

A Study on Customer Satisfaction and Service Quality in SETC Buses with Special Reference to Coimbatore City

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ABSTRACT

A Study on Customer Satisfaction and Service Quality in SETC Buses. The main objective of to determine factors influencing service quality. Data was collected by survey method. The study was conducted in Coimbatore city. Primary data and secondary data can be use in the research. The collected data has to be analysed by using appropriate statistical tools and techniques. The researcher has applied percentage analysis for the analysis of data. By conducting an analytical study on customer satisfaction and service quality in SETC buses, we have gathered valuable feedback that cam improve their satisfaction and service quality and over all the experience.

Keywords: customer, satisfaction, service quality

INTRODUCTION

The State Express Transport Corporation (SETC) is one of the prominent government-run transportation services in India, primarily serving the state of Tamilnadu. It is a part of Tamilnadu State Transport Corporation and offers a wide range of bus services, connecting both major cities and rural areas within the state, and even extending to neighbouring areas. The SETC operates long-distance and intercity bus services, offering an affordable and reliable option for travellers. To ensure its services are well-marked and accessible to a broad audience, marketing strategies play a crucial role. These strategies can include traditional marketing methods, such as print advertisements and posters, as well as modern techniques like digital marketing and social media engagement. Promoting the comfort, safety, punctuality and cost-effectiveness of SETC buses is a central theme in these campaigns.

OBJECTIVES OF THE STUDY

1. To know the customer satisfaction
2. To determine factors influencing service quality.

REVIEW OF LITERATURE

Mr. A. DAVID (2020)¹, “A study on customer satisfaction towards SETC with reference to Coimbatore city”. This study is conducted to identify the customer satisfaction of the passengers using SETC bus services in the city of Coimbatore. The objective of the study to measure the level of satisfaction of consumer towards SETC buses in Coimbatore city. The sampling method to collect the data were Convenience Sampling. The study was based on Primary data & Secondary data. The sample size of the study was 94 respondents. The study analysed the data using the statistical tools of Simple Percentage Analysis, Likert Scale Analysis, and Rank Analysis. Customer satisfaction is an unstable scale of measuring the utility of a product or a brand by the customer which is rapidly growing in this discipline of study. It is just more than purchasing and consuming a product by the customer. It is complex, multidimensional and reflects the ability of the consumer to choose. Private bus transports are functioning for profit unlike Government Transport like SETC for servicing the common public. The Government has introduced a variety of buses under SETC in the city of Coimbatore.

S. NIVETHITHA, R. UMA (2024)², “A study on passenger satisfaction on bus transport with reference to Coimbatore District”. This study shows that the public satisfaction of passengers on the local bus services, SETC and TNSTC. The objective of the study is to know the socio-economic characteristic of passengers. To study the satisfaction level of the

passengers. A sample size of 80 respondents selected. The primary data were collected from the passengers who had travelled in the bus in Coimbatore. In order to analyse the data based on the objective stated the researcher had applied the basic statistical tools. I conclude that the bus operators should try to put the suggestions to prevent problems into practice since it has been noted that the passengers face a variety of problems, in order to be able to provide the travelling public with effective service

RESEARCH METHODOLOGY

Research Design is descriptive research design

SOURCES OF DATA:

- **Primary data:** The primary data were collected based on the well-structured questionnaire with the help of Google form.
- **Secondary data:** The secondary data for the study have been collected from books, articles, magazines and websites.

Sampling Techniques:

The sampling techniques used for this study is simple random sampling techniques.

Sampling size:

The sample size was collected from 100 respondents.

Area of the study:

The study was conducted in Coimbatore city only.

Tools used for analysis:

The collected data has to be analysed by using appropriate statistical tools and techniques. The researcher has applied percentage analysis for the analysis of data.

LIMITATION OF THE STUDY

- The study may be limited to specific regions or routes, potentially overlooking variations in service quality across the entire network.
- The accuracy of findings depends on the sample size and diversity of respondents, which may not fully represent all SETC passengers.
- Data collection may be constrained by limited time, affecting the ability to capture seasonal or time-specific variations in service quality.

ANALYSIS AND FINDINGS

PERCENTAGE ANALYSIS

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total Number of respondents}} \times 100$$

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Gender		
	Male	60	60%
	Female	40	40%
2	Age		
	Below 18 years	6	6%
	18-30 years	40	40%
	31-50 years	42	42%
	More than 50 years	12	12%
3	Educational Qualification		
	SSC	7	7%
	SSLC	17	17%
	HSC	19	19%
	UG	32	32%
	PG	25	25%
4	Occupation		
	Student	27	27%
	Private Sector Employee	15	15%
	Government Sector Employee	25	25%
	Business Person	23	23%
	Retired or Unemployed	10	10%
5	Monthly Income		
	Less than Rs.20,000	15	15%
	Rs.20,000-Rs.50,000	30	30%
	Rs.50,000-Rs.75,000	47	47%
	More than Rs.75,000	8	8%
6	Area of Residence		
	Rural	21	21%
	Urban	64	64%
	Semi-urban	15	15%
7	Awareness		
	Yes	100	100%

8	Familiarity		
	Friends\Relatives	26	26
	Family	40	40
	Neighbour	17	17
	Self	17	17
9	Frequency		
	Weekly	13	13
	Monthly	49	49
	Occasionally	31	31
	First-time user	7	7
10	Booking options		
	Online (Website/Mobileapp)	58	58
	At the bus station counter	19	19
	Through a travel agent	12	12
	Others	11	11
11	Average Travel Time		
	Less than 2 hours	10	10
	2 hours to 6 hours	23	23
	6 hours to 10 hours	54	54
	More than 10 hours	13	13
12	Purpose		
	Passenger Satisfaction	32	32
	Safety	42	42
	Brand Reputation	12	12
	Others	14	14
13	Most Preferred		
	Ordinary service	17	17
	Deluxe service	27	27
	AC sleeper/seater	35	35
	Ultra Deluxe	21	21
14	Efficiency		

	Affordability	28	28
	Availability of Routes	24	24
	Comfort and Safety	38	38
	Lack of alternative transport options	10	10
15	Preferred Service		
	Yes, because they are cheaper	27	27
	Yes, because they are safer	32	32
	No, private buses are faster and more convenient	29	29
	No, private buses offer better service	12	12

FINDINGS FROM PERCENTAGE ANALYSIS

- Majority (60%) of the respondents are male category.
- 42% of the respondents are between the age group of 31-50 years.
- 32% of the respondents are Under Graduate.
- 27% of the respondents are Students.
- 47% of the respondents are having their income Rs.50,000 – Rs.75,000.
- Majority (64%) of the respondents are living in urban area.
- 100% of the respondents are aware in SETC bus.
- 40% of the respondents are familiar by Family members.
- 49% of the respondents are monthly used by SETC bus.
- Majority (58%) of the respondents are booked by Online.
- Majority (54%) of the respondents are travel by SETC bus in 6 hours to 10 hours.
- 32% of the respondents used by SETC bus in their safety.
- 35% of the respondents are most preferred by AC sleeper/seater in SETC bus.
- 38% of the respondents are choice of SETC bus in comfort and safety.
- 32% of the respondents are preferred service in SETC bus by because they are safer.

CONCUSION

The study has shown that majority of customers are aware of SETC bus. The study revealed some of the problems like cleanliness, air ventilation and damaged seats, faced by the passengers while travelling in SETC bus. The study has also shown that majority of the customers are satisfied with safety, punctuality and helpfulness of the driver and conductor. Therefore, it can be concluded that SETC bus is a satisfactory service that meets and exceeds customer expectations. This study further shows customer are satisfied with affordability, availability of routes and careful driving. Factors including better seating and air conditioning could improve more level of satisfaction among passengers, particularly during long

journeys. This research suggest that by addressing these concerns, SETC can achieve higher customer loyalty and attract more passenger, ultimately improving the overall efficiency and success of the service.

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