



DETERMINANTS OF PASSENGER SATISFACTION TOWARDS HYGIENE FACILITIES PROVIDED IN COIMBATORE JUNCTION

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Abstract:

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. The main objective of the study is that to analyse the level of satisfaction of passengers towards hygiene facilities with Coimbatore junction. For this a sample of 250 was collected from the passengers using convenience sampling were percentage analysis, rank correlation, descriptive statistics and multiple regression were used as statistical tools to analyse the data and the conclusion is that cleanliness at stations and trains has suffered, to some extent, on account of poor quality of passenger amenities such as availability of toilets and dustbins. Further, the cleanliness of trains needs to be looked into so as to ensure their cleaning at specified stations en route. Passengers have also expressed concerns regarding cleanliness of bed rolls and the quality of food. Even it's been clear from the study that the passengers are not been satisfied on cleanliness of trains.

Key Words: Passengers, Quality & Cleanliness

Introduction

Customer satisfaction is defined as "the quantity of customers, or level of aggregate customers, whose announced involvement with a firm, its items, or its services surpasses indicated satisfaction objectives."

Public transportation frameworks give the most productive intends to moving expansive number of individuals, particularly in thickness populated rustic and urban focuses in a huge nation like India. Hence, providing services portrayed by elevated amounts of quality is imperative to modify the clients of the services and pull in new clients. Key writing audit on the travelers' encounters and their satisfaction towards railroad services offered in India rail route. An examination on railroad traveler service quality valuation completed from December 1999 to June 2000 by the association named Steer Davies Gleave of London arranged for Shadow Strategic Rail Authority to think about the significance of rail travelers into change of the range and quality of offices and service on stations and in trains. Service quality might be defined as customer impression of how well a service meets or surpasses their desires. Satisfaction from service quality is typically assessed as far as specialized quality and utilitarian quality. Czepiel, J.A cites that, for the most part, customers don't have much information about the specialized parts of a service; therefore, practical quality turns into the central point from which to shape impression of service quality. This paper is an endeavor to advance the part of service quality in affecting customer satisfaction in the train, with uncommon reference to South Indian Railways.

Statement of the Problem:

Indian Railways is the real method of transport in the nation for travelers and also cargo because of its huge system, number of trains, and moderateness. On the industry front, it is the main player ;subsequently, an imposing business model has been made (which is lawful). Available front, the dominant parts of its customers are uneducated/semi instructed and low/center income with no/low cognizance for quality parts of service. Railways furnish them with a helpful, available, and moderate method of transportation. The imposing business model structure has made a normal circumstance where the service supplier (Indian Railways) has no opposition and can bear to overlook perspectives, for example, quality of service, customer satisfaction, and item advancement. The railroad is the lifeline of Indian economy and society, yet it is a long way from sound and acceptable service offering. The concentration of this examination is to break down the satisfaction of services gave by southern railways rather than to think about the specialized and engineering parts of the railroad. The most recent two decades have seen the increased acknowledgment and utilization of Quality in the service part, with service quality with cleanliness factors in railways is being a vital factor for development, survival and achievement. In any case, there is a considerable measure of perplexity over the various introductions and points of view in defining quality, because of its attributes, which have a tendency to separate services from merchandise. These differences have led to lack of standardization and the measurement of service quality with hygiene factors in railways remains a challenge and there by questionable.

Objectives of the Study:

- ✓ To study the demographic profile of the respondents.
- ✓ To analyse the level of satisfaction of passengers towards hygiene facilities with Coimbatore junction.
- ✓ To suggest about the measures taken towards facilities provided.

Limitations of the Study:

- ✓ The data was collected only with the passengers of Coimbatore junction where the perception may vary with other railways in India.
- ✓ The study could not be generalized due to the fact that researcher adapted personal interview method.
- ✓ There was a bias in collecting the data as the respondents may given a wrong answer for the questions asked with them.

Research Methodology:

The study is of empirical in nature. The survey was conducted in Coimbatore Junction. The study used both primary data and secondary data. The primary data was collected through field survey in the study area. First- hand information's pertaining to the benefits derived and the various competencies encountered were collected from 250 passengers to know about the level of satisfaction towards facilities provided by Coimbatore junction.

Construction of Tools:

The primary data required for the study has been collected through a structured self administered questionnaire which has been designed and distributed by the researcher to collect the necessary data.

Sampling Design:

The study proposes to cover the satisfaction on service provided by Coimbatore junction to their customers. As the study is based on passenger satisfaction towards Coimbatore junction the samples don't have criteria and for this purpose Convenience sampling is used for the research.

Tools Used for the Study:

- ✓ Percentage Analysis
- ✓ Descriptive Statics
- ✓ Rank Correlation and Multiple Regressions

Analysis and Interpretation:

Percentage Analysis:

Particulars	Frequency	Percent	
Gender	Male	179	71.4
	Female	72	28.6
	Total	250	100
Age	Below 18	8	3
	18-25	91	36.2
	26-35	76	30.2
	Above 35	77	30.6
	Total	250	100
Marital Status	Married	37	29.8
	Unmarried	88	70.2
	Total	250	100
Educational Qualification	10th	8	3.2
	Higher secondary	8	3
	UG	141	56.2
	PG	94	37.6
	Total	250	100
Place of residence	Semi rural	20	8
	Rural	84	33.4
	Urban	128	51
	Semi urban	19	7.6
	Total	250	100
Income level	Below 2250/month	16	6.2
	2250-10000/month	67	26.8
	10000-20000/ month	77	30.8
	Above 20000/month	91	36.2
	Total	250	100

Interpretation:

Out of 250 respondents 71.4% were male and 28.6% were female. 3% are from the age group of below 18, 36.2% are from the age group of 18-25, 30.2% are from the age group of 29-35, 30.6% are from the age

group of above 35. 29.8% are married and 70.2% are unmarried in our survey. 3.2% have completed 10th standard, 3% have completed their higher secondary, 56.2% have completed their UG, and 37.6% have completed their PG. 8% are from semi rural area, 33.4% are from rural area, 51% are from Urban area, 7.6% are from semi urban area. 6.2% are earning below 2500 per month in our survey, 26.8% are earning from 2500-10000/month, 30.8% are earning from 10000-20000/ month, and 36.2% are earning from Above 20000/month.

Rank Correlation for Preference towards Rail Service:

H₀: There is a significant relationship between the rank given and preference towards rail service

H₁: There is no significant relationship between the rank given and preference towards rail service

S.No	Ranking on Preference Towards Rail Service	X	Y	R1	R2	D	D ²
1	Low Fare	71	74	3	3	0	0
2	Comforts	74	71	2	4	-2	4
3	Speed	116	59	1	5	-4	16
4	Security	56	99	5	1	4	16
5	Reliability	58	81	4	2	2	4
							40
N	5					1-R	2
						R	-1

Interpretation:

The above table shows about the relationship between rank given and preference towards rail service as the correlation is at -1 it's inferred that there is no relationship between the rank given and preference towards rail service. And based on the rank speed was mostly been preferred by the respondents.

Comparison between Age and Acceptance Level on Hygiene Factors:

Coefficients						
Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.934	0.144		20.38	0
	Acceptance on quality of water	-0.004	0.004	-0.039	-0.969	0.333
	Acceptance on Sanitation	0.259	0.031	0.357	8.337	0
	Acceptance on cleaning lavatories	-0.161	0.038	-0.195	-4.277	0
	Acceptance on penalizing smoking and spiting of Gutka	-0.092	0.03	-0.141	-3.077	0.002
	Acceptance on passengers throwing eatable wastes inside the coach	-0.367	0.033	-0.55	-11.096	0
	Acceptance on windows and seats filled with dusts	0.55	0.039	0.734	14.202	0
	Acceptance on sufficient waiting rooms	-0.322	0.032	-0.407	-9.909	0
Acceptance on shot circuits in electricity which leads to fire	0.063	0.03	0.103	2.116	0.035	
a. Dependent Variable: Age						

Model Fit:

Age (Dependent variable) (Constant) 2.934= (-0.004) Acceptance on quality of water + (0.259) Acceptance on Sanitation + (-0.161) Acceptance on cleaning lavatories+ (-0.092) Acceptance on penalizing smoking and spiting of Gutka+ (-0.367) Acceptance on passengers throwing eatable wastes inside the coach+ (0.550) Acceptance on windows and seats filled with dusts+ (-0.332) Acceptance on sufficient waiting rooms+ (0.063) Acceptance on shot circuits in electricity which leads to fire. Here, variables Acceptance on Sanitation, Acceptance on windows and seats filled with dusts, Acceptance on shot circuits in electricity which leads to fire are directly proportional to age.

The factors Acceptance on quality of water, Acceptance on cleaning lavatories, Acceptance on penalizing smoking and spiting of Gutka, Acceptance on passengers throwing eatable wastes in side the coach, and Acceptance on sufficient waiting rooms are inversely proportional to the factor age.

Acceptance Level on Hygiene Factors:

Descriptive Statistics			
	N	Mean	Std. Deviation
Acceptance on water supply	250	3.22	1.216
Acceptance on quality of water	250	4.81	8.295
Acceptance on Sanitation	250	3.42	1.215

Acceptance on cleaning lavatories	250	3.7	1.064
Acceptance on penalizing smoking and spiting of Gutka	250	3.29	1.351
Acceptance on passengers throwing eatable wastes in side the coach	250	3.12	1.321
Acceptance on windows and seats filled with dusts	250	3.47	1.175
Acceptance on sufficient waiting rooms	250	3.06	1.116
Valid N (listwise)	250		

Interpretation:

The above table shows about the mean score for acceptance level on hygiene factors. The mean score for most of the elements given for acceptance level on hygiene factors are above 3.5 which indicate that the satisfaction level of the respondents are above average.

Findings:

- ✓ Most of the respondents were male in our study.
- ✓ Maximum of the respondents were from the age group of 18-25 in our study.
- ✓ Most of the respondents are unmarried in our survey.
- ✓ Maximum of the respondents have completed their under graduate in our study.
- ✓ Most of the respondents are from urban area in our study.
- ✓ Maximum of the respondents are from above 20000/month in our study.
- ✓ There is no relationship between the rank given and preference towards rail service. And based on the rank speed was mostly been preferred by the respondents.
- ✓ The factors Acceptance on quality of water, Acceptance on cleaning lavatories, Acceptance on penalizing smoking and spiting of Gutka, Acceptance on passengers throwing eatable wastes in side the coach, and Acceptance on sufficient waiting rooms are inversely proportional to the factor age.
- ✓ Most of the elements given for acceptance level on hygiene factors are above 3.5 which indicate that the satisfaction level of the respondents are above average.

Suggestions:

Based on the research findings the passengers feel that toilets can be kept clean as the government is planning to introduce a scheme named “Swachh Rail” the driving force behind the government's flagship "Swachh Bharat Abhiyan" or Clean India campaign. At the end of each trip the Train Supdt, should make out a brief report indicating special occurrence, if any, and commenting upon all aspects of passenger amenities namely Catering, supply of drinking water, filling up of water tanks, cleanliness of coaches, entry of unauthorized passengers in reserved coaches, working of lights, fans and other fittings, incidents of thefts of luggage, non-functioning of air-conditioning and other public complaints. Etc. The report should be submitted to the Lobby Office/SM (Comml.) at the destination station who should take necessary action for getting the deficiency rectified. A copy of the same should also be sent to SM(Commercial), Senior Divisional Commercial Manager (Sr. DCM/Divisional Commercial Manager (DCM) for initiating immediate necessary action. If it is maintained properly in future then the issue can be rectified easily in future period of time.

Conclusion:

The conclusion is that cleanliness at stations and trains has suffered, to some extent, on account of poor quality of passenger amenities such as availability of toilets and dustbins. Further, the cleanliness of trains needs to be looked into so as to ensure their cleaning at specified stations en route. Passengers have also expressed concerns regarding cleanliness of bed rolls and the quality of food. Even it's been clear from the study that the passengers are not been satisfied on cleanliness of trains.

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