

**A Study on Customer Satisfaction in Tamil Nadu State Transport
Corporation (TNSTC) of Coimbatore**

BY

KIRTHIKA S

17PTA009

Thesis Submitted To

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore – 641043**

In Partial Fulfillment of the Requirements For

Master Degree

In

**MASTER OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL MANAGEMENT)**

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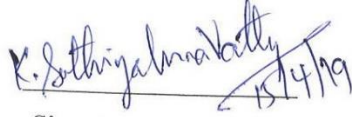
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CERTIFIED AS BONAFIDE RESEARCH WORK



Signature of the HOD

Signature of
External Examiner



Signature of the Guide

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CHAPTER –I

INTRODUCTION

1.1 Introduction to Tourism

Tourism is travel for pleasure; Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is now a global industry involving millions of people in international as well as domestic travel every year. The World Tourism Organization estimated that international tourist arrivals grew by 4.4 percent in 2015 to reach a total of 1,184 million in 2015, this amounts to approximately 12 per cent of the of the world's population. Tourism comprised of the temporary movement of people to destinations outside of their normal places of work and residence, the activities undertaken during the stay in those destinations and the facilities created to cater for their needs. Tourism is multi-dimensional and can be compartmentalized in a number of ways. There are two major variables such as origin-destination relationship and the motivation for travel. Tourism can be divided into four categories such as international tourism, internal tourism, domestic tourism and national tourism. Major reasons for tourist travel are escape, from routine, relaxation, play, strengthening family bonding, prestige, social interaction, sexual opportunity, educational opportunity, self-fulfilment and shopping.

Today tourism is a major source of income for many countries, and affects the economy of both the source and host countries. In some cases tourism is of vital importance, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment and economic advancement by working in the industry. Travel activity of the foreign tourist brings lot of money to the countries where they travel. Hence, tourism has become a source of income

for the countries. Tourism is now developing as a great industry .Not only make significant contribution to the foreign exchange earnings, employment, income generation and regional development but it also helps in the overall development of that area Tourism is as such a part of socio-economic development as any other related activity.

For these reasons NGOs and government agencies promote a specific region as a tourist destination, and support the development of a tourism industry in that area. The contemporary phenomenon of mass tourism result in over development, however alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

1.2 Role of Transportation in Tourism

Transportation and travel can be discussed without taking tourism into consideration, but tourism cannot thrive without travel. Transportation is an integral part of the tourism industry. It is largely due to the improvement of transportation that tourism has expanded.

Culpa (1987) identified transportation modes and management as the “important ingredients of the international tourism system,” acknowledging that linkage by air, sea and land modes is essential for the operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel.

Transportation system of a tourist destination has an impact on the tourism experience which e xplains how people travel and why they choose different forms of holiday, destination, and transport. Accesses to tourist sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system.

1.3 Introduction to Transportation

It is a fact that no bus transport business can exist without passengers. In every bus transport service related businesses, there is a need to develop relationship with the passengers and with the service providers to satisfy passengers’ day-to-day service quality requirements. The owners of the different bus transport industries compete with each other to offer

maximum satisfaction to passengers. Thus passengers' satisfaction, a business term is a measure of how services are supplied by an industry to meet passengers' expectation.

Passengers' satisfaction is an indefinite and conceptual term, the meaning of which will vary from person to person and services to services. Measurement of passengers' satisfaction is too difficult since it is related to the psychological state of mind. An attempt is made in this study to have better understanding of passenger attitude and the level of passengers' satisfaction towards services provided by both public and private sector bus transport industries. In addition to this, a brief report is made about the existing services, delivery of services, how far the passengers avail those services and the reasons if any for their preference of particular industrial services.

Further, it focuses on the measures taken by the bus transport industries to improve the level of satisfaction of passengers and to avert their problems to retain the loyalty of the passengers. The main aim of this study is to compare the services provided by public and private sector bus transport industries and to evaluate their efficiency to satisfy the needs of the passengers in an effective way. Also this study attempts to elicit the opinion of the passengers about the quality and types of services provided and grievances if any.

1.4 Modes of Transport

A mode of transport is a term used to distinguish substantially different ways to perform. The different modes of transport are air, water, and land transport, which includes rail, road and off-road transport. Other modes also exist, including pipelines, cable transport, and space transport. Human-powered transport and animal-powered transport are sometimes regarded as their own mode, but these normally also fall into the other categories. In general, transportation is used for the movement of people, animals, and other things. Each mode of transport has a fundamentally different technological solution, and some require a separate environment. Each mode has its own infrastructure, vehicles, and operations.

1.4.1 Road Transport

A road is an identifiable route of travel, usefully surfaced with gravel, asphalt or concrete and supporting land passage by foot or by a number of vehicles. The most common road vehicle in the developed world is the automobile; a wheeled passenger vehicle that carries its own motor. As of 2002, there were 591 million automobiles world wide. Other users of roads include motorcars, motorcycle, buses, trucks, bicycles and pedestrians, and special provisions are sometimes made for each of these. For example, the use of bus lanes give priority for public transport, and cycle lanes provide special areas of road for bicycles to use. Motorcars offer high flexibility, but are deemed with high energy and area use, and the main source of noise and air pollution in cities; buses allow for more efficient travel at the cost of reduced flexibility. Road transport by truck is often the initial and final stage of freight transport.

1.4.2 Rail Transport

Rail transport is a mean of conveyance of passengers and goods by way of wheeled vehicles running on rail track, known as a railway or railroad. The rails are anchored upright on railroad train consists of one or more connected vehicles that run on the rails. Propulsion is commonly provided by a locomotive that hauls a series of unpowered, cars, that can carry passengers or freight. The locomotive can be powered by steam, diesel or by electricity supplied by trackside systems. Alternatively, some or all the cars can be powered, known as a multiple unit. Also, train can be powered by horses, cables, gravity, pneumatics and gas turbines. Railed vehicle move with much less friction than rubber tires on paved roads, making train more energy efficient, though not as effect as ships. Intercity trains are long-haul services connecting cities modern high-speed rail is capable of speeds up to 430km.but this requires and surrounding areas, while intra-urban transport is performed by high- capacity tramways and rapid transits, often making up the backbone of a city public transport. freight trains traditionally used box cars, requiring manuals loading

and unloading of the cargo. since the 1960 container trains have become the dominant solution for general freight, while large quintiles of bulk are transported by dedicated trains.

1.4.3 Water Transport

Water transport is the process of transport that a watercraft, such as a barge, boat, ship or sailboat, make over a body of water, such as a sea, ocean , like canal or river. If a board or other vessel can successfully pass through a waterway it is known as a navigable waterway. The need for buoyancy unites watercraft, and makes the hull a dominant aspect of its construction, maintenance and appearance. When a board its floating on the water the hull of the boat is pushing aside water where the hull now is, this is known as displacement.

Although slow, modern sea transport is a highly effective method of transporting large quantities of non –perishable goods. Commercial vessels, nearly 35,000 in number, carried 7.4 billion tons of cargo in 2007. Transport by water is significantly less costly than air transport for transcontinental shipping short sea shipping and ferries remain viable in coastal areas.

1.4.4 Air Transport

Air transport is the second fastest method of transport, after space travel. Commercial jets reach speeds of up to 955 km per hour 9 (593 mph) and a considerably higher ground speed if there is a jet stream tailwind, while piston- powered general aviation aircraft may reach up to 55km per hour(345mph). this celerity comes with higher cost and energy use, and aviation impacts to the environment and particularly the global climate require consideration when comparing modes of transportation. Airline alone burned about 16.2 billion gallons of fuel during the twelve months between October 2013 and September 2014.The global trend has been for increasing number of people to travel by air, and individually to do so with increasing frequency and over longer distances, a dilemma that has the attention of climate scientists and other research's the press, and the world wide web. The issue of impacts from frequent travel, particularly by air because of the longer

distances that are easily covered in one or a few days, is called hyper mobility and has been a topic of research and government concern for many years.

1.5 Routes of Town Buses Operating in Coimbatore

S.NO	BUS NUMBER	BUS ROUTES
1	1	Avarampalayam to Maruthamalai
2	2B	Telungupalayam to Ondipudur
3	3A	Ganapathy to Madukkarai Market
4	3H	Cheran Mangar to Arivozhi Nagar
5	3K	Ukkadam to Gandhimanagar
6	3M	Kovai Pudur to V.G. Rao Nagar
7	S3	Varadharajapuram to Thithipalayam
8	12D	Gandhipuram to Nachipalayam
9	12E	Town Hall to Velanthavalam
10	S13	Singanallur to Maruthamalai
11	20A	Gandhipuram to Somanur
12	20C	S.L.H.S. Colony to Poochiyur
13	21B	Town Hall to Devarayapuram
14	26	Ukkadam to Veerapandipudur
15	27C	Railway Station to Press Colony
16	S29	Singanallur to Thudiyalur

17	30D	Gandhipuram to Somanur
18	30G	Ukkadam to Somanur
19	S30	Cheran Managar to Kovaipudur
20	33E	Railway Station to Nallatipalayam
21	33G	Railway Station to Arasampalayam
22	4G	Ukkadam to Varadharayampalayam
23	47	Seeranaickenpalayam to Sankara College
24	47A	Gandhipuram to Premier Mills
25	50A	Kovilmedu to Edayarpalayam
26	55	Gandhipuram to Vellalore
27	58	Gandhipuram to Narasipuram
28	59A	Karunya Institute to Gandhipuram
29	61	Perur to E.S.I Hospital
30	73	Gandhipuram to Chettipalayam
31	77A	Ukkadam to Appanaicken Palayam
32	84A	Gandhipuram to Okkilipalayam
33	86	Chinnavedampatti to Ondipudur
34	98A	Ukkadam to Vagarayampalayam
35	99	Gandhipuram to Thondamuthur

36	101	Gandhipuram to Kunitipathi
37	102A	Gandhipuram to Karamadai
38	102C	Gandhipuram to Cheran Nagar
39	130	Gandhipuram Bus Stand to Ukkadam Bus Stand
40	LSS	Gandhipuram to Singanallur
41	3	Ganapathy to Madukkarai
42	3D	Kovaipudur to Ganapathy
43	14D	Railway Station to Molapalayam
44	15B/7B	Ukkadam to Anjugam Nagar
45	16A	Velandipalayam to Airport
46	16B	Saibaba Colony to Kalapatti
47	16C	Telungupalayam to Kalapatti
48	19A	Saibaba Colony to Vellalore
49	19C	Gandhipuram to Sular Airport
50	21D	Gandhi Managar to Kurumbapalayam
51	S21A	Ondipudur to Periyanaickenpalayam
52	S23	Ondipudur to Cheran Managar
53	24A	Ukkadam to Serayampalayam

54	S27	Lakshminaickenpalayam Sultanpet to Lakshminaickenpalayam Sultanpet
55	28	Singanallur to Thondamuthur
56	30A	Ukkadam to Kalangal
57	32G	Gandhipuram to Vellamadai
58	32H	Railways to Kasthurinaickenpalayam
59	33D	Railway Station to Kallapuram
60	41B	Gandhipuram to Karumathampatti
61	41D	Gandhipuram to Sular
62	50	Gandhipuram to Kannammanaickenoor
63	57A	Ukkadam to Kurichi Housing Unit
64	66A	Gandhipuram to Marichettipathy
65	72	Ondipudur to Rayarpalayam
66	75	Ukkadam to Irugur
67	87	Gandhipuram to Kovilpalayam
68	90A	Ukkadam to Somanur
69	93	P.N. Pudur to Irugur
70	97	Ukkadam to Chinna Thadagam
71	102	Gandhipuram to Bettathapuram

72	102B	Ukkadam to Karamadai
73	105A	E.S.I. to Anupatti
74	105K	Ukkadam to Karadivavi
75	S14	Avarampalayam to Kovaipudur
76	S17	Avarampalayam to Kovaipudur
77	18	Rathinapuri to Palathurai
78	19F	Ukkadam to Madapur
79	21	Gandhipuram to Kembanur
80	22A	Maruthamalai to Chinniyampalayam
81	30C	Ukkadam to Sular Airport
82	31A	Ondipudur to Madukkarai Market
83	43A	Singanallur to Nallampalayam
84	45B	Ukkadam to Telungupalayam
85	48B	Gandhipuram to Komandamparai
86	59	Gandhipuram to Karunya Institute
87	65/65A	Gandhipuram to Kannampalayam
88	66	Gandhipuram to Palathurai
89	73B	Gandhipuram to Kurichi Housing Unit
90	78	Gandhipuram to Thadagam

91	81	Gandhipuram to Selambarayampalayam
92	82	Gandhipuram to Kuppepalayam
93	88	Saibaba Colony to Kulathur
94	94	Thondamuthur to Sitra
95	94A	Kaiikanaickenpalayam to Psg Arts
96	95	Gandhipuram to Singanallur
97	105	Ukkadam to Kodangipalayam
98	105B	Ukkadam to Kongukadupudur
99	109	Saibaba Colony to Ondipudur
100	110B	Kurumbapalayam to Singanallur

1.6 Customer Satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and service supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customer, or percentage of total customer, whose reported experience with a firm, its products, or its service (rating) exceeds specified satisfaction goals.

Customer satisfaction has important implication for the economic performance of firms because it has the ability to increase customer loyalty and usage behaviour and reduce customer complaints and likelihood of customer defection. The implementation of a CRM approach is likely to have an effect on customer satisfaction and customer knowledge for a variety of different reasons.

Firstly, firms are able to customize their offering for each customer. By accumulating information across customer interaction and processing this information to discover hidden patterns, CRM application helps firm customize their customer. This customization enhances the perceived quality of product and service from a customer viewpoint, and because perceived quality is a dominant of customer satisfaction, it follows that CRM application indirectly affects customer satisfaction.

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The marketing accountability standards board (MASB) endorses the definitions, purposes and constructs of classes of measures that appear in marketing metrics as part of its on-going common language in marketing project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their business.

In researching satisfaction, firms generally ask customer whether t heir product or service has met or exceeded expectations. Thus, expectation is a key factor behind satisfaction. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even through its facilities and service would be deemed superior in absolute terms.

They confirmed that, improved or superior service quality will boost customer satisfaction. Service quality determines the level of customer satisfaction and can be seen as the result of the service from offered by the firm. On the flipside, delivering superior quality service is not cost free. The overall effect will result in overpriced service that may lure away price sensitive customer hence reduce on company's profitability.

1.7 Service Quality and Customer Satisfaction in bus Industry

The relationship between bus service and customer satisfaction has received considerable academic attention in this past few years. But the nature of the exact relationship between service quality and customer satisfaction (especially in the way the two constructs have been operationalized) is still shrouded with uncertainty. Many researchers have operationalized customer satisfaction by using a single item scale and many others have used multiple item scales. The present study adopts a different approach and views customer satisfaction as a multi-dimensional construct just as service quality, but argues that customer satisfaction should be operationalized along the same factors (and the corresponding items) on which service quality and customer satisfaction has been investigated. The results have indicated that two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another.

1.8 Need for the Study

Movement of the people from one place to another place and the increase in population resulted in heavy demand for quick, efficient transport services. Under these circumstances, there is every possibility for deterioration of the quality of services provided by transport industries because of healthy competition. Yet, the public sector transport industries have to provide better services because it is a question of survival for them. The importance of the study is to find out answer for the question, how far the public sector transport industries are able to withstand the competition extended by their powerful counterpart (private sector).

1.9 Objectives of the Study

- To understand the functioning and various bus routes of Tamil Nadu State Transport Corporation (TNSTC) in Coimbatore.
- To study the travelling behavior and the level of satisfaction of the passengers of (TNSTC) in Coimbatore.

- To find out the needs and preference of the passengers of Tamil Nadu State Transport Corporation (TNSTC) in Coimbatore.
- To suggest appropriate strategies for Tamil Nadu State Transport Corporation (TNSTC) to serve better.

1.10 Scope for the Study

Since Coimbatore has a wide range of Tamil Nadu State Transport Corporation bus services, most of the local community use TNSTC to commute to work, study and various other reasons. The study of customer satisfaction enables the service provider a better understanding of the customers need and expectation. This study will improve the quality of TNSTC bus services to enable the residents to have a better travel experience. It also provides base for future researchers to study on various aspects of Tamil Nadu State Transport Corporation (TNSTC).

1.11 Limitation for the Study

- The research is carried out in the short span of time with the limited sample size.
- Due to the confidentiality of some information accurate response is not revealed by the respondents.
- There may be biases and prejudices of the respondents of the respondents in answering the questions.
- The study is restricted to particular geographical location that is confined to Coimbatore.

1.12 CHAPTERISATION

The following chapter and content analysis will be applicable to the research study:

- **Chapter 1-Introduction:**

The chapter provides brief introduction about Tourism industry. Tourism in India, tourism in Tamil Nadu, bus industry, customer satisfaction need for the study, objectives of the study, scope for the study and the major limitations of the study.

- **Chapter 2- Review of literature:**

In this chapter review of related literature is survey on customer satisfaction, public transportation, tourism industry in India and Customer satisfaction of bus service.

- **Chapter 3- Research methodology:**

This chapter describes the research design used for this study. It briefs on data collection, sample and various tools used for the analysis and location of the study area.

- **Chapter 4-Analysis and Interpretation:**

In this the analysis carried out in this study. The results of the analysis and its discussions are given to address the proposed research problem.

- **Chapter 5- Findings and Suggestion:**

In this chapter the research is concluded. The finding of the study is summarized .It also proposes various suggestions for developing customer satisfaction and service quality for the bus services.

CHAPTER 2

REVIEW OF LITERATURE

INTRODUCTION

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary source and as such, do not report any new or original experimental work. Also a literature review overviews article, books and other sources (e.g.: dissertation, conference proceedings) relevant to a particular issue, area of research, or theory, providing description, summary ,and critical evaluation of each work. The purpose is to offer an overview of significance literature published on a topic customer satisfaction in transportation.

2.1 TOURISM

Singh (2008) made an in –depth study into special travel attractions and the different motivators of travel . He argues that historical and culture attractions play a crucial role in the promotion of foreign tourism. He analyses tourism industry in India in detail. He elaborately evaluates the governmental and institutional role in tourism promotion and the problems of development of tourism in India. He explains how to generate awareness among the people and highlights the importance of domestic tourism.

Ganesan G.and Chandrasekar Rao.K (2006) analysed the performance of Tamil Nadu tourism and measured in order to know the present status of the tourism sector and to improve further the same in the State. They found out that the flow of domestic and foreign tourists have increased substantially, increase in foreign exchange earnings, tourists gave importance to heritage and medical tourism, Tamil nadu tourism sector contributed to the development of allied industries like hotel and transport industries etc.

Rao (2005) conducted a study analyzing the relationship between tourism and foreign exchange which concluded that tourism is a revenue earner and the most significant source of foreign exchange in several countries. He revealed that a badly organized tourism development strategy will have some adverse effects on the country rather than the development of the country.

Dhanasekaran (2005) revealed a study on protection, development and improvement of various constituents of the environment are among the basic conditions for the harmonious development of tourism. Similarly intelligent tourism management can contribute in large measure to the protection and development of the physical environment and culture heritage of mankind as well as the improvement of the quality of human life. It is therefore advisable the tourism development and sound environmental management should be integral concerns of national development policies

Anil (2004) identified the various negative factors of tourism and evaluated its impact upon tourists and host community. Littering, overpricing, disturbance to tourists by taxi and auto rickshaw drivers, water pollution, alcoholism, drug trafficking, prostitution, cultural conflicts, off-seasonal unemployment etc were the negative factors identified in the study. The major recommendation was that the government should conduct awareness programs and should impart proper education to the tourists and to the host community to minimize the negative impacts.

Kandari and Ashish Chandra (2004) depicted the methodology to in-built the concept of sustainable development in the 41 planning phase of sector, in addition to this economic, ethnic, environmental perspectives, tourism practice, and carrying capacity of community participation as well as issues of tourism development. The rural development and quality of life in rural areas, rely on proper and effective planning and policy making of tourism trade.

Sharma (2000) described that the conceptual model for planning of tourism industry with considering with various approaches, methodologies, techniques and principles in various

stages of planning. The most of the author magnified the importance on integration approach, effective management of tourism, transportation, hospitality, promotion, information, physical environment, organizations hierarchy as the basic components for planning and development of tourism business, also it may have different phenomena in a particular region

2.2 PUBLIC TRANSPORTATION

Kavitha(2015) Most of the developing countries, transportation is great significance because of their contribution is more in national and regional, economic, social, cultural development. Transport service quality and satisfaction level have been focused in the paper. SERVQUAL is an analytical approach for evaluating the difference between passenger perception and expectations of service quality. It is expected that the passenger gets better service, lower fares and higher reliability because of the competition of public transport service. For this study, 120 respondents were taken as sample size by using convenience sampling technique and also Servqual instrument was used to identify the gap between expectation and perception of passengers. The major finding of the study reveals that majority of the passengers are satisfied with the service quality provided by the public transport corporation.

Juan de Ona and Rocio de Ona(2014) The growth of literature in the field of quality of service in the public transport (PT) sector shows increasing concern for a better understanding of the factors affecting service quality (SQ) in PT organizations and companies. A large variety of approaches to SQ has been developed in recent years owing to the complexity of the concept; the broad range of attributes required to evaluate SQ; and the imprecision, subjectivity and heterogeneous nature of the data used to analyse it. Most of these approaches are based on customer satisfaction surveys. This paper seeks to summarize the evolution of research and current thinking as it relates to the different

methodological approaches for SQ evaluation in the PT sector over the years, and provides a discussion of future directions.

Mounica (2014) summarize, the overall result show that service quality attributes influences overall customer satisfaction in using public bus transport. The service quality could be evaluated and improved by analyzing single attributes but also by analyzing factors based on several attributes. The overall aim is to make public bus transport an attractive, satisfied, and marketable mode of transport.

Sana Ejaz(2012) Customer satisfaction is considered to be the most important factor whether it is meant for a product or a service. In case of failure to satisfy customers, company will be replaced by others and when industries offering various services, have to be more vigilant because there is a special attitude that plays an important role attracting and retaining the customers. Keeping this in view, the researchers intended to highlight the current issues of transport sector in Pakistan that how service quality effects customer satisfaction. For this purpose, a convenient sample of 120 respondents was selected (60 male and 60 Female) and data collection tool for all the variables (service quality and customer satisfaction) was used from the body of knowledge to check how do they feel about this service. Regression coefficient was used to analyze two independent sets of data. The empirical analysis proved that there was a positive relationship between service quality and customer satisfaction in the public transport sector of Pakistan...

Wilson (2012) defined customer satisfaction as the customer's evaluation of a product or service in terms of whether that product or service has met the customer's needs and expectations. According to him there are factors that influence customer satisfaction such as product/service quality, perceptions of equity or fairness, price, personal factors (consumer's mood or emotional state), and other consumers and so on.

Aworemi et al. (2008) conducted research on public transport and private transport system and suggested that socio-economic factors play an important role. In addition, further studies were also conducted by many researchers and all of them found that the customers

expect quality service either from private or from public organizations. If they improve quality then passengers will be satisfied, and the same would be helpful in gaining reputation and also to earn profit for their business. Many researchers found that , in transportation sector, service quality plays an important role with the following elements such as stability, capacity, and security. Feedbacks from passengers are also important to enhance service quality and to provide what the customers want

Fellesson and Friman (2008) conducted a transnational comparison of customers' public transport perceived service satisfaction in eight cities (Stockholm, Barcelona, Copenhagen, Geneva, Helsinki, Vienna, Berlin, Manchester and Oslo) in Europe. The result showed four general factors: system such as traffic supply, reliability and information; bus and bus stop design that makes customer comfortable and enjoy the travel experience; staff skill, knowledge and attitude toward customer; and safety not only both in the bus and bus stop but also safe from traffic accident. Furthermore, it was concluded that differences in public transport technology and infrastructure may cause differences in individual item loadings.

Beirao & Sarsfield Cabral (2007) summarizes advantages in using public transport according to Portugal public transport users. The result highlights the importance of a cost friendly and less stressful public transport service. It is perceived as less stressful since there is no need to drive, it is possible to relax and one may be able to rest or read. Travel time on exclusive bus lanes is considered faster than the car, there is less exhaust emissions and there are opportunities to talk to fellow passenger while travelling.

Dziekhan and Kottenhoff (2007) found that at the bus stop, information displays influence customer satisfaction. In addition, it has the optimistic psychological effects and decreases uncertainty and stress as customers know the actual departure time. Information displays also increases the sense of security among customers especially at night. Finally, the displayed information increases the comfort of customers when they make a trip. It also increases, creates regulated travel behavior among the passengers and passengers can also

use their waiting time constructively and for their effective travelling. In addition to all the above findings , it also aids transit customers to get information on the mode of transport

Eboli and Mazulla (2007) investigated service quality attributes important for customer satisfaction with a bus transit service in Cosenza, Italia. Respondent were asked to rate the importance and satisfaction with 16 service quality attributes (bus stop availability, route characteristic, frequency, reliability, bus stop furniture, bus overcrowding, cleanliness, cost, information, promotion, safety on board, personal security, personnel, complains, environmental protection and bus stop maintenance). The result shows that the latent variable important for global customer satisfaction is service planning which is reflected in reliability, frequency, information, promotion, personnel and complaint.

Laura Eboli and Gabriella Mazzulla, (2007) The major limitation of this research is that the experimental context is cir- cumscribed, because the sample survey was addressed to a specific category of users—students of a university campus. A more accurate analysis of service quality in public transport should be based on a survey addressed to all categories of public transport users. However, in this specific case, the students are a relevant part of the population that uses bus transit in the urban area of Cosenza. In spite of its limitation, this study could be a starting point for more exhaustive research.

Friman et al. (Friman et al. 2001) conducted a mail survey to investigate factors affecting customer satisfaction in public transport service in Sweden. The results showed that overall cumulative satisfaction related to attribute specific cumulative satisfaction and remembered frequencies of negative critical incidents (i.g., the driver behaves unexpectedly bad or the bus is leaving before scheduled departure time)

Fujii et al. (2001) conducted an investigation in Osaka (Japan) during a temporary closure of freeway that connected between Osaka and Sakai City. The survey was distributed at three tollgates from 6:00 am to 8:30 am. An important finding was that the closure of the freeway increased public transport use. Second, it was also found that the expected commute time by public transport was overestimated by automobile commuters. Third,

after experiences of public transport the overestimates of commute times were corrected. And finally, people who corrected their commute time continued to use public transport when the freeway was reopened.

Smith and Clark (2000) focused on the safety measures in bus transport and they found that there is a limitation for the people to choose public bus transport as their travel mode and as their choice. It was also found that pick-pocketing, high fare, overcrowding and lack of supervision are also important factors. UK Department for Transport (2009) also reported that young people mostly male people are involved in assaults, theft, vandalism and criminal damage and the same are the problem of public transport users.

According to **Oliver (1997)**, satisfaction is defined as the customer's fulfillment. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. Need fulfillment is a comparative processes giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

Van Vugt et al. (1996) conducted an investigation of the motivational factors underlying the decision to commute by car or public transportation. 192 employees of a publishing company participated and filled out a questionnaire containing questions relating to social value orientation, the commuting situation and a series of post-experimental questions. The findings provided strong evidence for the conclusion that individuals prefer options yielding shorter travel time as well as an alternative with high frequency of public transport

Adreassen (1995) conducted a survey among public transport users in Norway. As a result, he argued that in order to keep market share, public transport should provide service for different type of customers. Differentiation of service will lead to increasing customer satisfaction because of higher degree of congruence between supply and demand. Most important factors to work with are travel time, fare level and design of public transport

Lauren Redmen (2013)The transport sector presents contentious issues with respect to sustainable development, particularly regarding the use of private motorised vehicles in urban areas. Public transport (PT) together with cycling and walking are generally agreed to be sustainable alternatives to private car use. This paper aims to contribute to a better understanding of those aspects of PT quality most likely to attract car users. Using a qualitative systematic review, it is concluded that while service reliability and frequency are important PT attributes in general, those attributes most effective in attracting car users are largely affective and connected to individual perceptions, motivations and contexts. Reduced fare promotions and other habit-interrupting transport policy measures can succeed in encouraging car users to try PT services initially. Attributes over and above basic accessibility, reliability and mobility provision, perceived by the target market as important service attributes, must then be provided in sustaining the switch from car use after promotional tactics have expired.

Kenneth.A(1999) he examine several salient problems of urban transportation: traffic congestion, air pollution, the costs of motor vehicle accidents and the future of public transportation. Throughout this chapter, we focus on analytic methods and findings that bear on current policy issues, and on the factual basis for policy analysis. We find that the most promising approaches in each case are narrowly targeted to solving market failures, such as the existence of externalities, and that these approaches are unlikely to alter the overall dominance of automobiles in urban passenger transportation.

2.3 CUSTOMER SATISFACTION

According to **Manani et al, 2013**, measuring customer satisfaction provides an indication on how an organization is performing or providing products or services. Therefore, customer satisfaction will be the measure of success to all the organizations including the public sectors as well.

Peyton (2013) in their working paper submitted at the Allied Academies International conference presented a comprehensive review of the literature on various customer satisfaction and dissatisfaction (CS/D) theories proposed. the paper analysis four theories under the umbrella of consistency theory viz. assimilation theory, contrast theory, assimilation contrast theory, and negative theory. The authors argue that even though the satisfaction construct has been defined in a number of ways, satisfaction has been defined in terms of need fulfillment, pleasure/ displeasure, cognitive state, attribute or benefit evaluations, and subjective evaluation of experience by many researchers. The review concludes, “however, while researchers have used a number of different definition for satisfaction, they generally agree that satisfaction involved a set of inter- related variables rather than a single variable”

Vavra, T.G.(2011) In this suggests specific programmers to improve the measurement of customer satisfaction in an organization. The author describes five 36 critical skills required for this task viz. sampling/customer-participant selection, questionnaire design, interviewing/survey administration, data analysis, and quality function deployment-building action plans. The model proposed has three stages: antecedents, the satisfaction formation process, and consequences. The author further classifies the ‘performance’ of a product or service as ‘objective’ and ‘perceived’. Assimilation contrast Theory, contrast Theory, dissonance Theory, generalized negativity, and hypothesis testing.

Musiime et al. (2011) also conducted a research to observe the association between e-banking service, Customer acceptance and his satisfaction. They pointed out that is a significant association between online banking & customer satisfaction level can be seen,

whereas the bank was dedicated for providing the service to customer, lot of evidences can be seen, it was observed that the bank was capable to keep hold of the maximum number of users using the online banking service

Vavra, T.G.(2011) in his study stated as a satisfactory post-purchase experience with a product or service given an existing purchase expectation. The study also examines the level of complaints regarding service failure and remedies. When consumers complain about service, they eventually form a judgment, consequently uncorrected is direction proportional to the customers level of satisfaction. According to **Manani et al, 2013**, measuring customer satisfaction provides an indication on how an organization is performing or providing products or services. Therefore, customer satisfaction will be the measure of success to all the organizations including the public sectors as well

Anton (2010) offers more elaboration: “customer satisfaction as a state of mind in which the customer’s needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty.” The study was conducted with a sample of 100 customer- show that customer behavior is affected by the length of time they have to wait. For this purpose the authors have defined value as customer perceptions that specific hotel attributes have fulfilled their needs during their hotel stay. It is pointed out that an effective distribution system that makes rooms easily available was the most frequently mentioned marketing factor driving purchase, followed by frequent- stay programmers.

Woodruff and guardian (2010) states that “satisfaction, then, is the evaluation or feeling that results from the disconfirmation process. Satisfaction has an emotional component”. Different type of customer data information, statistical analysis of sample dataset, and in the final chapter presents the conclusions. The authors suggest that web could be the first contact for collection of customer satisfaction data and this method facilitates continuous monitoring the opinion of the visitors to the site. May emerge from customers, who are

satisfied with the service –where as negative word-of-mouth communication emerges from customers who have experienced dissatisfying experiences or encounters.

Fornell (2009) an overall evaluation that is built up over time, satisfaction typically mediates the effects of product quality, service quality, and price or payment equity on loyalty. Examine “customer satisfaction across organizational” unit in their working paper. The authors argue that variation in the specific-general satisfaction relationship across organizational subunits also has important theoretical implication for satisfaction research and stress the importance of explaining the variation effects across units or subunits. i.e. for one subunit , some specific type of satisfaction may be strong predictor of overall satisfaction , while for another subunit the same specific type of satisfaction may have little or no relationship to overall satisfaction.

Johnson and formal (2009) this is overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories, including telecommunications services. According to widely accepted opinion in service research, customer perceived service quality results fro how well customer expectations match actual experience of the service. To gain the level of customer satisfaction through the customer execration an customer perception level of Intramural’s service quality.

Berry and Parasuram (2008) Argues that since customer’ satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service. Define customer satisfaction as a customer’s emotional response to the use of a product or service. Offers more elaboration: “customer satisfaction as a state of mind in which the customer’s needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty.”

Tse and Wilton (2008) analysis “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance)

and the actual performance of the product/service as perceived after its consumption.” “Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and produce/service to produce/service. “the reason for this, the authors substantiate are that “ customer satisfaction is a determinant of profitability and like other service industries hospitality research is focusing on the relationship between customer satisfaction, repeat sales, and business profits.

Customer satisfaction is the perceived degree of fulfillment of expectations and the actual services provided by mobile phone service providers and large investments are being made to increase the level of customer satisfaction, but only in an increase in resources alone cannot lead to increased levels of customer satisfaction. Thus, there must be other factors leading to improved customer satisfaction, as pointed out by **Backlund, G. and M. Holmqvist (2006)**

Baron and Kenny (2005) in their preliminary analysis include the effects of price and quality as latent variables on retention. When these constructs were examined on their own, they had a negative effect on churn. However, they included customer satisfaction in their churn equation, both price and quality became no significant. Because tests of mediation showed that the effects of price and quality on churn were completely mediated by satisfaction, they exclude these factors from further analysis.

Westbrook and Reilly (2005) examined that customer satisfaction is “an emotional response to the experiences provided by, associated with particular” customer satisfaction depends upon the quality of service provided. Customer’ satisfaction leads to trustworthiness. Positive and significant association between the various constructs of service quality and satisfaction has been studied. Among all the constructs, assurance construct played a vital

role in influencing the customer’ satisfaction. Ways of achieving quality service could the administration of cab customer satisfaction surveys using the service quality dimensions

involved; the improvement of the level of service performance where needed by filling the gaps and the management of expectations regarding quality of service.”

Engel and Blackwell (2003) states that consumer satisfaction is “an evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative” service quality and satisfaction of consumer on banks situated in various countries indicated that earlier studies offered no consensus over the subject, to confirm the issue and trends of these factors which regulate service quality and customer satisfaction. Now-a-days all public, private and foreign banks play a vital role in retail banking and provide lot of core banking service to all their rural and urban customers to maintain customer loyalty, retention and providing 100% customer satisfaction.

Oliver (2003) put forward a definition as, “the summary psychological state resulting when the emotion surrounding disconfirmed expectation is coupled with the consumer’s prior feelings about the consumption experience.” “Comparison of expectations versus perception of experience.” These definitions suggest that an evaluative process is an important element underlying customer satisfaction

Parker and Mathew (2001) expressed that there are two basic definitional approaches of the concept of customer satisfaction. The first approach defines satisfaction as a process and the second approach defines satisfaction as an outcome of a consumption experience. These two approaches are complementary, as often one depends on the other.

Hung (2000), satisfaction is a kind of stepping away from an experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn’t as pleasurable as it was supposed to be. So satisfaction / dissatisfaction isn’t an emotion, it’s the evaluations of the emotion “satisfaction, then, is the evolution or feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer’s response to the comparison. Satisfaction has an emotional component.”

Oliver (2000) examined that “satisfaction is the customer’s fulfilment response. It is a judgment that a product or service feature, or the product of service itself provided (or is providing) a pleasurable level of consumption – related fulfilment, including level of under – or over –fulfilment” defines, “satisfaction is the consumer’s fulfilment response. “Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation.” “Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.”

Giese & Cote 2000 clearly state that there is not generic definition of customer satisfaction and after carrying a study on various definitions on satisfaction they came up with the following definition, —customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post consumption)

According to **Vavra (1997)**, ‘Customer Satisfaction’ can also be defined as “a satisfaction based on an outcome or process”. And also they emphasize that the Customer Satisfaction is the leading criterion for determining the quality that is actually delivered and is essential for corporate survival

Jackson et al. (1996) and Homburg and Giering (2001) expressed that customer behaviours and attitudes are greatly influenced by demographic, situational, environmental and psychological factors and these factors can be used by companies and policy makers to develop strategies to meet different needs of the different customer segments. Hence, there is need to gain more understanding of the influence of these factors on customer satisfaction.

Customer satisfaction is considered an attitude, Yi, (1990). In the case of grocery stores, there is some relationship between the customer and the service provider and customer satisfaction will be based on the evaluation of several interactions between both parties.

Therefore we will consider satisfaction as a part of overall customer attitudes towards the service provider that makes up a number of measures **Levesque et McDougall(1996)**

Haemoon oh, sara c . parks (1996) There is a desperate need for new research that will advance customer satisfaction (CS) and service quality (SQ) methodologies in the hospitality industry. This comprehensive review of the theories and methodologies reported in CS and SQ studies cited in the hospitality literature provides suggestions for future CS and SQ research in the hospitality field. First, the theoretical and methodological issues are critically reviewed. Next, major developments in CS and SQ research methodologies are discussed. The concept of importance and its role in behavioral models are included as they have been recently applied in hospitality CS and SQ research. The final section of this study is devoted to developing and proposing new directions for future CS and SQ research in the hospitality industry.

2.4 CUSTOMER PERCEPTION

TSANG & QU (2000) measurement of this consider the gap between consumer expectation (before the use of the service) and consumer perception (after using the service) regarding to service quality delivery. Recently most of the scholars and academician use this gap as a principle focus of their research to examine the service quality because with this analysis, the management was able to know well actual service performance compared with the expectation of the customer

Eastwood, D.B, (1985) The concept of consumer needs to be understood before getting an insight about the behavior and perceptions of consumer. Thus, ‘A consumer unit is one or more persons who collectively generate income and allocate it for consumption among the members of the unit’ .Making it more clear it can be said that the term customer unit refers domiciliary which includes individuals, ancestry and those who are living together.

Zeithaml (1996) Perceptions of Consumers' about a brand are positively enhanced and dampen with increasing levels of perceived quality and with increasing levels of endure they ambience respectively. For instance, customers' judgments of quality are likely to be affected by the quality suggested by such exotic cues as brand name and price. Brand name, price, store name/image, and country of origin have also been identified by researchers as extrinsic cues to (quality) perceptions (Teas and Agarwal, 2000)

Brown et al. (2000) reported that the need for educating young generation specially those who are in their adolescence are noticeably increasing, given their regular food eating habits and behaviour, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings .

CHAPTER 3

RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to field of study. Research is a “systematized effort to gain new knowledge” (Redmen and Mory, 2009). This chapter describes the methodology adapted to meet the research objective which includes

- Research design
- Source of data
- Sample plan
- Sample size
- Questionnaire design
- Tools used

3.1 Research Design

Research design is the detailed plan of conducting a research. Descriptive research is adopted for the research. Descriptive research is also called statistical research. The main goal of this research is to describe the data and the features about whatever is being studied.

Descriptive research involves gathering data that describe events and then organize, depict and describe the data collected. In order to collect data from view point of the employees, the strategy of the research is the survey. Survey in the form of questionnaire is chosen for this research. A survey is a kind of research which is more rigid than interviews. They are usually used to gather ideas from the large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009).

The questionnaires are prepared as self-administered and published electronically using the internet, internet-mediate questionnaires. Since the nature of the questionnaire help to reach a large population, inter-mediate questionnaire makes that one step further and it was possible to reach more respondents.

3.2 Source of Data

All the data required for this research work is obtained from primary and secondary data.

3.2.1 Primary Data:

The primary data is collected through structured questionnaire. The questionnaire consists of variety of questions that are consistent with the objectives of research. Primary data those collected are fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data is collected as structured questionnaire and multiple choice questions in this study. It covers in Coimbatore.

3.2.2 Secondary Data:

Secondary sources are the one which is already collected by someone else and are taken through the statistical such as the articles, journals, internet and publish survey reports. The study has referred reviews from secondary data.

3.3 Sample plan

The data is collected from the Coimbatore city. The main reason for choosing Coimbatore city is that the tourism industries located are more popular and it is familiar that these travel agencies as selected as responsible place. The structured questionnaire used in the study for the factors influencing customer satisfaction as recommended by (Satpathy, 2013). The sampling procedure used is random sampling technique.

3.4 Sample Size

The sample size refers to the number of items to be selected from the university to constitute a sample. These techniques are deemed to be appropriate for this particular analysis because the main purpose of this study is to explore the main determinates of customer satisfaction . From a total of 250 questionnaires distributed. Thereby yielding a response rate of about 90 percent, a response rate considered sufficiently large for statistical reliability and generalizability. This relatively high response rate attributed to the self-administered approach undertaken in distributing questionnaires and approaching respondents at the various locations in Coimbatore city.

3.5 Data Collections

Questionnaire:

A questionnaire consist of a number of questions printed or typed in a definite order on a form or set of form. The respondents filled the multiple choice questions and likert's rating scale questions.

Questionnaire design:

Structured questionnaire consists of mainly two kinds of questions

- Multiple choice questions
- Likert scale questions

3.5.1 Scaling techniques

The scaling used in the questionnaire is Likert-type scale with the five point scale.

3.5.2 Likert scale:

Likert scales are developed for utilizing the term analysis approach where in a particular item is evaluate on the basis of how it discriminates between those persons whose total score is high and score is low. In a likert scale, the respondents area asked to respond each

of the statement in terms of several degrees, usually five degrees of agreement or disagreement. The questionnaire was administered in the following way:

Scales	scores
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.6 Tools for Analysis

Primary data collected through questionnaires that distributed to the respondents for their feedback. From the collected back questionnaires future and analysis was done for each question to reach up to the findings suggestions and then come into a conclusion for the study. The scaling techniques used in the research method for questionnaires are five-point liker-scale. The statistical analysis was done through SPSS16.0 version.

3.7 Frequencies

A frequencies is a distribution generally a frequencies issued for looking at detailed information on nominal (category) data and describing the results. It is used to obtain counts on a single variable values.

3.8 Mean

The mean is the average of all number and in sometimes called arithmetic mean. To calculate mean add together all the numbers in a set then divide the sum by the count of numbers.

3.9 Anova

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. The ANOVA technique is important in the content of all those situations where one can compare more than two populations. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

3.9.1 One Way ANOVA

1. To obtain the each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples
2. Work out the mean of sample mean as follows:

$$X = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No. Of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$\text{SS between} = n_1(X_1 - X)^2 + n_2(X_2 - X)^2 + \dots + N_k (X_k - X)^2$$

4. To find Mean Square (MS)

$$\text{MS between} = \frac{\text{SS between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

$$\text{SS within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 \dots + \sum (X_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$\text{MS within} = \frac{\text{SS within}}{(n-k)}$$

7. Sum of squares for total variance:

$$\text{SS for total variance} = \sum (X_{ij} - X)^2$$

Where $i = 1, 2, 3, \dots$ $j = 1, 2, 3, \dots$

$$\text{SS for total variance} = \text{SS between} + \text{SS within}$$

8. F ratio worked out as

$$\text{F ratio} = \frac{\text{MS between}}{\text{MS within}}$$

3.10 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis they found the basis of virtually every quantitative analysis of data.

3.11 Location of study area

Coimbatore

Coimbatore, also known as Kovai, is a major city in the Indian state of Tamil Nadu. It is located on the banks of the Noyyal River and surrounded by the Western Ghats. Coimbatore is the second largest city (by area and population) in the state (after Chennai) and the 16th largest urban agglomeration in India. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore district. It is one of

the fastest growing tier-II cities in India and a major industrial hub in South India. It is often referred to as the "Manchester of South India" due to its cotton production and textile industries. Coimbatore is also referred to as the "Pump City" and it supplies nearly half of India's requirements of motors and pumps. The city is one of the largest exporters of jewelry, wet grinders, poultry and auto components; the "Coimbatore Wet Grinder" and the "Kovai Cora Cotton" are recognized as Geographical Indications by the Government of India.

There are multiple theories regarding the origin of the name Coimbatore. According to one theory, "Coimbatore" is a derivation of Kovanputhur (literally 'new town of Kovan'), after chieftain Kovan or Koyan, evolved into Koyambatoor and later anglicised as Coimbatore. Koyamma, the goddess worshipped by Koyan evolved into Koniamma and later Kovaiaamma. Another theory states that the name could have been derived from Kovaiaamma.

3.12 Tamil Nadu State Transport Corporation (TNSTC) of Coimbatore

Tamil Nadu State Transport Corporation Limited (TNSTC) is a public transport bus operator in Tamil Nadu, India. It operates Intercity bus services to cities within Tamil Nadu, and from Tamil Nadu to its neighbouring states with a combined fleet strength of 22203 buses as of 2016-17. It also operates Public transport bus service in many cities of Tamil Nadu, with the exception of Chennai, where the public bus service is operated by MTC, a subsidiary of TNSTC.

TNSTC is fully owned and operated by the Government of Tamil Nadu. TNSTC has started online booking facilities TNSTC Online Booking to book bus tickets between major cities served by TNSTC. It caters to all the districts within Tamil Nadu and also operates services to neighbouring states of Andhra Pradesh, Karnataka, Kerala and union territory of Puduchery. Until 1997, transport corporation was bifurcated into 21 divisions which was later merged to form 8 divisions. TNSTC owns 321 depots and five workshops. TNSTC

also offers contract and tourist services. Every bus owned by the corporation displays a portrait of Tamil poet Thiruvalluvar along with a two line verse from Thirukkural inside the bus. TNSRTC is the largest government bus transport corporation in India also biggest corporation in the world after bifurcation of APSRTC.

3.13 Destination of study

- Gandhipuram
- Ukkadam
- singanallur

3.13.1 Gandhipuram Town bus stand

The Serves as terminus for intra-city buses and operates buses to other major bus terminus like Singanallur Bus Terminus,Ukkadam Bus Terminus and New Bus stand and to other parts across the city.Inter-city and intra-city buses that connect Coimbatore operate from different bus stands: It also operates town buses on 257 intra-city routes.

3.13.2 Ukkadam Town Bus Stand

Terminus, popularly known as Ukkadam Bus Stand, is one of the bus terminus of Coimbatore City.It was opened in 1991 to ease congestion in the central bus stand at Gandhipuram.The bus stand was planned to accommodate town buses and buses to Pollachi and nearby places and Palakad.This bus stand is located in the southern part of the city. Valankulam, a pond, was filled up to make space for this bus stand. Buses plying in south and west directions start from here. All town buses and mini buses start / pass through this bus stand. Departure timings of Tamil Nadu State Transport Corporation buses alone are given here. Facilities include a cloak room, toilets, rest room, parking facilities, TV, and STD booths. It includes cubicles where mothers can nurse their infants.The terminus is connected to Gandhipuram Central Bus Terminus which is about 4.3 kilometres, Coimbatore Junction railway station, which is about 1.6 kilometres towards

North, New Bus stand about 5.1 kilometres, Singanallur Bus Terminus which is about 8.3 kilometres and Coimbatore International Airport which is about 12.7 kilometres.

3.13.3 Singanallur Town Bus Stand

The bus stand was constructed to ease congestion in the Gandhipuram Central Bus Terminus. This bus Sstand was opened by the former Chief Minister of Tamilnadu J. Jayalalitha in 2002 during the ADMK reign .It is located at the Southern end of Kamaraj Road and 0.5 km from Trichy Road. Buses plying in eastern direction via Palladam to Trichy, Tanjavur, Madurai, Theni, Dindigul, Rameshwaram, Tirunelveli, Nagercoil etc. from Coimbatore are operated from this bus stand. Buses all time around the time ply from Singanallur to Gandhipuram. This bus stand is well connected with Ukkadam bus stand and Gandhipuram bus stand.All buses from Singanallur bus stand and Ukkadam bus stand pass through the Coimbatore Junction. It includes cubicles where mothers can nurse their infants.

CHAPTER-IV

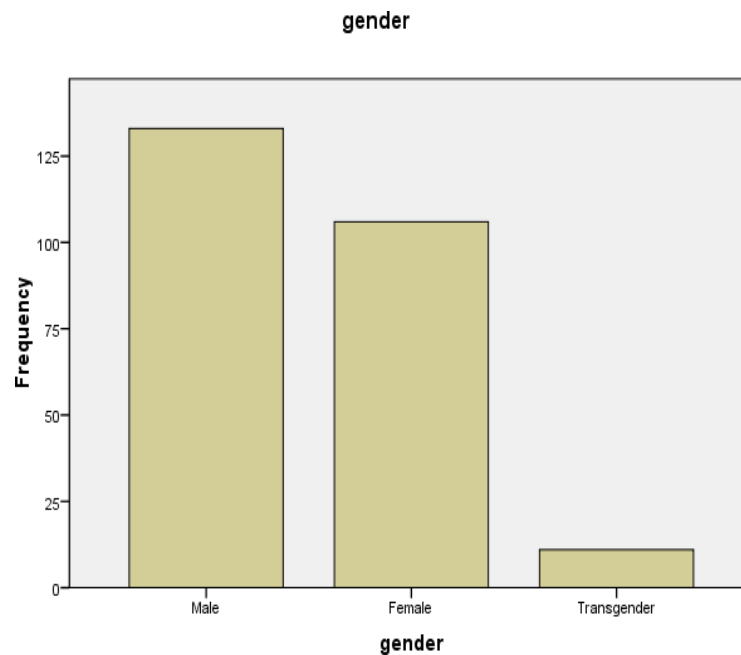
ANALYSIS AND INTERPRETATION

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed interpreted and tabulation the data base on demographic profile of the respondents importance of amenities, activities preferred, satisfied with amenities and rate experience for adventure tourism in an around Coimbatore. Analysis of data includes studying the tabulation material in order to determine the inherent factor. It is a process of breaking down the complex factor into the simpler form and putting new arrangement for the purpose of interpretation. Interpretation is a search of the process to find meaning for the research. The analysis is to be summarizing collected data in such a way that they provide answer to the question. The analysis is to study the relationship among the various items in detail and interpretation will be given in the study. Analysis is the systematic to problem solving. It refers to the computation of certain measures along with searching for pattern of relationship that exist among the data collection

Table 4.1.1 Gender of the Respondents

GENDER	FREQUENCY	PERCENT
Male	133	53.2
Female	106	42.4
Transgender	11	4.4
Total	250	100.0

Figure 4.1.1 Gender of the Respondents

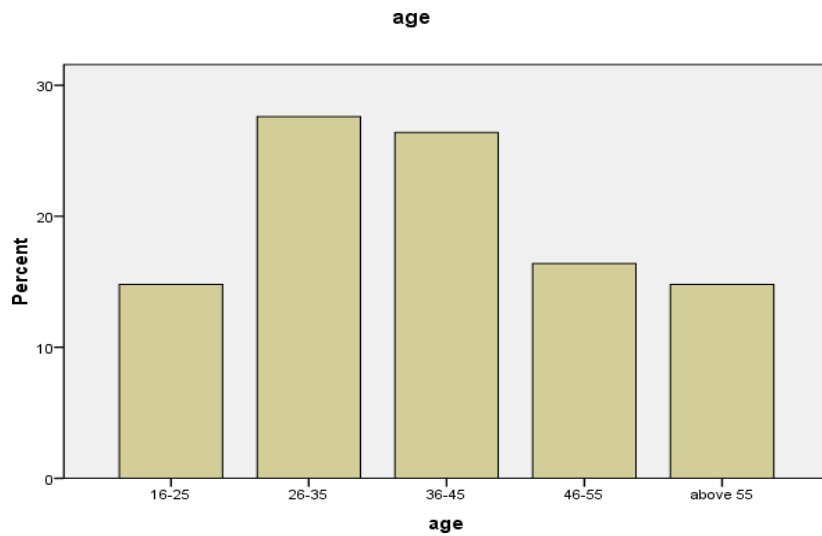


The above table (4.1.1) shows that 53.2 percent of the respondents are male , 42. 2 percent of the respondents are female and 4.4 percent of the respondents are transgender. Thus it is interpreted that the majority of the respondents of (TNSTC) were males in Coimbatore.

Table 4.1.2 Age of the Respondents

Age group	Frequency	Percent
16-25	37	14.8
26-35	69	27.6
36-45	66	26.4
46-55	41	16.4
Above 55	37	14.8
Total	250	100.0

Figure 4.1.2 Age of the Respondents

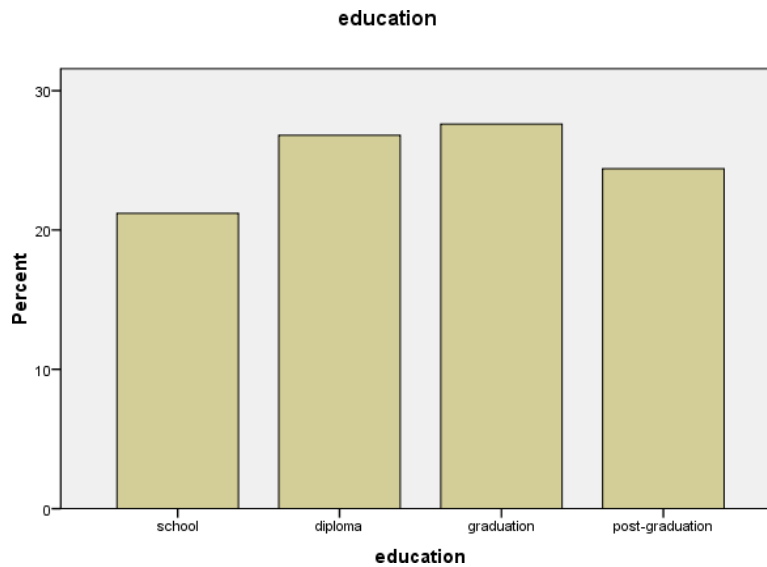


The above table (4.1.2)shows that majority of the traveler are of age group between 26-35 with 27.6 percentage, followed by age group between 36-45 with 26.4 percent, 46-55 with 16.4 percent and both the age group between 16-25 and above 55 with 14.8 percent. Thus it is interpreted that the majority of visitors falls under 26-35 years age group.

Table 4.1.3 Educational Qualification of the Respondents

Education level	Frequency	Percent
School	53	21.2
Diploma	67	26.8
Graduation	69	27.6
Post graduation	61	24.6
Total	250	100.0

Figure 4.1.3 Educational Qualification of the Respondents

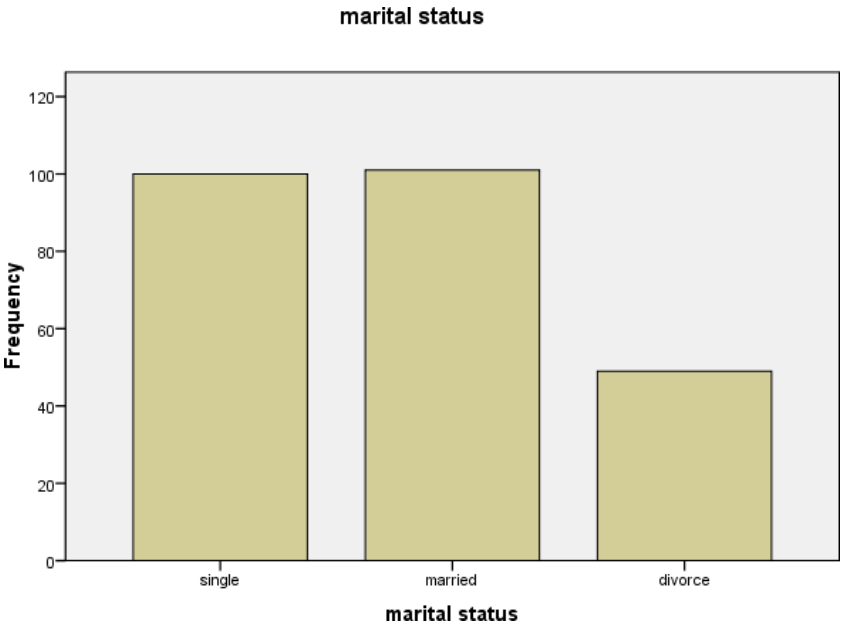


The above table (4.1.3) displays that 21.2 percent of travelers have completed school education, 26.8 percent with diploma education, 27.6 percent are graduate, 24.6 percent are post graduate. Thus it is concluded that most of the TNSTC travelers are graduate.

Table 4.1.4 Marital status of the Respondents

Marital status	Frequency	Percent
Single	100	40.0
Married	101	40.4
Divorce	49	19.6
Total	250	100.0

Figure 4.1.4 Marital status of the Respondents



From the above table (4.1.4) it infers that 32.2 percent of respondents are single ,40.0 percent of respondents are married and 19.6 percent of respondents are divorce and also it inferred that single respondents are higher than married respondents

Table 4.1.5 Occupation of the respondents

Occupation	Frequency	Percent
Employed	41	16.4
Unemployed	49	19.6
Self-employed	62	24.8
Student	59	23.6
Retired	39	15.6
Total	250	100.0

Figure 4.1.5 Occupation of the respondents

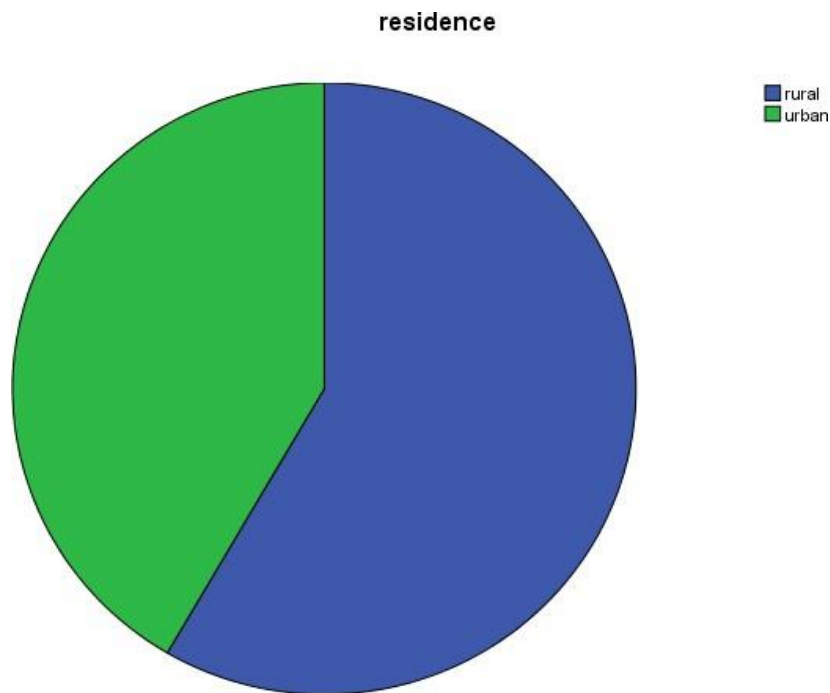


The above table (4.1.5) shows that majority of the travelers are self employed with 24.8 percent followed with student with 23.6 percent, unemployed with 19.6 percent, employed with 16.4 percent and retired with 15.6 percent. Thus it is concluded that majority of the TNSTC travelers are self employed.

Table 4.6.1 Residence of the Respondents

Residence	Frequency	Percent
Rural	146	58.4
Urban	104	41.6
Total	250	100.0

Figure 4.6.1 Residence of the Respondents

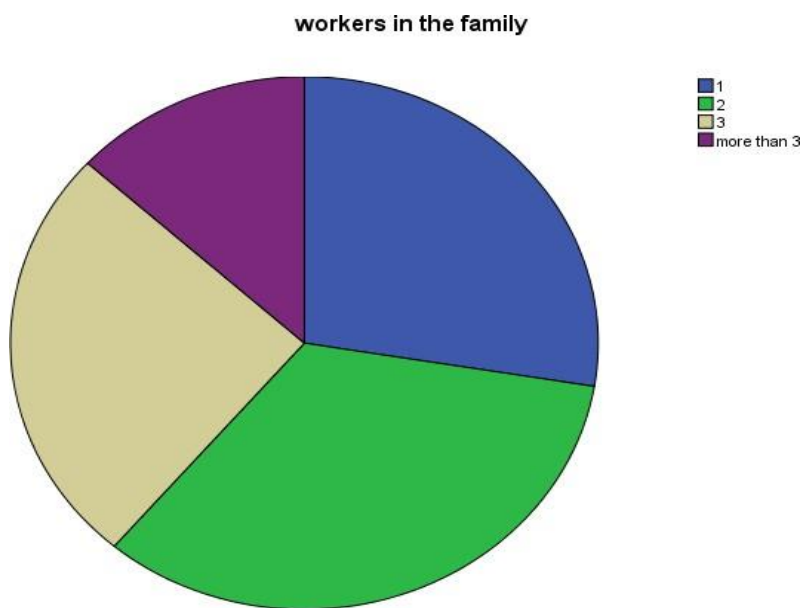


The above table (4.1.6) shows that majority of travelers are from rural with 58.4 percent followed by urban with 41.6 percent . Thus it is understood that most of the TNSTC travelers live in rural areas.

Table 4..1.7 Number of Working in Company of the Respondents

Workers in the family	Frequency	Percent
1	69	27.6
2	84	33.6
3	64	25.6
More than 3	33	13.2
Total	250	100.0

Figure 4.1.7 Number of Working in Company of the Respondents

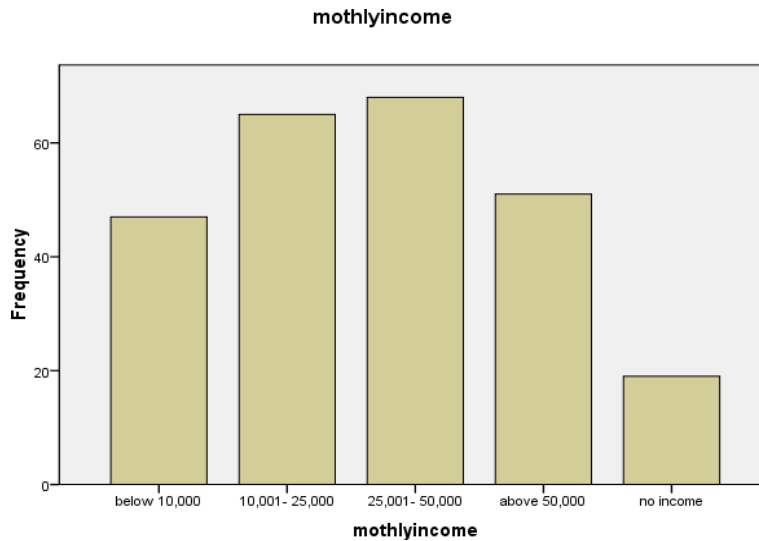


Form the above table (4.1.7) it is understood that 27.6 percent of the respondents family has one member working, 33.6 percent respondents family has 2 members working, 25.6 percent of the respondents family has 3 members working and 13.2 percent of the respondents family has more than 3 members working. Thus it is clear that majority of family has 2 members working.

Table 4.1.8 Monthly Income

Monthly income	Frequency	Percentage
Below 10000	47	18.8
10001-25000	65	26.0
25001-50000	68	27.2
Above 50000	51	20.4
No income	90	7.6
Total	250	100.0

Figure 4.1.8 Monthly Income

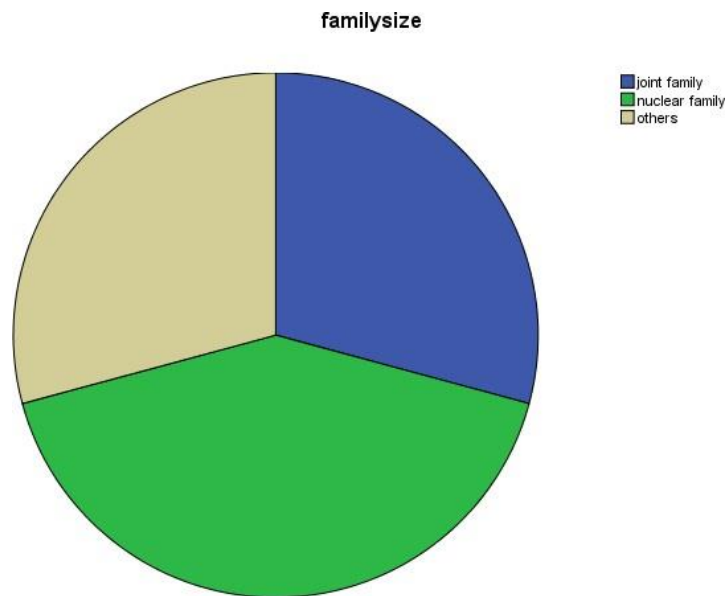


From the table(4.1.8), it shows that 18.8 percents of the respondents earns below 10,000, 26.0 percent of the respondents earn between 10,001-25000, 27.2 percent of the respondents earns between 25,001-50,000, 20.4 percent of the respondents earn above 50,001, 7.6 percent of the respondents has no income. Thus the majority of the TNSTC travelers earn Rs. 25,001- 50,000 monthly.

Table 4.1.9 Family size

Family size	Frequency	Percent
Joint family	73	29.2
Nuclear family	104	41.6
Others	73	29.2
Total	250	100.0

Figure 4.1.9 Family size

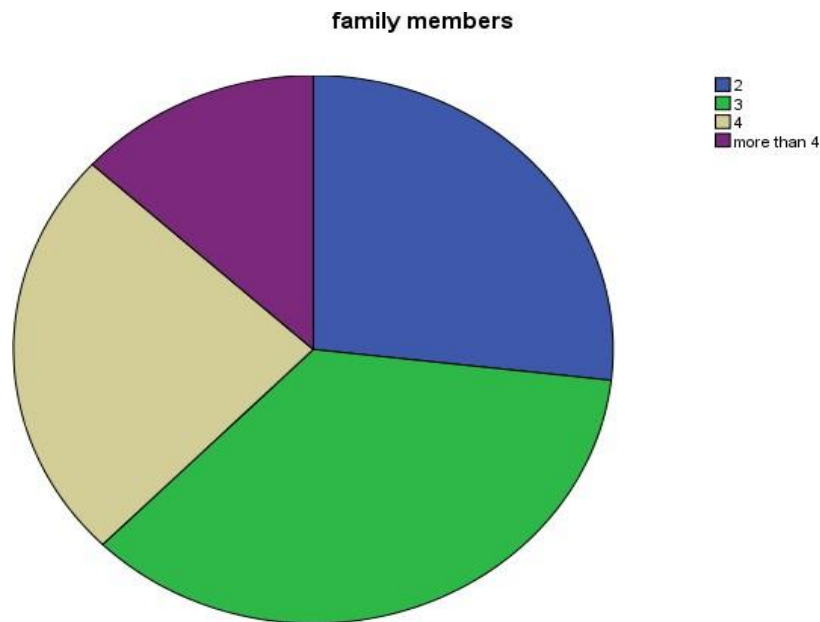


From the table (4.1.9), it shows that 41.6 percents of the respondents are nuclear family, 29.2 percent of the respondents are joint family, 29.2 percent of the respondents are others. Thus the majority of the TNSTC travelers are from Joint family.

Table 4.1.10 Family members in your family

Family members	Frequency	Percentage
2	67	26.8
3	89	35.6
4	61	24.4
More than 4	33	13.2
Total	250	100.0

Figure 4.1.10 Family members in your family

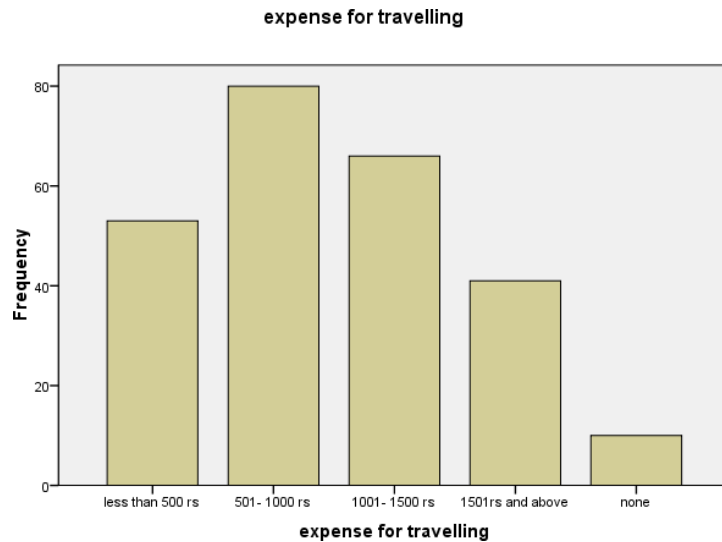


From the table 4.10, it shows that 35.6 percents of the respondents has 3 members in their family, 26.8 percent of the respondents has 2 members, 24.4 percent of the respondents has 4 members, 13.2 percent of the respondents are having more than 4 members in their family. Thus the majority of the TNSTC travelers are having 3 members in their family.

Table 4.1.11 Monthly Expenses for Travelling

Expenses	Frequency	Percentage
Less than 500 rs	53	21.2
501-1000 rs	80	32.0
1001-1500 rs	66	26.4
1501- above	41	16.4
None	10	4.0
Total	250	100.0

Figure 4.1.11 Monthly Expenses for Travelling



From the table 4.11, it shows that 32.0 percent of the respondents spend 501-1000rs for their monthly travel, 26.4 percent of the respondents spend 1001-1500rs for their monthly travel, 21.2 percent of the respondents spend less than 500rs for their monthly travel, 16.4 percent of the respondents spend 1501 - above for their monthly travel, 4.0 percent of the respondents are none. Thus the majority of the TNSTC travelling expenses are 501-1000rs.

4.2 ANOVA- Age group Vs Study Factor

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. H_{01} : Different variables has the same opinion towards the age group

Factors	Age group	Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
Statement of customer satisfaction	Between Groups	196.448	2	98.224	2.986	.052	Accepted
	Within Groups	8124.276	247	32.892			
	Total	8320.724	249				
Service quality	Between Groups	826.603	2	413.301	5.671	.004	Rejected
	Within Groups	18001.321	247	72.880			
	Total	18827.924	249				
Responsiveness	Between Groups	8.227	2	4.114	.480	.620	Accepted
	Within Groups	2118.109	247	8.575			
	Total	2126.336	249				

From the above table (4.10), it is inferred that there is significant difference in opinion exist among age group respondents of TNSTC with study factors like service quality. Hence, Null hypothesis is rejected for service quality and there is no significant difference in opinion exist among age group of respondents of TNSTC with study factors like statement of customer satisfaction and responsiveness, hence, null hypothesis is accepted for the study factors like statement of customer satisfaction and responsiveness.

4.2.1 ANOVA Education Vs Study Factor

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. **H01:** Different variables has the same opinion towards the education

Factor	Education	Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
statement of customer satisfaction	Between Groups	102.889	4	25.722	.767	.548	Accepted
	Within Groups	8217.835	245	33.542			
	Total	8320.724	249				
Service quality	Between Groups	336.035	4	84.009	1.113	.351	Accepted
	Within Groups	18491.889	245	75.477			
	Total	18827.924	249				
Responsiveness	Between Groups	43.983	4	10.996	1.294	.273	Accepted
	Within Groups	2082.353	245	8.499			
	Total	2126.336	249				

From the above table (4.2.1), it is inferred that there is no significant difference in opinion exist among age group of respondents of Tamil Nadu state transport corporation with study factors like statement of customer satisfaction, service quality and responsiveness. Hence, null hypothesis is accepted for the study factors of statement of customer satisfaction, service quality and responsiveness

4.2.2 ANOVA- Marital Status Vs Study Area

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. H_0 : Different variables has the same opinion towards the marital status

Factor	Marital status	Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
statement of customer satisfaction	Between Groups	74.598	3	24.866	.742	.528	Accepted
	Within Groups	8246.126	246	33.521			
	Total	8320.724	249				
Service quality	Between Groups	66.858	3	22.286	.292	.831	Accepted
	Within Groups	18761.066	246	76.264			
	Total	18827.924	249				
Responsiveness	Between Groups	2.730	3	.910	.105	.957	Accepted
	Within Groups	2123.606	246	8.633			
	Total	2126.336	249				

From the above table (4.2.3), it is inferred that there is no significant difference in opinion exist among marital status group of respondents of Tamil Nadu state transport corporation with study factors of statement like customer satisfaction, service quality and responsiveness. Hence, null hypothesis is accepted for the study factors of statement of customer satisfaction, service quality and responsiveness

4.2.4 ANOVA- Occupation Vs Study Factor

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. **H₀₁**: Different variables has the same opinion towards the occupation

Factor	Occupation	Sum of Squares	df	Mean Square	F	Sig.	Null hypothesis
statement of customer satisfaction	Between Groups	175.813	2	87.906	2.666	.072	Accepted
	Within Groups	8144.911	247	32.975			
	Total	8320.724	249				
Service quality	Between Groups	152.308	2	76.154	1.007	.367	Accepted
	Within Groups	18675.616	247	75.610			
	Total	18827.924	249				
Responsiveness	Between Groups	28.585	2	14.292	1.683	.188	Accepted
	Within Groups	2097.751	247	8.493			
	Total	2126.336	249				

From the above table (4.2.4), it is inferred that there is no significant difference in opinion exist among occupation group of respondents of Tamil Nadu state transport corporation with study factors of statement like customer satisfaction, service quality and responsiveness. Hence, null hypothesis is accepted for the study factors of statement of customer satisfaction, service quality and responsiveness

4.2.5 ANOVA-Residence Vs Study Factor

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. **H₀₁**: Different variables has the same opinion towards the residence

Factors	Residence	Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
Statement of customer satisfaction	Between Groups	41.179	4	10.295	.305	.875	Accepted
	Within Groups	8279.545	245	33.794			
	Total	8320.724	249				
Service quality	Between Groups	559.369	4	139.842	1.875	.115	Accepted
	Within Groups	18268.555	245	74.566			
	Total	18827.924	249				
Responsiveness	Between Groups	55.917	4	13.979	1.654	.161	Accepted
	Within Groups	2070.419	245	8.451			
	Total	2126.336	249				

From the above table (4.2.5), it is inferred that there is no significant difference in opinion exist among age group of respondents of Tamil Nadu state transport corporation with study factors like statement of customer satisfaction, service quality and responsiveness. Hence, null hypothesis is accepted for the study factors of statement of customer satisfaction, service quality and responsiveness

4.2.6 ANOVA-Age Vs Basic amenities

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. **H01:** Different variables has the same opinion towards the age

Basic Amenities		Sum of Squares	df	Mean Square	F	Sig.	Null hypothesis
Refreshment Stalls	Between Groups	.057	2	.028	.047	.954	Accepted
	Within Groups	149.787	247	.606			
	Total	149.844	249				
Drinking Water Facilities	Between Groups	.186	2	.093	.159	.853	Accepted
	Within Groups	144.214	247	.584			
	Total	144.400	249				
Toilet Facilities	Between Groups	.468	2	.234	.413	.662	Accepted
	Within Groups	139.932	247	.567			
	Total	140.400	249				
Dustbins Are Cleaned Regularly	Between Groups	2.114	2	1.057	1.867	.157	Accepted
	Within Groups	139.790	247	.566			
	Total	141.904	249				
Information Display	Between Groups	.270	2	.135	.289	.749	Accepted
	Within Groups	114.526	247	.468			
	Total	115.796	249				

From the Table(4.2.6) it is clearly understood that there is no significance difference age with basic amenities like refreshment stalls, drinking water facilities, toilet facilities, dustbins are cleaned regularly and information display The significant values are higher than .005 hence null hypothesis is accepted.

4.2.7 ANOVA-Education Vs basic amenities

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. H_{01} : Different variables has the same opinion towards the education.

Basic Amenities		Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
Refreshment stalls	Between Groups	6.193	4	1.548	2.640	.034	Rejected
	Within Groups	143.651	245	.586			
	Total	149.844	249				
Drinking water facilities	Between Groups	3.776	4	.944	1.645	.164	Accepted
	Within Groups	140.624	245	.574			
	Total	144.400	249				
Toilet facilities	Between Groups	10.818	4	2.704	5.113	.001	Rejected
	Within Groups	129.582	245	.529			
	Total	140.400	249				
Dustbins are cleaned regularly	Between Groups	8.251	4	2.063	3.781	.005	Rejected
	Within Groups	133.653	245	.546			
	Total	141.904	249				
Information display	Between Groups	.641	4	.160	.341	.850	Accepted
	Within Groups	115.155	245	.470			
	Total	115.796	249				

From the Table(4.2.7) it is clearly understood that there is significance difference between education and basic amenities like refreshment stalls, toilet facilities, dustbins are cleaned regularly. The value are lesser than .005 hence null hypothesis is rejected.

4.2.8 ANOVA-Marital status Vs Basic Amenities

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. H_{01} : Different variables has the same opinion towards the marital status

Basic Amenities		Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
Refreshment Stalls	Between Groups	3.937	3	1.312	2.213	.087	Accepted
	Within Groups	145.907	246	.593			
	Total	149.844	249				
Drinking Water Facilities	Between Groups	1.022	3	.341	.584	.626	Accepted
	Within Groups	143.378	246	.583			
	Total	144.400	249				
Toilet Facilities	Between Groups	.695	3	.232	.408	.747	Accepted
	Within Groups	139.705	246	.568			
	Total	140.400	249				
Dustbins Are Cleaned Regularly	Between Groups	.446	3	.149	.259	.855	Accepted
	Within Groups	141.458	246	.575			
	Total	141.904	249				
Information Display	Between Groups	1.942	3	.647	1.398	.244	Accepted
	Within Groups	113.854	246	.463			
	Total	115.796	249				

From the Table (4.2.8)it is clearly understood that there is no significance difference between marital status and basic amenities like refreshment stalls, drinking water facilities, toilet facilities, dustbins are cleaned regularly, information display. The values are higher than .005 hence null hypothesis is accepted.

4.2.9 ANOVA- Occupation Vs Study Factor

Anova test is used to determine whether there is a significant difference in factors with respect to demographic variables. H_{01} : Different variables has the same opinion towards the occupation

Basic amenities		Sum of Squares	Df	Mean Square	F	Sig.	Null hypothesis
Refreshment stalls	Between Groups	2.678	4	.669	1.114	.350	Accepted
	Within Groups	147.166	245	.601			
	Total	149.844	249				
Drinking water facilities	Between Groups	.391	4	.098	.166	.955	Accepted
	Within Groups	144.009	245	.588			
	Total	144.400	249				
Toilet facilities	Between Groups	.547	4	.137	.240	.916	Accepted
	Within Groups	139.853	245	.571			
	Total	140.400	249				
Dustbins are cleaned regularly	Between Groups	2.837	4	.709	1.249	.291	Accepted
	Within Groups	139.067	245	.568			
	Total	141.904	249				
Information display	Between Groups	1.359	4	.340	.728	.574	Accepted
	Within Groups	114.437	245	.467			
	Total	115.796	249				

From the Table(4.2.9) it is clearly understood that there is no significance difference occupation and basic amenities like refreshment stalls, drinking water facilities, toilet facilities, dustbins are cleaned regularly, information display . The value are higher than .05 hence null hypothesis is accepted.

Table 4.3 Descriptive-Rate Experience

Variables	N	Minimum	Maximum	Mean
Refreshment stalls	250	1.00	3.00	1.9320
Drinking water facilities	250	1.00	3.00	1.9200
Toilet facilities	250	1.00	3.00	1.9200
Dustbins are cleaned regularly	250	1.00	3.00	1.8720
Information display	250	1.00	3.00	1.6040
Maintenance departure time	250	1.00	5.00	4.1720
Maintenance arrival times	250	1.00	5.00	3.7560
Regular bus service	250	1.00	5.00	3.7240
Maintenance journey time	250	1.00	5.00	3.4240
Inquiry window at TNSTC	250	1.00	5.00	3.5640
TNSTC compare private travel	250	1.00	5.00	3.6960
Dangerously over crowded	250	1.00	5.00	3.4840
Awareness about TNSTC scheme	250	1.00	5.00	3.6800
Maintenance of busues	250	1.00	5.00	3.4240
Quality of TNSTC buses	250	1.00	5.00	3.4240
Price reasonable	250	1.00	5.00	3.7720
Comfortable seats in bus	250	1.00	5.00	3.3400
Spacious luggage availability	250	1.00	5.00	3.5760
Buses neat & clean	250	1.00	22.00	3.8960
Toilets neat & clean	250	1.00	5.00	3.4080
Waiting halls sufficient	250	1.00	5.00	3.6480
Announcement are audible	250	1.00	5.00	3.6480

Route information on buses are helpful	250	1.00	5.00	3.6720
Emergency service provided	250	1.00	55.00	3.8600
Toilets & refreshment facilities	250	1.00	5.00	3.3600
Bus stands facilities	250	1.00	5.00	3.6760
Safe journey to users	250	1.00	5.00	3.8240
Bus timing convenience	250	1.00	5.00	3.7720
Problems during journey	250	1.00	5.00	3.7040
Reaction of employees to problems	250	1.00	5.00	3.8160
Employee's readiness to serve passengers	250	1.00	5.00	3.8960
Employees information of TNSTC service	250	1.00	5.00	3.8000
Valid N (listwise)	250			

From the above table (4.3) it is understood that the travelers strongly agree and disagree for all the factors regarding their view over the TNSTC. The travelers highly agree for the statement with the mean score of 4.1720 towards consumption of bus. On the same time the travelers highly disagree towards the statement that deals with the effect of TNSTC over the performance of the travelers in the TNSTC with the minimum mean score of 1.6

Table 4.4 correlation

Factors		Statement of customer satisfaction	Service quality	responsiveness
Statement of customer satisfaction	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	250		
Service quality	Pearson Correlation	.525**	1	
	Sig. (2-tailed)	.000		
	N	250	250	
Responsiveness	Pearson Correlation	-.114	.020	1
	Sig. (2-tailed)	.072	.759	
	N	250	250	250

**correlation is significant.

From the above table (4.4) it is understood that there is significant relationship exist among statement of customer satisfaction and service quality (.525) statement of customer satisfaction and responsiveness (.759) Hence there is significant relationship between statement of customer satisfaction and responsiveness (.759)

Table 4.5 Independent sample tests

Factors		F	Sig.	T	Df	Sig. (2-tailed)	Null hypothesis
Statement of customer satisfaction	Equal variances assumed	.113	.737	-.350	248	.726	Accepted
	Equal variances not assumed			-.354	229.181	.724	
Service quality	Equal variances assumed	.283	.595	.015	248	.988	Accepted
	Equal variances not assumed			.015	220.129	.988	
Responsiveness	Equal variances assumed	.173	.672	-1.343	248	.181	Accepted
	Equal variances not assumed			-1.357	229.889	.176	

From the above table (4.5) it is understood that there is no significant difference between residence and statement of customer satisfaction. According to the above findings independent variable residence and dependent statement of customer satisfaction does not have significance. The value are higher than .005 hence null hypothesis is accepted.

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION

The title of the project is “A study on customer satisfaction in Tamil Nadu State Transport Corporation (TNSTC) of Coimbatore”. The study was conducted to analyze the scope of customer satisfaction of TNSTC. As study reveals that the customers are partially satisfied with the service provided by TNSTC in Coimbatore.

- Findings
- Suggestion
- Conclusion

5.1 Findings

The main aim of the research is to find out the truth which is hidden and which has not been discovered yet. A detailed presentation of the findings of the study generally comprises the main body of the report. This study finds out the factors that are influencing the customer satisfaction in Tamil Nadu State Transport Corporation (TNSTC) because of the variation in travel behavior of the people.

- The demographic profile of respondents shows that 53.2 percent are male respondents; 27.6 percent respondents belongs to the age group 26-35; 7.6 percentage of the respondents belongs to the group of Graduate; 40.4 percent respondents are married; 24.8 percentage of respondents are self-employed; 41.6 percent of respondents belongs to urban; majority of the respondents 2 family members are working, 27.2 percent respondents monthly income are 25001-50000; 41.6 percent respondents are nuclear family; 35.6 percent respondents family members are 3, 32.0 percent respondents are monthly expense for travelling is 501-100rs
- From the descriptive analysis regarding experience factor contributing towards different attributes of Tamil Nadu state transport corporation (TNSTC) travellers

almost scored at satisfactory level of 4, for all the factors. The travellers are highly satisfied at a score of 4.172 for correct maintenance of departure time, followed by TNSTC give them a sense of neat & clean environment (4.1680). The travellers has least satisfied for the toilets and drinking facilities provided by the TNSTC with a score of 1.920.

- By the help of z-test, it is observed for the factor of satisfied with demographic the level of significance value is below(0.05) is rejected. Hence there is a significant relationship between residence and satisfied with amenities of Tamil Nadu state transport corporation (TNSTC)
- By using ANOVA between age group and different study factors, the service quality has significant level below 0.05. Hence, its null hypothesis has rejected. Thus there is a significant difference between age group and service quality in Tamil Nadu state transport corporation (TNSTC)
- By using ANOVA between education and different study factors, the statement of customer satisfaction, service quality and responsiveness has no significant level above 0.05.Hence, its null hypothesis has accepted. Thus there is no significant difference between education and study factors in Tamil Nadu state transport corporation (TNSTC)
- By using ANOVA there is no significance difference between educational qualification and customer satisfaction, service quality, responsiveness and opinion of TNSTC
- By using ANOVA there is no significance difference between occupation customer satisfaction, service quality, responsiveness and opinion of TNSTC
- By using ANOVA there is no significance difference between size of the family and customer satisfaction, service quality, responsiveness and opinion of TNSTC
- By using ANOVA there is no significance difference between residence and customer satisfaction, service quality, responsiveness and opinion of TNSTC

- By using ANOVA there is no significance difference between the annual income customer satisfaction, service quality, responsiveness and opinion of TNSC
- By using ANOVA there is no significance difference between other family members are working and customer satisfaction, service quality, responsiveness and opinion of TNSC

5.2 SUGGESTIONS

As the Tamil Nadu state transport corporation (TNSC) services are efficient to satisfy the customer with low fares and other attractive offers, few suggestion are offered by the researcher based on the current study.

- From the analysis it is found that most of the Coimbatore citizen's depend on bus services. So TNSC bus services promptness can be improved so that delay in arrival and departure time can be compromised.
- The TNSC service providers can launch more attractive offers to attract more new customers to sustain in the market.
- Cleanliness of bus interior can be improved to retain the existing customers. The TNSC procedure of the bus service can be simplified.
- More number of Bus passes can be provided for school students, college students and senior citizens by the bus service providers to prove their social responsibility.
- To retain the existing customers, the Tamil Nadu state transport corporation (TNSC) service providers can lunch loyalty program and other reward schemes can also provided to retain the existing Travellers.

5.3 Conclusion

From the study the importance of Tamil Nadu State Transport Corporation (TNSTC) in Coimbatore city is analyzed. To know the customer satisfaction is essential because it provides the service provider a better understanding of the customers need and expectation. In this study the service quality, customer satisfaction and responsiveness of the customer is analyzed and found that the majority of customers were satisfied with the current service in TNSTC of Coimbatore city.

It is also concluded that in order to retain their customers in Coimbatore they have to ensure customer satisfaction among their patrons.

Thus from this study it is concluded that Coimbatore is one the best destination with potential passengers for bus service industry as they extend their service to all class of people in the city with a minimal cost.

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QUESTIONNAIRE

I am doing MBA (TT). As part of my curriculum I need to complete a project. I am doing a study on **CUSTOMER SATISFACTION IN TAMIL NADU STATE TRANSPORT CORPORATION (TNSCT) OF COIMBATORE**. I request you to kindly fill up the questionnaire. The purpose of this study is purely academic. I assure that your responses will be kept confidential.

PART -A (Kindly fill in)

General Information about the respondent

Place _____

1. Gender: a. Male () b. Female () c. Transgender ()
2. Age group:
 - a.16-25 () b. 26-35 () c. 36-45 () d. 46-55 () e. Above 55 ()
3. Level of Education
 - a. School () b. Diploma () c. Graduation () d. Post-Graduation ()
4. Marital status:
 - a. Single () b. Married () c. Divorce ()
5. Occupation:
 - a. Employed () b. Unemployed () c. Self-Employed () d. Student () e. Retired ()
6. Residence:
 - a. Rural () b. Urban ()
7. Number of workers in the family?
 - a. 1 () b. 2 () c. 3 () d. More than 3 ()
8. Monthly Income:
 - a. below 10,000 () b.10,001 - 25,000 () c. 25,001 - 50,000 () d. Above 50,000 ()
 - e. No Income ()
9. Family size:
 - a. Joint family () b. Nuclear family () c. Others ()
10. Numbers of family members in your family
 - a. 2 () b. 3 () c. 4 () d. More than 4 members

11. What is your monthly expense for travelling?
- a. Less than 500Rs () b. 501 – 1000Rs () c. 1001 – 1500 Rs () d. 1501Rs. – above ()
- e. none ()
12. Which factors do you consider most while travelling by TNSTC Bus?
- a. Fare () b. Quality () c. Time () d. Security ()
13. Which facilities do you expect from TNSTC?
- a. Proper timing of Buses () b. Good behaviour of Conductor & Driver ()
- c. Display of Time-Table at each Bus-Stop () d. Cleanliness inside the Bus ()
14. How many times you travel by TNSTC in a Month (Frequency of Bus Usage)
- a. Regularly 25 – 30 days () b. Occasionally 10 -15 days () c. Rarely 1 – 5 days ()
- d. Never ()
15. Which additional facilities do you expect from TNSTC bus?
- a. T.V. () b. F.M. Radio () c. News paper () d. Magazines () e. Charger ()
- f. Any others (Please Specify)
16. What makes you travel in TNSTC?
- a. Frequency of Buses () b. Timing of Buses () c. Safety & Security ()
- d. Cheaper than others () f. No other option available ()
17. According to you, should TNSTC buses be privatised?
- a. Yes () b. No ()
18. If yes, reason _____

PART – B

19. Please rank the basic amenities available in the bus stand

S.NO	BASIC AMENITIES	High	Moderate	Low
BA1	Refreshment stalls			
BA2	Drinking water facilities			
BA3	Toilet facilities			
BA4	Dustbins are cleaned regularly			
BA5	Information display			

PART – C

All the questions are scored on a Likert's Five point scale (HS =Highly satisfied; S = Satisfied; N = Neutral; DS = Dissatisfied and HDS =Highly Dissatisfied)

20. Please rank the customer satisfaction

S.No	Statement of customer satisfaction	RATING				
		HS	S	N	DS	HDS
CA1	Maintenance of Departure time					
CA2	Maintenance Arrival times					
CA3	Operating regular bus services (Local)					
CA4	Maintenance of overall journey time					
CA5	Inquiry window at TNSTC					

CA6	Fare (price) of TNSTC as compared Private Travels					
CA7	Bus stops are dangerously over crowded					
CA8	Awareness about different travelling promotional (concessional) scheme of TNSTC					
CA9	Maintenance of TNSTC Buses					
CA10	Quality of TNSTC Buses					

PART- D

In the following table, please rate the services

(HS = Highly satisfied; S = satisfied; N = Neutral; DS = Dissatisfied; HSD = Highly satisfy)

21. please rank the service quality

S.NO	SERVICE QUALITY	HS	S	N	DS	HSD
TA1	Ticket price is reasonable / affordable					
TA2	Comfortable seats are in the bus					
TA3	Spacious luggage racks availability					
TA4	Buses are neat and clean					
TA5	Toilets at bus stations are neat and clean					
TA6	Waiting halls / space are adequate/ sufficient					
TA7	Announcements are audible in covered area					
TA8	Displays signs at bus stands and route information on buses are helpful to users					

TA9	Emergency services provided like medical support when needs arises					
TA10	Toilets and Refreshment facilities on the route					
TA11	Bus Stands / station facilities					
TA12	TNSTC ensures safe journey to users					
TA13	Bus timing schedule to passengers convenience					

PART-E

(HS = Highly satisfied; S = satisfied; N = Neutral; DS= Dissatisfied; HSD = Highly issatisfy)

22. Please rank the responsiveness

S.NO	RESPONSIVENESS	HS	S	N	DS	HSD
RE1	Co. operation from Drivers and Conductors at times of personnel problems during journey					
RE2	Response / Reactions of employees to problems / needs of children, women, seniors and handicapped and others					
RE3	Employee's readiness to serve passengers					
RE4	Knowledge of employees regarding information of TNSTC services					

23. Do you have any suggestion regarding TNSTC bus services to make the customer services better?

PHOTO GALLERY

GANDHIPURAM BUS STAND



SINGANALLUR BUS STAND



UKKADAM BUS STAND



COIMBATORE DISTRICT MAP

Coimbatore District
Blocks



(Map Not to Scale)
Digital Map Source : TWAD Board, Chennai
Web Design : NIC, TNSC