



“Comparative Study on Customer Satisfaction of MSRTCvs. Private Transport Services in Solapur City”

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1.1 Introduction To Study:

Maharashtra is one of the few States where passenger transportation has been completely nationalized. In India the states and city transportation is managed by Respective State Governments. MSRTC is one of them. It provides valuable services & safety to the passengers. People widely depend on MSRTC services for travelling at various places but the customers are now being declining due improper functioning and discontinuous service. MSRTC has been facing various problems of different types. Such as accident, fares, timings, another problems are pricing policy, low capacity utilization, excess unemployment, poor accountability, increasing rate of diesel, political interference, accidents, private transport agencies & private vehicles, burden of social obligations, cleanliness/sanitation, women conductors are facing a number of problems, fares, timings, managerial inefficiency, natural calamities, etc. by these reasons MSRTC goes in predicament. Private transport also provides the similar services along with some allied services. Over a decade we can see that private transport are working well than MSRTC. They have trying to provide quality service to the customers. They look after the comfort, cleanliness, maintenance but still faces issues regarding time management and has not yet tapped rural and remote areas at many places. This study is clearly focused on Comparison on Customer satisfaction of Maharashtra State Regional Transport Services vs. Private Transport Services in Solapur City. This study will reveal the current stage of customer satisfaction for Public and Private Transport Corporation. Customer's expectation and suggestions regarding the services and preferences. This also cater the customer's expectation from both the transport providing services.

This study is a triple win approach, it would help to the MSRTC, Private transporters and the travelers or customers of these transport. This study is a comparison of customer satisfaction and will help both the transporters to find their pros and cons. It will help MSRTC to enhance the managerial efficacy including the restructuring of fare rates, frequencies, well manpower planning which can be resulting in to the enhancing the effectiveness and efficiency of overall performances of corporation and can boost up financially. Better planning of services will lead to increase in customer satisfaction and will help in building positive customer attitude which will eventually result in increase in customers and increase in revenue generation for MSRTC.

Private transporters will be able to reframe and modify their services according to the need of the customer so as to develop positive

customer relationship. It will promote a healthy competition among MSRTC and private transporters. They can also look ahead in increasing their services to meet growing customer demand like managing luggage, charging points etc. which will help in increasing customer satisfaction. Thirdly, the beneficiaries are the customers or travelers of MSRTC and private transporters who will enjoy the best services, cleanliness, timely service and comfort. When they feel they get the worth of their money they have paid for their journey we will say a customer is satisfied. Customers are the key people who are responsible to this service and should get the worth of their money.

As customer satisfaction is directly proportional to revenue generation. Customer satisfaction leads to high revenue generation. Which leads to smooth functioning of the corporation.

1.2 Objectives Of The Study:

1. To know the current status of public and private transport services in Solapur city.
2. To compare the services between MSRTC and private transport services.
3. To know the customers' expectations towards transport service providers.
4. To assess the overall customer satisfaction level between MSRTC and private transport services.

1.3 Hypothesis:

1. There is no significant association between the customer demographic variables and service preferences among MSRTC services and Private transport services.
2. The private public transportation services are highly satisfied than MSRTC services.
3. There is no significant relationship between Quality of services and customer satisfaction by MSRTC and Private Transport services.

1.4 Limitations Of The Study:

1. The research will be restricted only for Solapur city.

2. Total number of customers using these transport services is unknown and respondents are 300 only.

1.5 Research Methodology;

Type of Research – Descriptive Research is used in this study in order to study the services provided by MSRTC and Private Transporters and to study the gap between their services and customer satisfaction.

Collection of Data –Primary Data

1. Observation Method
2. Interview Method
3. Structured Questionnaire for customers

Secondary Data

1. Annual Reports
2. Books
3. Articles and Research Papers
4. Internet
5. Newspapers

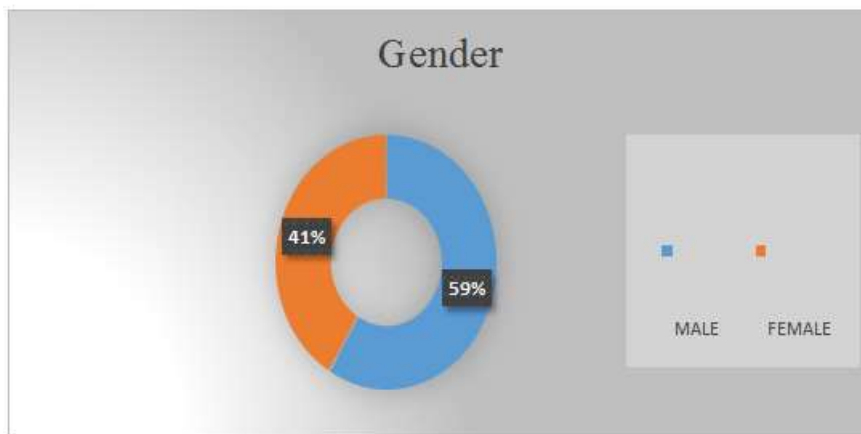
Sampling Method – Convenient Sampling Method

Sampling Size- 300

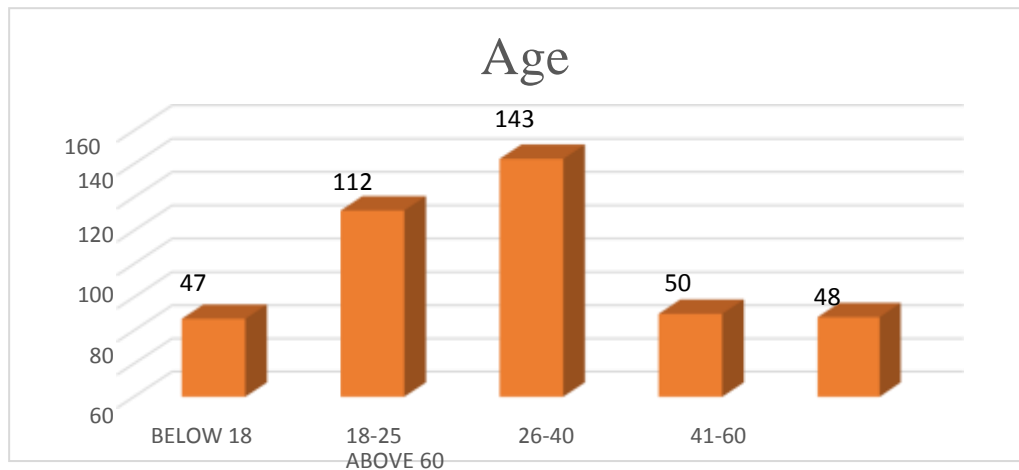
Sampling Unit- customers of Solapur city using public transport

1.6 DATA INTERPRETATION:

Graph No.1 Gender status of Respondents:



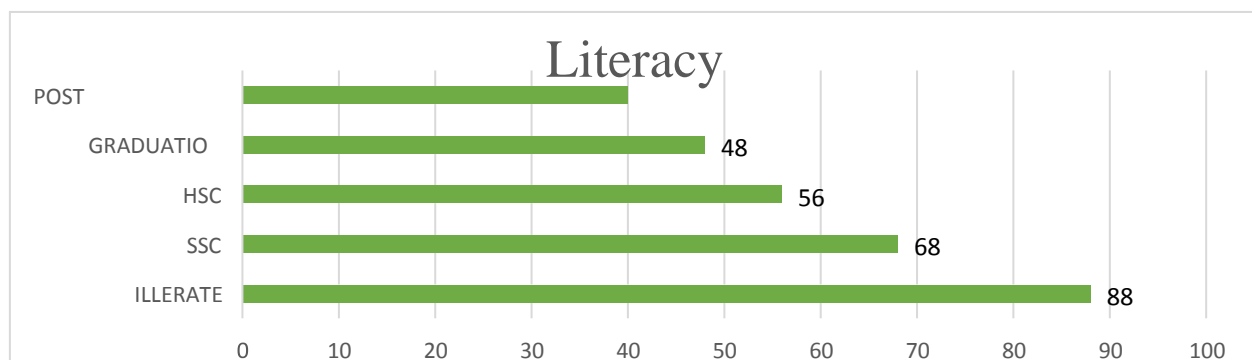
The above graph it shows that the 59% of respondents are male and rest 41 % respondents are female. This suggests that there were more male passengers than female passengers.

Graph No.2 Age category of Respondents:

The above graph inferred that young adults aged between 18 and 40 are the primary users of public transport, accounting for a majority of passengers. In contrast, older

Graph No.3 Qualification of Respondents:

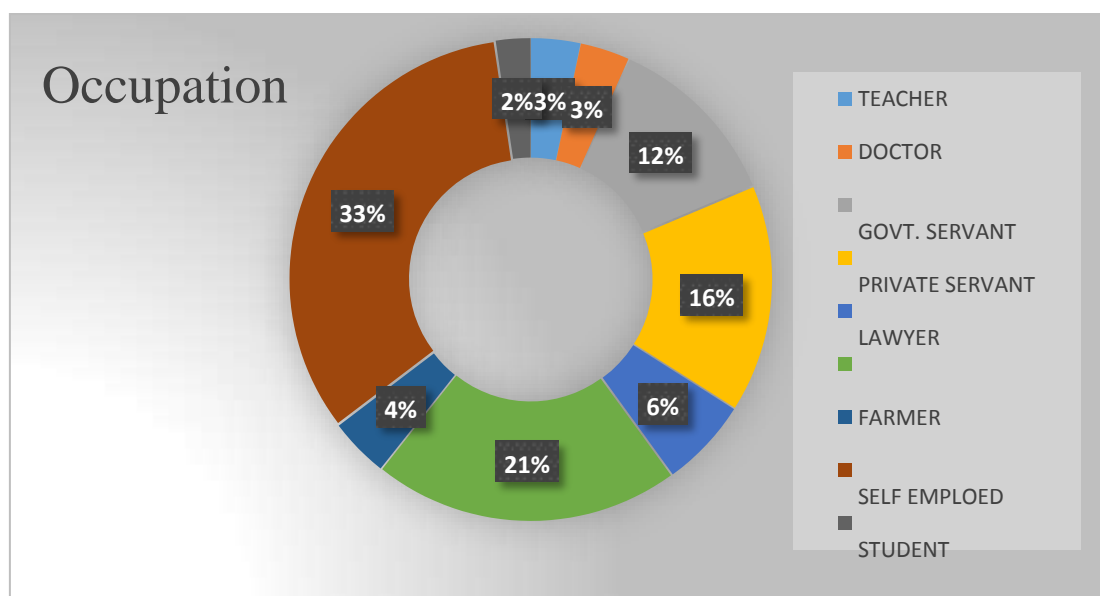
adults above the age of 60 and children below the age of 18 are less likely to use public transport.



The above graph interprets that 88 people using public transport are illiterate, 68 have cleared their SSC and 56 of them are HSC

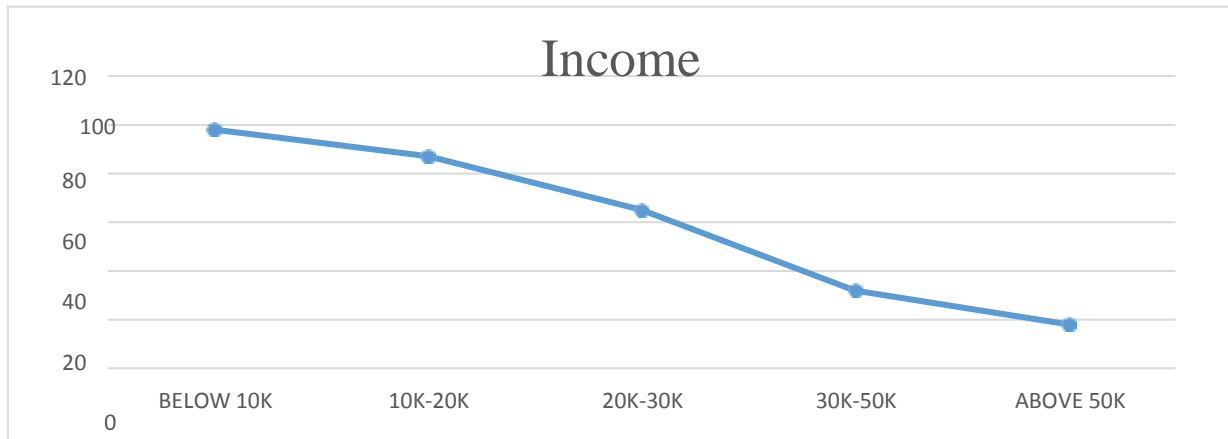
Graph No.4 Occupation of Respondents:

passed. Whereas, 48 and 40 have completed their graduation and post graduate degree.



The above graph represents that 33% of respondents are students and 21% of respondents profession is farmer are reliable on public transport. It is also worth noting that private servants make up a significant portion 16% of the respondents, 12% of govt.

Graph No.5 Income Status of Respondents:

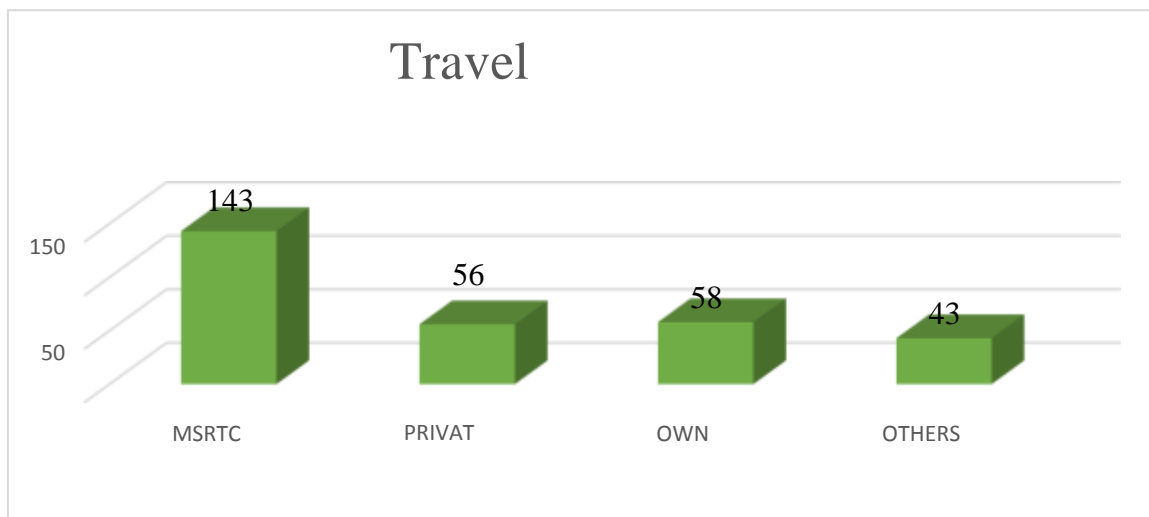


The above graph indicates that the majority of the respondents have lower incomes, with a significant number of them earning below 10K. 83 of the respondents have income in range of 10k-20k and 63 of them earn

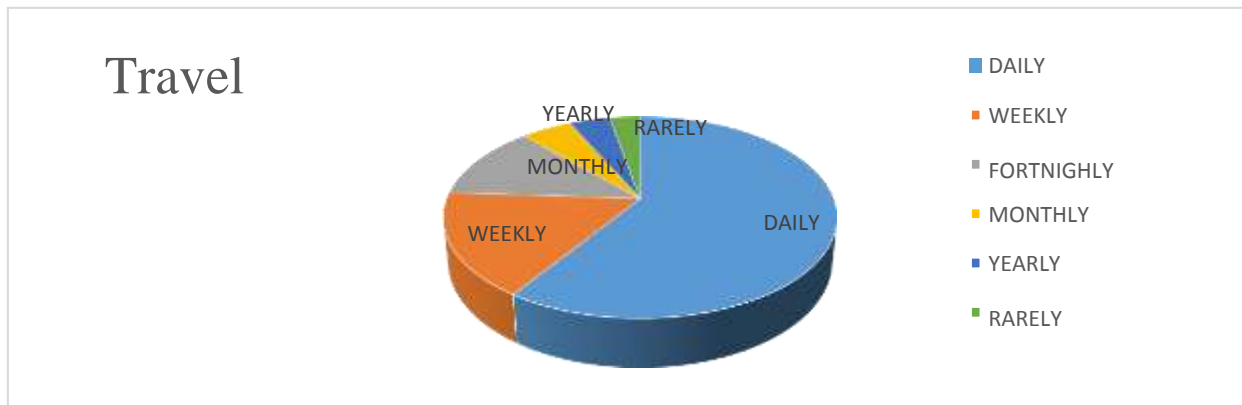
servant travel by bus, 6% of lawyers, 6% of teachers, 4% of self-employed people, 3% of doctors. Which may suggest that public transport is an important mode of transportation for individuals who work in service industries.

between 20k-30k and 25 of them earn in range of 30k-50k. The number of respondents with higher incomes above 50K is relatively small.

Graph No.6 Respondents inclination towards Public and Pvt. Transport Services:

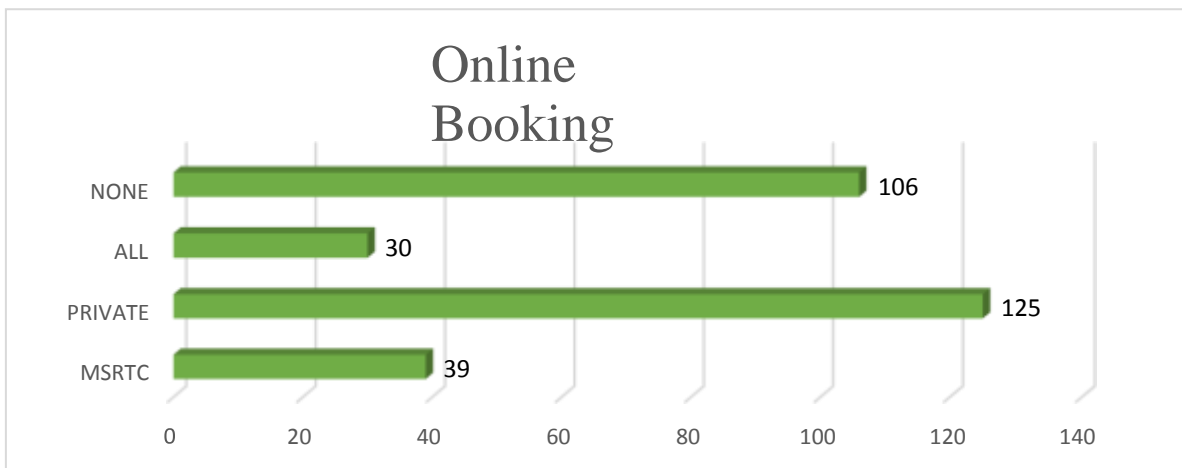


The graph suggests that a significant proportion of individuals i.e. 112 rely on public transportation, specifically the MSRTC, as their primary mode of transportation. However, there is also a notable number of individuals i.e. 53 private or 50 of them use personal transportation options. Moreover, 45 of them use other travelling options

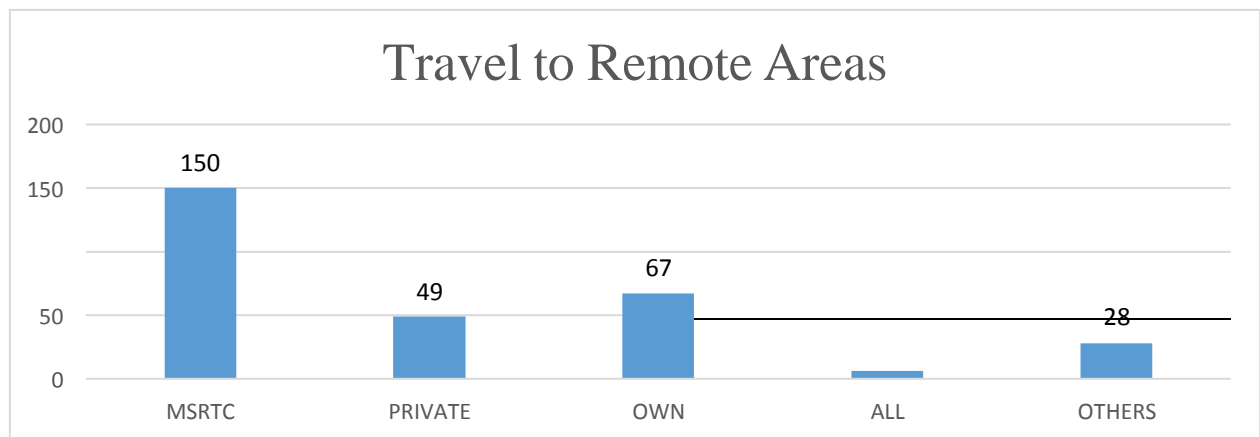
Graph No.7 Respondents Travel frequency through transport

Based on the survey results, 300 people were asked about their frequency of using public transport. The majority of the respondents, 178 out of 300, use public transport on a daily basis. 50 people use public transport weekly, while 36 use it fortnightly. Only 15

respondents reported using public transport on a monthly basis, while 12 reported using it yearly. This suggests that public transport may not be as commonly used for occasional or infrequent trips. Finally, 9 respondents reported rarely using public transport.

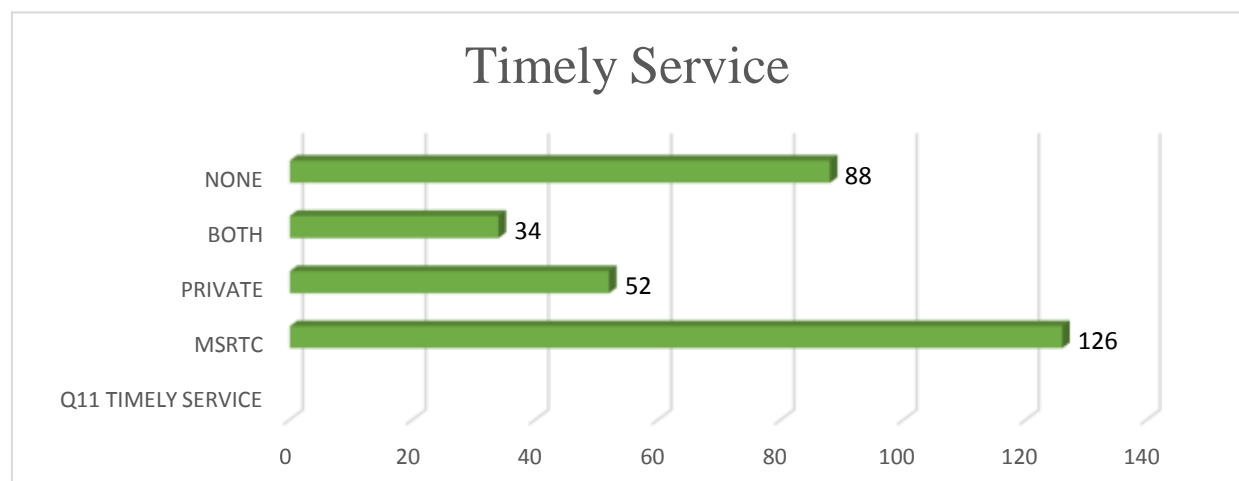
Graph No.8 Respondents Mode of Booking for Transport Services

The survey results show that out of 300 respondents, 125 people reported that they prefer to book public transport online through private transportation providers. In contrast, only 39 respondents reported that they prefer to book public transport online through MSRTC, while 30 respondents prefer to book online with both private and MSRTC transportation providers. A total of 106 respondents reported that they do not prefer to book public transport online with any transportation provider.

Graph No.9 Respondents Assessing Transport services while Travel to Remote Areas

The survey results show that out of 300 respondents, 150 people reported using MSRTC to travel to remote areas. In comparison, 49 respondents reported using private transportation providers, while 67 respondents reported using their own means

of transportation to travel to remote areas. Six respondents reported using both MSRTC and private transportation providers, while 28 respondents reported using other means of transportation to travel to remote areas.

Graph No.10 Respondents Opinion about Time Accuracy Among Public And Private Transport Services

The survey results show that out of 300 respondents, 126 people reported using MSRTC for timely service. 52 respondents reported using private transportation providers for timely service, while 34

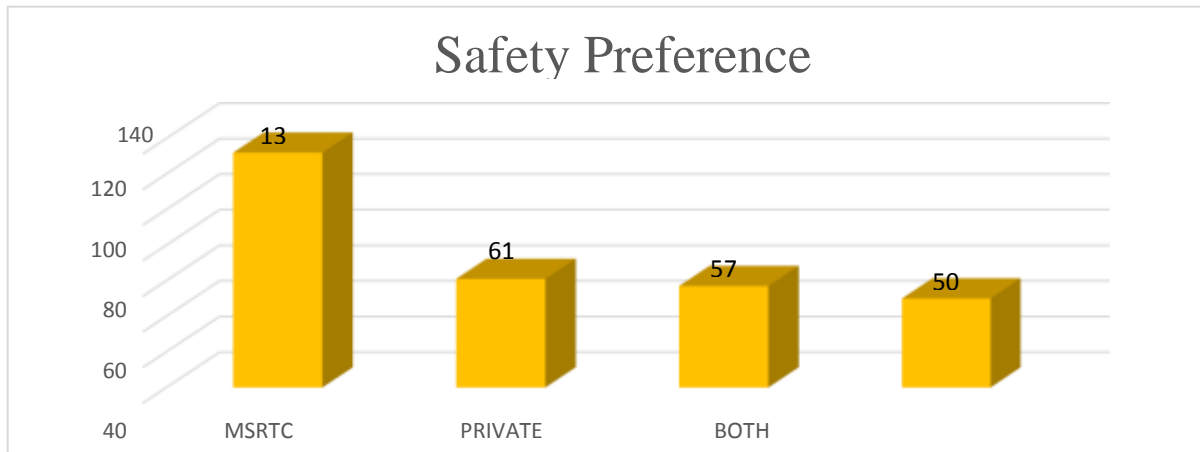
respondents reported using both MSRTC and private transportation providers for timely service. Finally, 88 respondents reported not using any transportation provider for timely service

Graph No.11 Travelers Utility Status of MSRTC App

According to the graph results, out of 300 respondents, 98 reported using the MSRTC app, while 202 respondents reported not

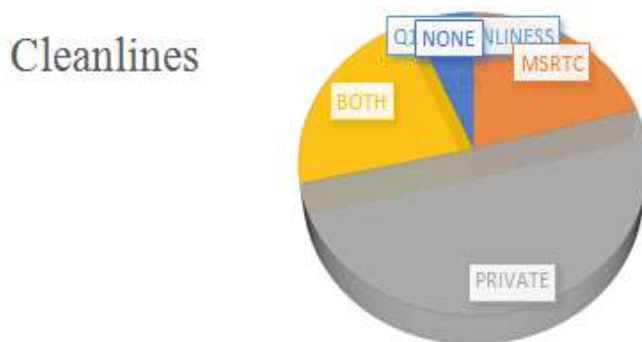
using it. The proportions of people who are aware of MSRTC App are comparatively less.

Graph No.12 Travelers Faith on Safety Journey Among Public And Private Transport Services



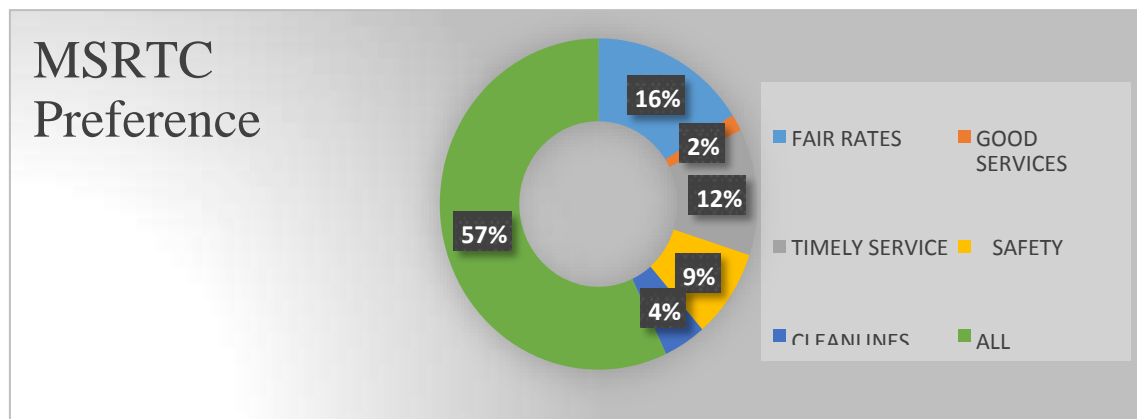
According to the survey results, out of 300 respondents, 132 reported feeling safe while using MSRTC public transport, 61 felt safe using private transport, 57 felt safe using both modes of transport, and 50 did not feel safe using either mode of transport.

Graph No.13 Travelers Opinion on Cleanliness Among Public And Private Transport Services



According to the survey results, out of 300 respondents, 62 reported that they found MSRTC public transport to be clean, 152 respondents felt that private transport was cleaner, and 67 respondents felt that both modes of transport were clean. 19 respondents reported that they did not find either mode of transport clean.

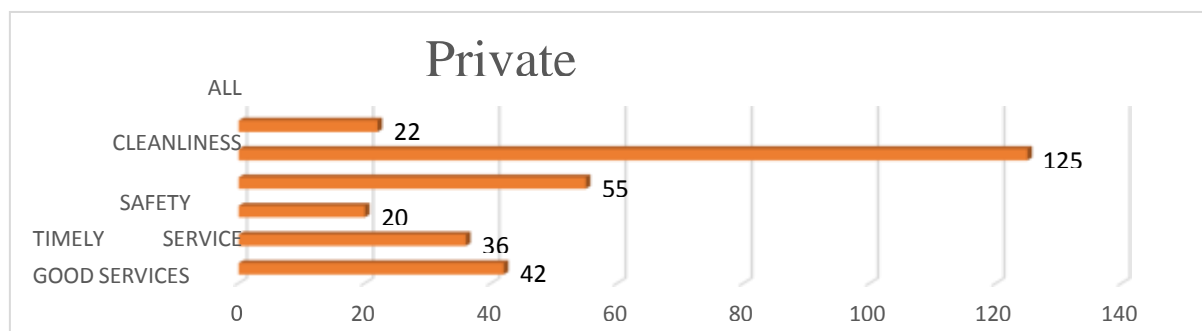
Graph No.14 Travelers Reasons for Choosing MSRTC



Based on the survey on public transport, it can be interpreted that out of 300 participants, 171 (57%) preferred MSRTC for public transport. For MSRTC, fair rates were the most preferred by 48 (16%) participants, followed by timely service preferred by

37(12%) participants, safety by 26 (9%) participants, cleanliness by 13(4%) participants, and good services by 5 participants. The remaining 129 participants did not specify any particular reason and chose the option "all."

Graph No.15 Travelers Reasons for Preferences towards Pvt. Transport Services



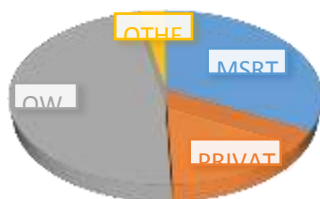
Based on the survey on p[ublic transport, it can be interpreted that out of 300 participants, 125 (42%) preferred private transportation. Among the reasons for the preference of private transport, cleanliness was the most preferred by 125 participants,

followed by safety preferred by 55 participants, fair rates by 42 participants, good services by 36 participants, timely service by 20 participants, and all by 22 participants.

Graph No.16 Travelers preference of mode of transport to visit nearby places

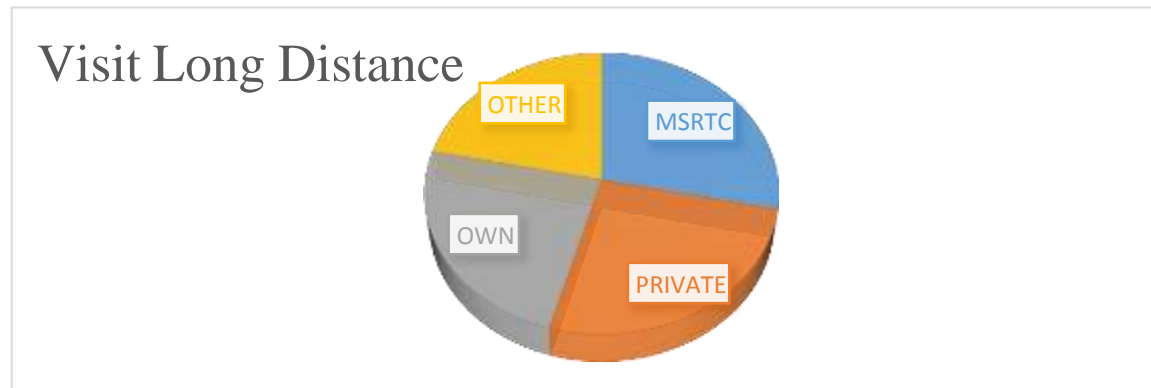
This survey is related to public transportation and is focused on the preferences and opinions of the respondents with regards to the availability, quality, and features of different modes of transportation. Out of the 300 respondents, 98 have reported that they prefer to travel to nearby

Visit Nearby Places



places using MSRTC buses, while 50 prefer to travel using private transport. A total of 143 respondents prefer to use their own transport, and 9 prefer to use other modes of transportation.

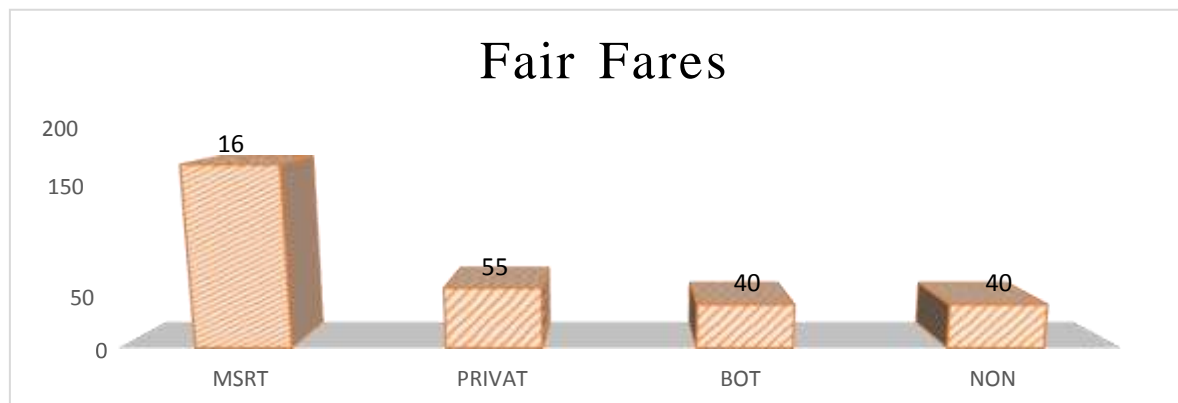
Graph No.17 Travelers preference of mode of transport to visit long distance places



The survey on public transport collected data on the mode of transport preferred by the respondents for long distances. The data is classified based on the mode of transport as MSRTC, private, own, or other. The results

show that 85 respondents preferred MSRTC for long distances, while 78 preferred private transport. 72 respondents preferred their own vehicle, and 65 respondents preferred other modes of transport.

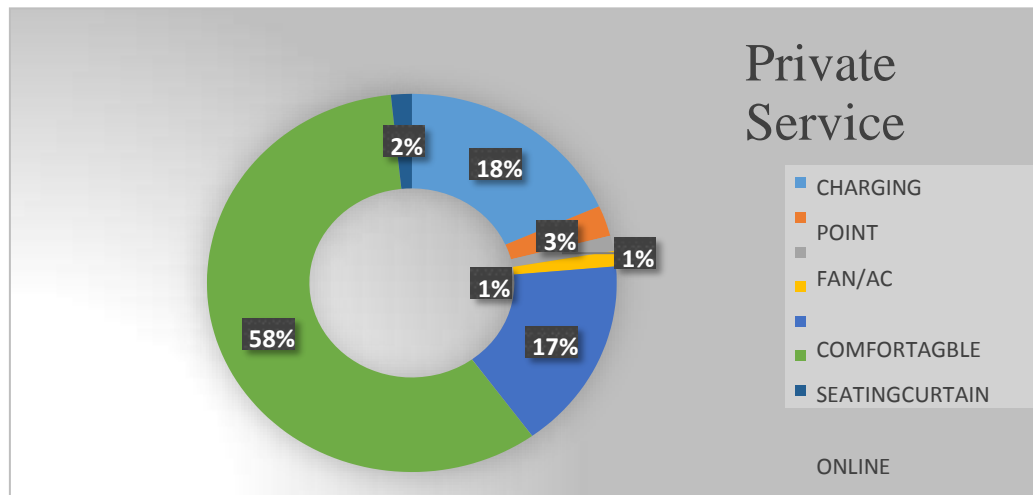
Graph No.18 Travelers opinion about fare charges of transport services



This survey asked respondents about their preferences and opinions on public transportation fares in relation to the type of service providers. The results show that 165 out of 300 respondents (55%) preferred fair fares from MSRTC, while 55 respondents

(18.33%) preferred the same from private transportation providers. Meanwhile, 40 respondents (13.33%) preferred fair fares from both MSRTC and private transportation, and 40 respondents (13.33%) preferred no fair fares from either of the two.

Graph No.19 Travelers using various services offered by private transportation



Based on the survey on public transport, the following is the interpretation for the question "From which private services would you prefer in public transport?"

Charging point: 56 respondents preferred having charging points in public transport to charge their electronic devices.

Fan/AC: 8 respondents preferred having fans or air conditioning in public transport to keep them cool and comfortable.

Comfortable seating: 4 respondents preferred having comfortable seating in public transport. Curtain: 4 respondents preferred having curtains in public transport to increase privacy.

Online booking: 50 respondents preferred online booking facilities for public transport. All: 178 respondents preferred having all the above-mentioned services in public transport. None: Only 5 respondents did not prefer any of the above-mentioned private services in public transport.

1.7 Findings:

1. It is found that male gender travels more than female gender by 18%. As male travelling percent is 59% and female percentage of travelers is 41%.
2. It is found that people in the age group of 26-40 years use public transport in priority whereas people below age of 18 use public transport less frequently.
3. It was found that for illiterate people public transport is an important mode of transport. However, educated people do not rely on public transport.
4. It is found that students occupy majority of travelling percent by 33% and are less likely to use public transport services. Doctors by 3% and lawyers by 35

respectively.

5. It is found that public transport is an important mode of transportation for lower-income individuals earning below 10K per month. And high-income earning above 50K may be more likely to have access to private transportation, such as a car or taxi, and may not use public transport as frequently.
6. It is found that people prefer MSRTC more than any other means of transport by 60% whereas people who prefer other services like taxi, car, train etc. are only 3%.
7. It is found that 60% of people use public transport daily and 3% of people rarely make use of public transport services.
8. It is found that 125 people of 300 book their tickets using online mode whereas 106 of them at all don't use online mode to book their tickets.
9. It is found that people use MSRTC to travel at remote areas in Solapur and only 6 of them use all the services private, own personal vehicles to travel.
10. It is found that people prefer MSRTC for timely service by 42% and all services by 11% to use all other means of transport.
11. It is found that people prefer MSRTC by 44% over other transport in terms of safety. However 16% of people don't find any of the public transport safe to travel.
12. It is found that people said 60% of private transport services maintain hygiene and cleanliness and 15% of the people don't find any of the public transport maintaining cleanliness.
13. It is found that 42% of people think that MSRTC charges fair fares to customers

wherein 15% of people think that none of the public transport charge fair fares to use transport services.

14. It is found that 57% of people enjoy services while travelling by MSRTC like safety, timely service, reach remote areas but 4% of them say that MSRTC is poor in maintaining cleanliness.
15. It is found that 41% people enjoy services while travelling by private transport such as cleanliness, charging point, allied services but 7% of them think that it does not provide safety.
16. It is found that 58% of people use services of private transport like charging points, curtain, fan /AC, comfortable seating whereas only 3% of people enjoy online services like booking tickets online.

1.8 SUGGESTIONS:

A. Suggestions Based On Data Interpretation

1. The study suggests that there may be a need for more affordable and accessible public transport options for those with lower incomes. Public transportation should plan policy and planning, as well as efforts to promote sustainable and accessible transportation options for all (Graph no. 2).
2. The study suggests that MSRTC is the most popular transportation option for traveling to remote areas than any other transport medium. Private transporters can increase their frequency and provide service to all remote locations timely. (graph no.6)
3. The study suggests that understanding the transportation preferences of individuals for timely service can help transportation service providers and policymakers to improve transportation infrastructure and services to better meet the needs of commuters and travelers. This could include initiatives such as increasing the frequency of services, improving scheduling accuracy, and implementing real-time tracking and monitoring systems to minimize delays. (graph no.10)
4. The study suggests that for MSRTC, the results indicate that there is room for improvement in terms of cleanliness standards. Efforts could be made to promote cleanliness initiatives, such as regular cleaning schedules, improved waste management systems, and the

provision of hand sanitizer or other cleaning supplies for passengers. (graph no. 13)

B. Suggestions Based On Observation

1. The study suggests that a relatively small proportion of respondents use the MSRTC app, indicating that there may be opportunities to increase awareness and promote the benefits of using the app. This could include initiatives such as targeted marketing campaigns and incentives for app usage, such as discounts on fares.
2. The study suggests that safety is a critical factor in the decision-making process for transportation users, and public transport providers such as MSRTC should continue to prioritize safety measures and communicate safety-related initiatives to their customers.
3. The study suggests that Private transporters can reframe their fare charges and make accessible services for all.
4. The study suggests that Private transporters can work on safety measures so as to make travelling more safe and comfortable to the passengers. They can draw a safety pattern and promote accordingly.

1.9 Bibliography:

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