

A STUDY ON PASSENGER'S SATISFACTION TOWARDS MINI BUS SERVICE WITH SPECIAL REFERENCE TO TENKASI DISTRICT

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Abstract:

We reside in a rapidly expanding globe, and with it, the availability of transport options. Travel agencies compete with one another in every region of the world to offer their clients the best amenities. One of the largest networks in the hamlet is centred around the minibus service. Under one administration, it is Tamilnadu's main transport system. For millions of residents in the community, it is the most practical and affordable form of transportation. The mini bus's most lucrative market is its passenger support section. Both the passengers and the revenue are directly impacted by the minibus operations. The passenger-oriented sector and passenger traffic in the Tenkasi district segment produce substantial revenue. Understanding the expectations and opinions of passengers regarding the calibre of services offered by the mini bus is crucial in order to give individualised services. The survey considers commuters' satisfaction with the various services provided by the micro bus service. The main source is information gathered from 100 passengers at Tenkasi, Pavoorchathiram, Alangulam, Surandai, and Kadaiyam using a structured questionnaire.

Keywords: Daily Passengers, Passenger Satisfaction, Services, and Mini Bus Service.

I. INTRODUCTION

Tamil Nadu's minibus programme: The government's public transport services are getting better every day. In the State, more than 18,000 buses are in operation. These amenities are accessible in semi-urban, urban, and rural settings. In addition to this public transport system, the government launched the " Mini-bus Services Scheme " to be run by private individuals beginning in 1997 in

order to give public transport services to the populace of underserved or underdeveloped semi-urban and rural areas.

Considering the advantages of this programme, the government updated it in 1999 to allow minibuses to operate in rural areas for a total of 20 km, with a 4 km overlap on the served sectors. This updated plan has been contested in court, and the government is taking the necessary action to resolve the issue. In Tamilnadu, there are now 3959 minibuses on the road. The Government is also considering developing a "New Mini Bus Policy" by creating a State-wide Comprehensive Area Scheme. The introduction of minibus service in regions where regular buses cannot operate was earlier announced by the chief minister of Tamil Nadu in the state assembly.

II. REVIEW OF LITERATURE

The studies conducted by various persons and their valuable findings and suggestions are included here:

1. Dr.M.Sirajudeen& S.Senthilkumar(2019) “ PASSENGERS’ SATISFACTION TOWARDS THE TOWN BUSES SERVICES OF TAMIL NADU STATE TRANSPORT CORPORATIONS WITH SPECIAL REFERENCE TO TIRUCHRAPPALLI ” The result of this study confirms that there are many factors that can be pursued towards TNSTC Town bus services passenger’s satisfaction level and their judgments in Trichirappalli town bus services.

2..Dr. U.PRIYA. M.Com., M.Phil., DCAcc., Ph.D., Asst. Professor of Commerce, Bon Secours College for Women, Vilar Bypass Road, Thanjavur (2018) in their, study “ A STUDY ON PASSENGER’S SATISFACTION TOWARDS SOUTHERN RAILWAYS WITH SPECIAL REFERENCE TO THANJAVUR JUNCTION ” The majority of respondents, it has been discovered, are dissatisfied with the services offered by the Indian Railway. The Ministry of Railways must take a number of actions to enhance the services by thoroughly examining the complaints of the passengers on a regular basis. During busy hours, it must take the required measures to enhance the number of open compartments.

III. STATEMENT OF THE PROBLEM

We currently reside in a rapidly developing country like India, where travel options are also evolving. Travel agencies compete with one another throughout India to provide the best services to their clients. It was because, in today's transport industry, the customer is king. As a result, the travel agencies make every effort to satisfy their clients. Customer perception of a company's product or service is referred to as service quality. According to Peter F. Drucker, "Quality in a product or service is not what you put into it; it is what the client or customer gets out of it."¹ The

¹ <https://www.hrexchangenetwork.com/hr-talent-management/columns/quality-according-to-drucker-it-s-not-what-you-may>

transport sector in Tamil Nadu is structured with a mix of public and private sector ownership. The Minibus service is the largest service in Tamilnadu transport industry.

One of the most popular passenger services in Tamil Nadu was the mini bus. Our purpose is to serve the public by ensuring that they are as comfortable as possible while travelling. The minibus generates more money from passenger transportation. The development of the village sector and the mini bus in Tamilnadu are inextricably linked, particularly in the interior areas. However, because of the negligence of Mini Bus drivers, most of the time, passengers have a very difficult time getting to their destination.

In order to make the required adjustments and remain effective and competitive, an organisation must understand where they stand in terms of consumer perception. The future of Mini Bus is dependent on customer happiness, which can only be attained by providing services that are tailored to the demands of the customers. Instead of considering issues addressed just occasionally, this study considers issues faced by daily mini Bus riders. Understanding the expectations and opinions of micro bus passengers regarding the calibre of services provided by the mini bus operators is crucial in order to provide customised services. The project study entitled "A STUDY ON PASSENGER'S SATISFACTION TOWARDS MINI BUS SERVICE WITH SPECIAL REFERENCE TO TENKASI DISTRICT". is an attempt to find passengers' satisfaction on services offered by the Mini Bus operators.

OBJECTIVES OF THE STUDY

- (i) To examine the variables affecting daily minibus passengers' levels of satisfaction.
- (ii) To find out if customers, in especially those in Tamilnadu's Tenkasi area, are happy with the services offered by Mini Bus.
- (iii) To investigate the issues that the regular Mini Bus passengers encounter.
- (iv) To make recommendations to raise the degree of satisfaction among Tamil Nadu minibus passengers.
- (v) To give a general summary of the services offered to passengers.
- (vi) Determine whether or not the service is adequate and successfully maintained from the perspective of the passengers.

IMPORTANCE OF STUDY

One of India's most developed states is Tamil Nadu. Buses are one of the most preferred modes of transport in the state. Compared to other forms of transport in the state, buses are the most suitable

mode of transport to cover long distances. Bus Transport in Tamil Nadu Road makes bus transport more convenient and easy for commuters as compared to other modes of transport, especially after the arrival of mini bus service connecting cities to villages, which is a boon for the rural population. Also, this type of mini bus service is not operated on main routes, i.e. not operated where government buses operate, but on routes where government buses do not ply. This study is carried out to find out whether such an important mini bus service is functioning with any defect or if it is providing full service to the passengers. With this mini bus service can provide the best facilities to its passengers and it is certain that the passengers can also get full services for themselves.

SCOPE OF THE STUDY

The study's primary focus was on the degree to which everyday passengers were satisfied with the services provided by minibus operators. A daily minibus passenger is someone who makes daily trips for a variety of reasons. Every aspect of minibus services, including seat availability, trip quality, personnel behaviour, safety, timing, etc., was examined at various levels of the study. Therefore, the purpose of this study is to ascertain how satisfied passengers are with the minibus services.

METHODOLOGY

This empirical study uses the survey approach. The current study is only focused on Tamil Nadu's Tenkasi District. Both primary and secondary sources are used to gather the data. Primary Data: The primary source includes the data collected from 100 passengers through structured questionnaire.

Secondary Data: It includes the data collected from – RTO website, Research Papers, Online Journals, Newspaper and Internet.

SAMPLING TECHNIQUE

In the present study, convenient random sampling is used. By using this technique, data be obtained from 100 respondents.

POPULATION

Daily minibus passengers from Tamil Nadu's Tenkasi District make up the study's population. 100 respondents from the Tenkasi District were randomly chosen to form a convenience sample. Only 93 surveys were entirely completed at the conclusion of data collection, and the remaining seven questionnaires had incomplete answers, therefore we only used 93 questionnaires for the study.

The time of study In Tenkasi District, the study was carried out from June 2022 to October 2022.

IV. ANALYSIS AND INTERPRETATION

The opinion of the passengers^{ss} is collected through a structured questionnaire. The respondents gave their responses on a five point- Likert Scale..

Table 1.1 Age wise classification of Respondents

Gender	No. of Respondents	Percentage
Male	57	61.29032
Female	36	38.70968
Total	93	100

Age	No. of Respondents	Percentage
Below 20	17	18.27956989
21 - 40	43	46.23655914
41 - 60	27	29.03225806
Above 60	6	6.451612903
Total	93	100

Table 1.2 Gender wise classification of Respondents

Table 1.3 Opinion Regarding Ticket Fares

Opinion regarding	Ticket fare	No. of Respondents Percentage
Very High	17	18.27956989
High	27	29.03225806
Moderate	34	36.55913978
Low	8	8.602150538
Very Low	7	7.52688172
Total	93	100

Table 1.4 Opinion Regarding Basic Amenities at Mini Bus Station

Si.No	Activities	SA	A	N	DA	SDA	Total
1	Security	11	27	15	14	26	93
2	Cleanliness	18	18	25	10	22	93
3	Drinking Water Facility	24	37	22	7	3	93
4	Waiting Room	7	31	17	25	13	93
5	Pay & Use Toilets	32	39	14	6	2	93

Table 1.5 Opinions Opinion Regarding Mini Bus

Si.No	Activities	SA	A	N	DA	SDA	Total
1	Seat Arrangements	26	22	15	14	16	93
2	Staircase	31	17	24	9	12	93
3	Timings	5	22	25	8	33	93
4	Shutters	8	29	18	22	16	93
5	Behavior of operators	12	39	13	6	23	93

V. FINDINGS

The following are the study's main conclusions:

Table 1.1 reveals that 18% of respondents were over the age of A whopping 46% of responders were younger than 20. (29%) of the responders were aged 21 to 40. 6% of the respondents, who were aged 41 to 60, were over 60.

Because of this, Limelight found that the majority of responders were between the ages of 21 and 40.

According to Table 1.2, women made up (61%) the bulk of responders, while men made up 39%. Therefore, emphasise that the majority of respondents were male bus passengers.

The Table 1.3 shows that Regarding the fare, 18% said it was too high, 29% said it was high, 36% said it was moderate, 8% said it was low, and 7% said it was very low.

Hence, highlight that most of the respondents said it was moderate

Table 1.4 shows that 28% of the 93 respondents strongly disagreed under the category of providing security.

23 % of the 93 respondents strongly disagreed under the category of providing Cleanliness.

39 % of the 93 respondents agreed under the category of providing Drinking Water Facility

33 % of the 93 respondents agreed under the category of providing Waiting Room

41 % of the 93 respondents agreed under the category of providing Pay & Use Toilets

Table 1.5 shows that 28% of the 93 respondents strongly agreed under the category of providing Seat Arrangements

33 % of the 93 respondents strongly agreed under the category of providing Staircase

35 % of the 93 respondents strongly disagreed under the category of providing Timings

31 % of the 93 respondents agreed under the category of providing Shutters

41 % of the 93 respondents agreed under the category of providing Behavior of operators

VI. SUGGESTION

Based on the present study mini bus service is being provided to improve the rural areas. Although it has a lot of features, it has some flaws. By addressing them, better service can be provided to the rural areas, thereby addressing the grievances of the rural people, especially the commuters who travel by mini bus, thereby getting more passengers, service to the passengers and more income to the operators. An important point to mention is that the bus stand is seen as unhygienic. Also, the buses are running irregularly instead of according to the schedule. It has been found that by eliminating the above deficiencies, better mini bus service can be provided to the rural people.

Limitations of the study

- The study's duration and research domain are both constrained.
- There were just 93 replies in all.

VII. CONCLUSION

From the above study it is clear that mini bus service is playing a very important role in the transport sector in the village. Various benefits are available through this. Mini bus service is considered as a boon to areas where bus services are not available, especially in areas where there are no government routes. It also provides a comprehensive service by picking up and dropping passengers at all stops rather than at any particular stop. There is no doubt that the mini bus service will become a much better service if it takes the above suggestions positively to provide even better service.

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