



CRITICAL EVALUATION OF LITERATURE REVIEW ON CUSTOMERS SATISFACTION VIS'-A-VIS' SERVICE QUALITY OF PUBLIC TRANSPORT

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ABSTRACT

In today competitive scenario, service quality is determinant of Customer satisfaction. So organization building and maintaining long term relationship with customers is the necessity of modern time. In this review study the researcher identified important component of service quality. According to different reviews it was concluded that significant relationship between physical aspect, promotional scheme, personal interaction and customer satisfaction showed overall pictures that most of the respondents are satisfied. This paper is based on extensive review of literature available on the effect of service quality on customer's satisfaction and found that customer's perception meets with customer's expectation.

Keyword: Service quality, customers' satisfaction and Servqual

Introduction

In public transport industry various changes are taking place like competition is emerging in different forms and characters. Consumer switching behaviour is visible and they are valuing psychic cost, time cost and journey comfort for travelling from one place to another place. Due to deregulation; availability of alternative mode of transportation and increasing expectation of the customers; public transport organizations are adopting customer centric approach for offering better quality of services to customers. In India, Railway is one of the most important and wide spread transportation systems among all the modes of transportation system. In fact, it is change agent and backbone of the economy. This is the most commonly used and cost effective long distance transport system. Keeping in mind the varied need of people of different regions; different kinds of trains were introduced such as Mono Rail, Tram Rail, and Sub urban Rail.

Customers Satisfaction

Customers' satisfaction is most important factor of determining the success of the organization in relation to customers. It is very important measure

of customer's satisfaction as well as judgment about a product/service' features. Customer satisfaction depends on the behavior of service/product providers. Customers are an asset of service providers and to manage it in a proper way is vital because different customers have different need preferences and behavior. It is very important that service industry measure the satisfaction of customers with a view of changing behavior of their customers. There are two basic principles of customers' satisfaction: first is literature of satisfaction as a process and second is satisfaction as an outcome. Satisfaction is a psychological state that is a person feeling of pleasure or displeasure resulting from comparing the product/service' perceived performance in relation to his or her expectations.

Service Quality

Service quality has widely been discussed since 20th century and its idea is still relevant to help today organizations in creating differentiation and gaining competitive advantage in an era of borderless world and globalization [Ali et al. 2016, Fotaki 2015, (Karatepe 2016)]. In a quality management literature, service quality is often seen as a multi-dimensional construct. "Service quality"

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affects the repurchase intentions of both existing and potential customers.

Measuring Service Quality of services is complex in comparison to tangible goods due to its unique characteristics: Intangibility, Inseparability and Perishability.

Objective of the Study

Service quality is a significant determinant of customer satisfaction and service provider companies need to focus their efforts on developing and improving service quality in order to satisfy the customers through serving their best. As all organization adopt customer's centric approach and prepares policies accordingly so public transport must also provide services according to customer requirement. This study will try to find the customer

satisfaction vis- a -vis' service quality of public transport services by knowing their expectation and experience in the use of the services in a precise period of time.

Review of Literature

It is important to study the research work that already has been performed in the area of transport throughout the world. Many studies were conducted by the researchers in Customer Satisfaction on Service Quality of railway all over the world. Researcher has just attempted to present the brief review of literature available in the field, which is published in the various forms of papers and articles in the journals, magazine and website etc.

Studies about Customer Satisfaction regarding Service Quality of Railway:

Sr. N	Title	AuthorName	Factors	Tools	Result
1.	The Impact of Service Quality and Customer Satisfaction on Reuse Intention in Urban Rail Transit in Tianjin, China	Yuning Wang, Zhe Zhang, Mengyuan Zhu, and Hexian Wang (2020)	Functional service quality, Technical service quality, Comfort and cleanness and Service planning and reliability	Structural Equation Model	This study concentrated only china cities, data was collected from primary source 220 effective response were collected from 300 respondents. Main focus of this study was on identifying the factors of service quality and check the impact of service quality on passenger's satisfaction as well as reuse intention of passengers. This study examined that positive significant impact on passengers reuse intension as well as enhancing the satisfaction of passengers. A model developed in this study which is useful for developing and high density population country and useful for policy makers as well as promoting the urban transit
2.	A Study of Airlines Customer Satisfaction in the Kingdom of Saudi Arabia	Sultan Althaqafi, Hani Ali Bashammakh, Youssif Albar mawi, Khalid khan and Sayeeduzzafar Qazi (2019)	Online service, airline faculty design, food quality. Prizes, time management, arrival baggage service and help required service	Percentage method	In this study data was collected from domestics and international 165 passengers, only 159 response were useful for the study. This study examined the satisfaction level of customers. In this study, passengers were not satisfied from the service arrival baggage service and help was required from airline staff. It was examined that the woman and domestic passengers were satisfied from food service and others but international passengers were not satisfied with the services given by Saudi Arabia. Result of the study defined that the Saudi Arabia airlines focused to improve the services of airline for international passengers as well as domestic passengers of man.

3.	Analysis on Improving the Quality of Railway Passenger Transport Service	LihuaPeng,Xi nming Song and Yuxue Yang (2018)	Innovative service concept, ensure the quality of equipment, integrate passenger quality standards	-	This study was conducted in China and for this study secondary data was used. It was revealed that the variable of service quality have positive impact on commuters satisfaction and improving the loyalty of commuter. It also attracted the commuters' interest for long time in railway transport services. This study defined the current situation of passenger service quality and problem faced by passengers about service quality at the time of travelling.
4.	Identifying Key Factors of Rail Transit Service Quality: An Empirical Analysis for Istanbul	ErkanIsikli, Nezir Aydin, ErkanCelik and AlevTaskin Gumus (2017)	Waiting time, crowdedness in cars, cleanliness, timeliness information, security, fare and noise in car	Descriptive analysis	For this study data was collected from 4,966 passengers (2012) and 6,150 passengers (2013). It was found that customer were dissatisfied with high fare which was a most important service quality factor. If service provider want to increase the level of customers service as well as customer satisfaction they need to reduce the fare and it would be rational decision and more than half of the passengers.
5.	Service Quality in Bus Services: An Empirical Study in Tamilnadu	B.Manikandan and Dr.T. Vanniarajan (2016)	Service planning, network, safety and cleanliness, comfort and receptivity	Exploratory factor analysis and structural equation model	For this study; 624 respondents were selected for analysis out of 980 passengers and this study found that the service quality factors such as service planning and network have major effect on customer's satisfaction. Some other variables such as information, reliability, personal and service planning, stop availability have positive impact on service planning and network. In this study the researcher gave advice in form of improving the behaviour of conductor and driver and increase customer satisfaction and improving service quality
6.	Assessing the Service Quality of Northern Railway by using SERVQUAL Model	Dr Bikramjit Singh Hundal and Vikas Kumar (2015)	Tangibility, reliability, responsiveness, assurance and empathy	Frequency and percentage tools used for data analysis	For this study data was collected from 100 respondents from Northern Railway of Punjab. This study found out the larger gap in mid of reliability and assurance dimension of service quality of railway services. The most important factors determining satisfaction of passengers were basic facilities, safety & security, punctuality and employee behavior towards passengers.
7.	Assessing Customer Satisfaction Level of Transport Services Using SERVQUAL: A Case of Daewoo Express, Pakistan	Raja IrfanSabir, Sara Javed, Wasim Ahmad, Nabila Noor and Hafiza Mubeen Munir(2014)	Tangibility, reliability, responsiveness, assurance and empathy	Descriptive statistics, regression and correlation analyses	From the study it was revealed that all the dimensions of SERVQUAL model were positively correlated with customers' satisfaction. Among these dimensions; empathy was highly related to customers' satisfaction rather than others. For this study data was collected from 200 passengers from Sahiwal city. It was examined throughout the study that there was need for improvement of fare strategy and hence improve services to make their passengers felt valued

8.	The Interrelationship between Service Features, Job Satisfaction and Customer Satisfaction: Evidence from the Transport Sector	Angelos Pantouvakis and Nancy Bouranta (2013)	Physical and interactive	Structural equation modeling and regression analysis	It was found that the structural relationship existed between the service marketing literature such as service quality, customers and job satisfaction. Data was collected from 168 first line employee of European port. The employees' satisfaction led to better service quality and improvement of service quality improved the customer satisfaction as well as improvement in the image of business in context of business environment. So all factors have a positive association with service quality. So business needed to improve employee satisfaction by providing better service to consumers
9.	Measuring Service Quality in Urban Bus Transport: A Modified SERVQUAL Approach	Benedetto Barabino, Eusebio Deiana and Prototillocca (2012)	On board security, bus reliability, cleanliness, frequency, staff courtesy and bus comfort	Bivariate correlation analysis and standard deviation	In this study, modified SERVQUAL was used which included four dimensions of SERVQUAL (tangibility, reliability, responsiveness and intangibility). It was based on qualitative issues from urban transportation customer's point of view, qualitative expectation and qualitative perception not matched of service but correlation between perceived service quality of attributes level and overall satisfaction was significant and quantitative supply of transport did not influence service quality.
10.	Determinants of Customer Satisfaction on Service Quality: A Study of Railway Platforms in India	Geetika and Shefali Nandan (2010)	Refreshment, behavior towards passenger, information system efficiency, basic facilities and security	Descriptive and factor analysis	Data was collected for analysis from 700 passengers and this paper included five factors which were important for determining satisfaction with railway platforms; the most important of which were refreshments and behavioral factors. Managerial and theoretical implications were also discussed. A model designed in a specific context, might be extended to other similar services and help improve quality of life for the masses and thus increase in overall satisfaction.
11.	Service Supply and Customer Satisfaction in Public Transportation: The Quality Paradox	Margareta Friman and Markus Fellesson (2009)	demographics, economics, urban structure, private vehicle stock and usage, taxis, road networks, parking, public transport networks, individual mobility and modal choice, the cost of	Correlation analysis	For this study, data was collected from 6021 passengers. The study examined that the perfect relationship existed between service performance and customers' satisfaction. It was suggested to increase seat availability and decrease in the waiting time also along with increase in average speed. Primarily systems involving the inner city buses used primarily for short journeys as a substitute for walking.

			transport to the community, energy consumption, air pollution, and accidents		
12.	Customer Satisfaction and Loyalty in the Eyes of New and Repeat Customers: Evidence from the Transport Sector	Angelos Pantouvakis and Konstantinos Lymperopoulos (2008)	Physical and interactive environment	Regression analysis, Exploratory factor analysis, Kruskal-Wallis test and structural equation model	For this study, data was collected from 388 ferry passengers. Basic objective of this study was to know the understanding of the respondent in terms of physical facility, politeness and capabilities of the staff. It was examined that the physical element of the service was very important determinant to evaluate the overall satisfaction and it was also important determinant for commuter's loyalty. In this study, interaction and physical determinants had a positive effect on relationship satisfaction and also commuter's loyalty. This study revealed that the effect was not direct but repeated use of these elements of services would give positive impact on overall satisfaction.
13.	Developing Zones of Tolerance for Managing Passenger Rail Service Quality	Robert Y. Cavana, Lawrence M. Corbett and Y.L. Lo (2007)	Comfort, connection, convenience, assurance, empathy, reliability, responsiveness, and tangibles	Correlation and regression analysis	This study was based on modified SERVIQUAL model and three new dimensions were added in this model (convenience, comfort and connection). For this study, data was collected from 429 commuters and analyzed. It was revealed that three quality factors named assurance, responsiveness and empathy had significant effect on overall service quality and identified two factors that were very important in this study named reliability and convenience. Identified attribute signaled that there was need to improvement but not defined how to improve the same.
14.	Performance Communication of the Belgian Railway	Dave Gelders, Jan Pieter Verckens, Mirjam Galetzka and Erwin Seydel (2007)	Reception, comfort, cleanliness, frequency, punctuality, information and price	Ranking method	Data was collected through depth interview from the respondents of Belgian railway. This study revealed that the Belgian situation was insufficient but Performance communication focused on positive aspects and also provided information about cleanliness of trains and stations which increased service quality of Belgian Railway. Promotion of service quality through positive performance of communication and other factor of service promoted customer satisfaction.

15.	Service and Safety quality in US Airlines: Pre and Post September 11 th	Dawna L. Rhoades and Blaise P. Waguespack Jr (2004)	Service quality, safety and maintains spending	Correlation coefficient	It was revealed that the service quality improved in 1987-1993 and again improved and reached its best level in 2001-2002 and reduction noticed in customer's complaints. For this study data was collected from Department of Transportation, Air Travel Consumer Report in 1987-2002 and safety data collected from the Federal Aviation Administration. It was found that a strong relationship existed between maintenance cost and safety problem and to define quality was not only the trouble of perception, but also the trouble of mindset.
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Conclusion

As transport sector has been completely changed due to introduction of metro railways and its' service facility. It was found from the review study that significant relationship between service quality and customer satisfaction showed overall pictures that most of the review observe positive impact of service quality on customer's satisfaction, while some others observe negative impact of service quality on customer's satisfaction.

Wang Et Al (2020) Yang & Song(2018), Manikandan&Vamiarajan (2016), Hundal& Kumar (2015),Munir et.al (2014), Bouranta&Pantousvakis (2013), Deiana&Tilocca (2012), Geetika&Nandan (2010), Lo et.al (2007), Seydel et.al (2007) supported the positive service quality impact on passengers satisfaction.Different Reasons are given for positive impact on passenger's satisfaction:

- Positive significant impact on passengers reuse intension as well as enhancing the satisfaction of passengers.
- Improvement in the image of business in context of business environment due to increase in employee and service quality of passengers
- Physical determinants had a positive effect on relationship satisfaction and also commuter's loyalty also increase customers satisfaction
- Initially complained will increase but after some time reduction noticed in customer's complaints.

Sayeed & Uzzafarquazi et al (2019), Gumus&Celik et al (2017)supported the negative service quality impact on passenger's satisfaction. Reasons are: negative impact on passenger's satisfaction from the service arrival baggage service and help required from airline staffwas not good and customer were dissatisfied with high fare which was a most important service quality factor.

Suggestion

Following steps should be taken to increase service quality of public transport corporation.

- Services should be provided that are linked with the needs of the customers.
- It is essential to improve the security at the time of journey and moving on platform to reduce pick pocket and others.
- As senior citizens are also attracted by the metro services so it is necessary to increase number of seats inside the station for senior member.
- Proper security and attention for women coaches because of gents' entry in such coaches.
- Metro rides needed to increase in the morning time and evening.
- Escalators and lifts are not proper working so there is need for proper maintenance of escalators and lifts.
- Checking should be fast and should be improvement in entry door area.
- Improve in the announcement system because many times voice scatters and nor clearly audible.

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