may experience major inconvenience due to delay time.

10. It was found that 50% of the age group belonging to 41-60 are highly comfortable for pleased with transport services.

11. It was found that 66.67% customer of the age group belonging to 41-60 are convenient for satisfied with level of service provided by transporters.

12. It was found that 66.67% of the age group belonging to 41-60 are comfortable in public transport compared to private cars.

13. It was found that 44.44% of the age group belonging to 21-40 are convenient with satisfied with fares. It was found that 42.85% of the age group belonging to above 60 are comfortable and satisfied with public sectors compared to privet sectors.

7. CONCLUSION

1. The customer satisfaction in the public transportation system in Amravati City can be described as mixed. While there have been efforts to improve the transportation infrastructure and services in recent years, there are still areas that require further attention and improvement.

2.   One of the main factors affecting customer satisfaction is the availability and reliability of public transportation options. Amravati City has a network of buses that serve various routes within the city and surrounding areas. However, there have been complaints about the frequencyand punctuality of these buses, leading to inconvenience for passengers. The need for better scheduling and adherence to timetables is crucial in improving customer satisfaction.

3.   Another aspect that affects customer satisfaction is the condition and cleanliness of public transportation vehicles. Passengers expect well-maintained buses are clean, comfortable, and provide a safe travel experience. Regular maintenance and cleanliness of vehicles should be a priority to enhance customer satisfaction.

4.   The provision of clear and accurate information is also essential for customer satisfaction. Passengers rely on accurate schedules, route information, and fare details to plan their journeys effectively. Ensuring that such information is readily available and easily accessible through various channels, including digital platforms, can greatly improve customer satisfaction.

5.   Moreover, the behavior and professionalism of the staff involved in public transportation play a significant role in shaping customer experiences. Courteous and helpful conduct of drivers, conductors, and other staff members can contribute to a positive perception of the public transportation system.

6.   To enhance customer satisfaction in the public transportation system in Amravati City, there is a need for continued efforts to improve infrastructure, increase the frequency and punctuality of buses, maintain cleanliness and comfort of vehicles, provide accurate information, and train staff members to deliver better customer service. Regular feedback from passengers and a willingness to address their concerns will be crucial in identifying areas for improvementand ensuring a satisfactory public transportation experience for all residents and visitors in Amravati City.

8. RECOMMENDATIONS

1. Higher the level of service quality (tangibles and assurance) leads to the higher level of customer satisfaction.
2. Cleanliness is one of the most important services of attributes that transportation companies to improve in public transport system to satisfy the public satisfaction.
3. A detailed traffic volume survey could be conducted along with origin and destination survey to know the exact schedule wise need of the passengers.
4. Buses should be provided timely service for best customer satisfaction.

REFERENCES

[1]. Hendy Tannady (2023) Role of Price, service quality and location on customer satisfaction public bus transportation in soekarano hatta international airport.

[2]. Sobanah Dhevi Tharmalingam, Sai Mei Ling, Vikniswari Vija-Kumaran, Kalai Vani Kalimuthu, Suresh Nodeson (2022): This paper reports the customers' satisfaction about public transportation service in Penang, Malaysia. INTI JOURNAL, ISSN:2600-7320 Vol.2022:19

[3]. Vinayak Shivaji Salokhe , Prof. (Dr) Omprakash Haldar (2022): Passengr's perception and satisfaction towards public transport. International Journal of Creative Research Thoughts.

Volume 10, ISSN: 2320-2882

[4]. K.Rajesh Sam, Dr. S. Suneetha, Dr. I. Lokananda Reddy (2021) A study on customer satisfaction in private operators across interstate transport. International Journal of Creative Research Thoughts Volume 9, ISSN: 2320-2882.

[5]. Adler Hilary Laisak, Anita Rosli & Nurzalikha Sa'adi (2021): The Effect of Service Qualityon Customers' Satisfaction of Inter-District Public Bus Companies in the Central Region of Sarawak, Malaysia.International Journal of Marketing Studies; Vol. 13, No. 2; 2021 ISSN 1918-719X E-ISSN 1918-7203.

[6]. Dr. V.M. Anitha rajathi, R. Vijaya Kumar (2021): A Study on Customer Satisfaction on Government Buses with Special Reference from Trichy to Chennai. International Journal of Research in Engineering and Science (IJRES) ISSN (Online): 2320-9364, ISSN (Print): 2320- 9356

[7]. Luong My Linh, Nguyen Quoc Nghi, Dinh Hoang Anh Tuan (2021). Factors Affecting Customer Satisfaction with the Bus Service Quality of Phan Thiet Automobile Transport Cooperative. *International Journal of Research and Review.Vol.8; Issue: 10. E-ISSN: 2349- 9788; P-ISSN: 2454-2237*

[8]. Mohd Faizun Mohamad Yazid, Aeshah Mohd Ali, Sanusi Abdul Manaf (2020): customer satisfaction in public transport service. European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07