

A STUDY ON PERCEPTION AND AWARENESS LEVEL OF PEOPLE REGARDING USAGE OF KSRTC BUS SERVICE WITH SPECIAL REFERENCE TO BELTHANGADY TQ

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ABSTRACT

The purpose of this paper is to obtain a better understanding of the extent to which service quality is delivered by KSRTC to its passengers. In this context, the present paper attempts to give an over view of the perception of the passengers regarding service quality & facility provided under KSRTC & it highlights the general expectations of the passengers and also discuss various issues & challenges related to it. More ever it also provides suggestion for proper handling of those issues and challenges in KSRTC public transportation service.

Keywords: KSRTC, Passengers, Service, Transportation

I. INTRODUCTION

India's passenger transport for the short and medium distances is essentially bus oriented. Buses enjoy a distinct edge over other modes of transport because of their flexibility and accessibility to a large number of villages and towns. Out of total passenger movement of the country, 90 per cent is met by road transport especially in buses. Karnataka is one of the major states in India and situated on the western edge of the Deccan Plateau. In the state of Karnataka road transport services are provided by both public sector (operating through Karnataka State Road Transport Corporation, KSRTC) and the private sector. The KSRTC holds dominants over the local public transportation service. The jurisdiction of KSRTC spreads over 14 districts of Karnataka in that Belthangady taluk is also included. There are adequate road transport facilities from Belthangady taluk to other important centers. KSRTC operates long distance bus services from Mangalore to Darmasthala, Chikkamangalore and to Hassana which was the main transportation mode of the local people of Belthangady region. The private bus service is less when it compares to the KSRTC buses in Belthangady region. There is no existence of rivalry among private and public transportation sector in Belthangady. So the majority of people are depending on KSRTC buses for their daily transportation.

II. NEED, MOTIVATION & SCOPE OF THE STUDY

The need or significant of this research is to know issues, or problems facing by the transportation community. The core importance of this study is to provide base for understanding the problems in transportation system. As usual passengers of KSRTC it is common for us facing problems while travelling in bus. The passengers are not satisfied with the service provided by KSRTC they started to raise voice against the department. We have seen

many incidents regarding conductor's behavior problems, bus timings problems, and this all incidents motivated us to do this research. There is further scope for doing research on this transportation system. We can make an empirical or general research on KSRTC employee's perception and also on KSRTC management control system.

III. OBJECTIVES

1. To know the perception of the passengers regarding service quality of KSRTC local buses.
2. To know the awareness level of the passengers regarding facilities provided by KSRTC.

IV. RESEARCH METHODOLOGY

4.1 Data Collection

For the purpose of study both primary and secondary data has been collected. Primary data has obtained from distribution of questionnaires and secondary data through published sources.

4.2 Sample Size

250 samples are selected randomly and information has been collected through distribution of questionnaire to the people.

4.3 Limitation

1. The study confined only to 250 respondents.
2. The study has been conducted only in Belthangady taluk.
3. Perception of KSRTC has not been taken into consideration.

V. DATA INTERPRETATIONS

The survey results are organized as follows. In the first section, the demographic profile of respondents is presented. Where 250 people respond is taken into consideration and their perception regarding usage of KSRTC bus service is analyzed.

Demographic Profile of the Respondents

Table.1

Category	Particulars	Frequency	Percentage
Age	18-35	50	20
	36-60	75	30
	Above 60	125	50
	Total	250	100
Gender	Male	100	40
	Female	150	60
	Total	250	100
Occupation	Government	45	18
	Private	135	54
	Other	70	28
	Total	250	100

Source: Primary Data

The Table.1 reveals the demographic profile of the respondents. On the basis of demographic profile we can make following analysis.

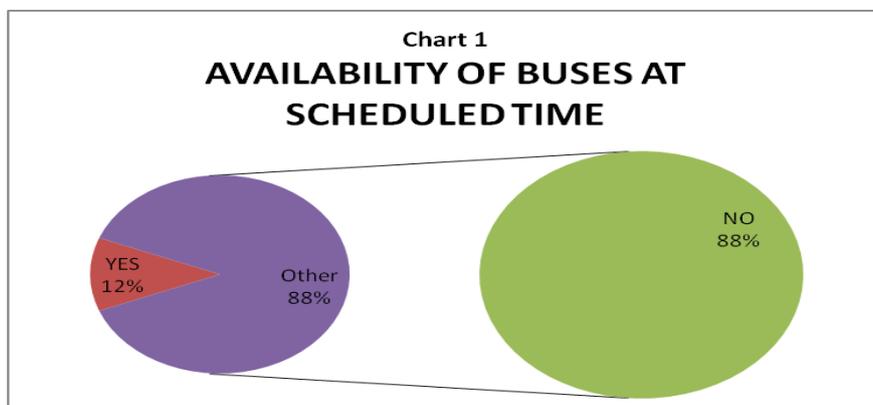
5.1 Availability of Buses at Scheduled Time

Table.2

Response	Frequency	Percentage
Yes	30	12
No	220	88
Total	250	100

Source: Primary Data

The table 2 shows that 88% of respondents responded that buses are not available at scheduled time. It is mainly because lack of will power toward maintenance of punctuality. Only 12% of respondents are replied that buses are available at scheduled time. Lot of thing is there to do when it comes to the matter of availability of buses at scheduled time.



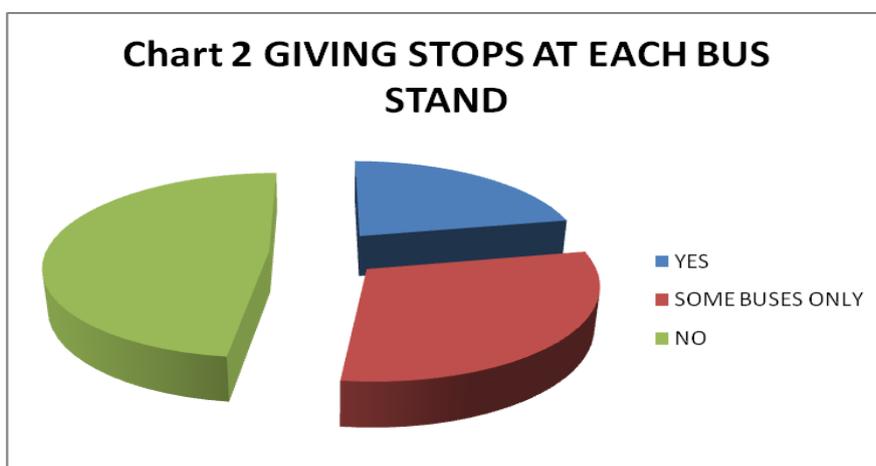
5.2 Giving Stops at Each Bus Stand

Table.3

Response	Frequency	Percentage
Yes	55	22
Some buses only	75	30
No	120	48
Total	250	100

Source: Primary Data

The Table.3 shows that 48% of respondents responded that it is rare that buses are giving stop at each bus stand. It is a kind of breach of tradition as there is a rules regards to local buses must give a stop at each bus stand based upon the condition. 30% people replied that only it is the in the exceptional case where buses are giving stop at each bus stop.



5.3 Feel Secure In Travel

Table.4

Response	Frequency	Percentage
Yes	80	32
No	170	68
Total	250	100

Source: Primary Data

The table 4 shows that 68% of respondents feel their self secure while traveling in KSRTC. But remaining 32% of respondents feels they are insecure it may because of lack of basic safety facilities and negligence of traffic rules & regulation by drivers.

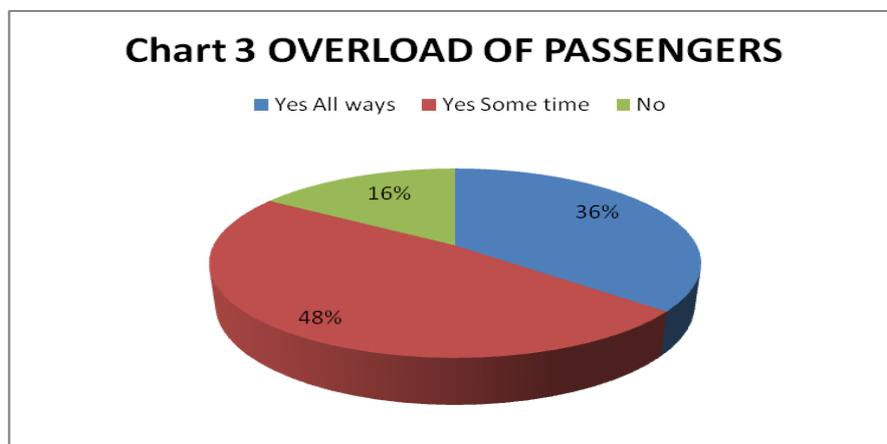
5.4 Overload of Passengers

Table.5

Response	Frequency	Percentage
Yes Always	90	36
Yes Some time	120	48
No	40	16
Total	250	100

Source: Primary Data

The Table 5 shows that 36% of respondents responded that the KSRTC buses usually carry the passengers more than its seating capacity. It happens because of the bus crews are penalized or warned by traffic inspectors in case of lower revenue realization. This motivates them to make over load of passengers. The 48% of respondents replied as some time buses are overloaded with passengers it is because of buses are not in scheduled time.



5.5 Less Reservation Seat for Women

Table.6

Response	Frequency	Percentage
Yes	185	74
No	65	26
Total	250	100

Source: Primary Data

The Table 6 shows that 74% of respondents responded that the seat reservation for woman's is not sufficient compared to the population of woman passengers. But 26% of respondents agreed as it is sufficient.

5.6 Misuse of Reserved Seat

Table.7

Response	Frequency	Percentage
Yes Always	235	94
Yes Some time	15	6
No	0	0
Total	250	100

Source: primary data

The Table 7 shows 94% of respondents responded that the passengers are misuses the reservation seats which belong to different categories of people like handicap, women and old age people etc. The passengers will not leave their seat when its real beneficiary comes. It shows that now a day the man has loosing ethics. Only 6% of people replied as there is no misuse of reservation seats.

5.7 Aware of First Aid Box Facilities

Table.8

Response	Frequency	Percentage
Yes	195	78
No	55	22
Total	250	100

Source: Primary Data

The Table 8 shows 78% of people responded that they are aware about first aid box facilities in KSRTC buses but still 22% of respondents are not at all aware regarding this facility it is because of in many buses this facility not adopted properly.

5.8 Aid Box Serve the Purpose

Table.9

Response	Frequency	Percentage
Yes	135	69
No	60	31
Total	195	100

Source: Primary Data

The Table 9 shows that the respondents who have a awareness regarding first aid box facility out of them 69% of respondents responded as it serves its purpose and the remaining 31% of respondents responded it is not useful. In most of the buses the first aid box is not adopted in proper manner. It shows the negligence of duties and irresponsibility of depot officers.

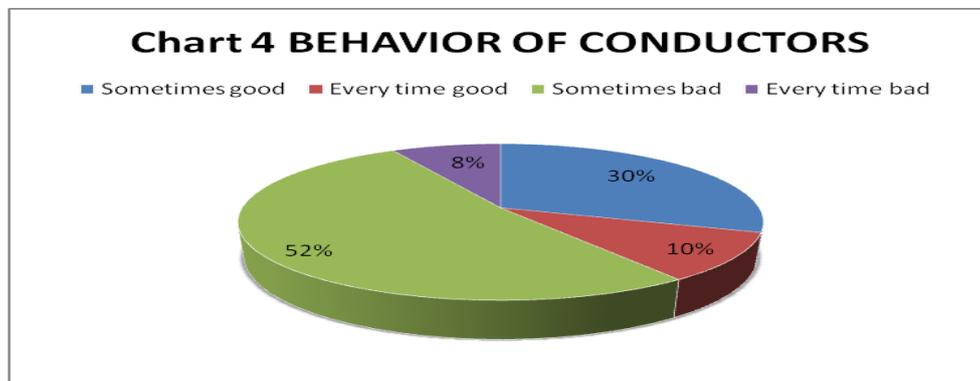
5.9 Behavior of Conductors

Table.10

Response	Frequency	Percentage
Sometimes good	75	30
Every time good	25	10
Sometimes bad	130	52
Every time bad	20	8
Total	250	100

Source: Primary Data

The Table.10 shows that 52% of people do feel that behavior of conductor is sometimes bad, it is mainly because things will not be same everyday as a conductor. People will have different issues at the time of their journey in bus. Moreover only 30% people responded that conductor’s attitude will be good sometime. But 8% people feel that attitude of conductor is negative every time as they will be encountering him at bus.



5.10 Providing Proper Changes of Money

Table.11

Response	Frequency	Percentage
Yes Always	215	86
Yes Some time	30	12
No	5	2
Total	250	100

Source: Primary Data

The Table 11 shows that 86% of people agree that conductors are all ways providing proper change of money while taking bus tickets but 12% of people are disagree with this point they responded as sometime they suffered loss due to not getting change of money. Only 2% people responded they not get any change while taking tickets in KSRTC bus.

5.11 Aware About KSRTC Facilities

Table.12

Response	Frequency	Percentage
Yes	240	96
No	10	4
Total	250	100

Source: Primary Data

The Table 12 highlights that 96% of respondents are aware about different kinds of facility provided by KSRTC such as Seniority pass, Handicap pass, Students pass etc. But still 4% of respondents who was traveling with KSRTC bus were unaware about facilities of KSRTC.

5.12 Misuse of Bus Passes

Table.13

Response	Frequency	Percentage
Yes	95	38
No	155	62
Total	250	100

Source: Primary Data

The Table.13 shows is there is any instance where bus pass is misused. 62% of people responded 'no'. Remaining 38% people are responded 'yes'. It is worried sign that moreover one fourth of people replied that bus pass is misused in many instance. It is kind big blow to the KSRTC authority as it is already struggling to get rid losses. There is a need of effective will power to control this kind of unethical work.

5.13 Passengers Traveling Without Bus Pass or Ticket

Table.14

Response	Frequency	Percentage
Yes	160	64
No	90	36
Total	250	100

Source: Primary Data

The study revealed that more than 64% of people responded that there are instances where passengers traveling in buses without having any bus pass or ticket. It is a kind breach of legal compliance by passengers as well as conductor. It has become normal tendency of passengers traveling in buses without taking bus tickets. It is kind of corruption and a heavy burden on profitability of KSRTC department.

5.14 Satisfaction Level of Passengers

Table.15

Response	Frequency	Percentage
Highly satisfied	25	10
Satisfied	205	82
Dissatisfied	20	8
Total	250	100

Source: Primary Data

The Table 15 shows the satisfaction level of passengers regarding traveling with KSRTC bus. The core objective of KSRTC is providing effective, safe, environmental and commuter friendly solutions to the traveling public who use KSRTC buses but as per above data only 10% of respondents are highly satisfied with service provided by KSRTC. The 82% of respondents are just satisfied and remaining 8% of respondents are dissatisfied with its service. It shows that the KSRTC was not maintaining any standard with providing service in local bus.



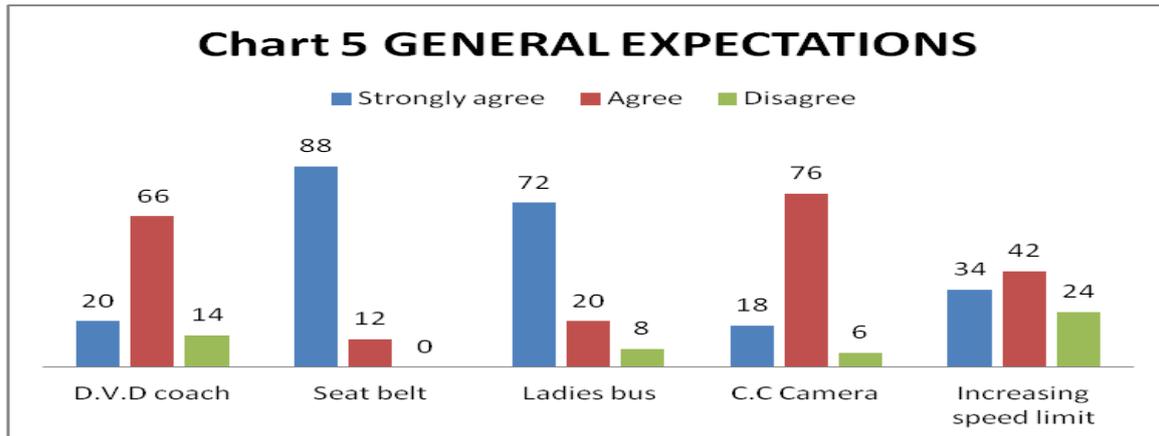
5.15 General Expectations

Table.16

Facilities	Strongly agree	Percentage	Agree	Percentage	Disagree	Percentage
D.V.D coach	50	20	165	66	35	14
Seat belt	220	88	30	12	0	0
Ladies bus	180	72	50	20	20	8
C.C Camera	45	18	190	76	15	6
Increasing speed limit	85	34	105	42	60	24

Source: Primary Data

The Table 16 shows the level of general expectations of passengers. Out of 250 respondents the people who just agreed for fixing DVD coach , increasing the speed limit of bus and to fix CC camera in KSRTC bus was 66%, 42%, 76% respectively. The 88% of people strongly agreed for arranging seat belt facility and 72% of people strongly agreed for making arrangement of separate bus facility for ladies it may because of fear of lechery by gent’s passengers.



VI. FINDINGS

Major findings of the study are:

1. 96% of people aware about different kinds of facilities provided under KSRTC.
2. The study reveals that 88% of respondents replied like the buses are not in scheduled time and 48% people responded as it is rare that buses are giving stop at each bus stand.
3. 68% of respondents not feeling secure traveling in KSRTC bus and it is found that 88% of people strongly agreed and expecting for the arrangement of the seat belt facilities in the KSRTC buses.
4. The study reveals the fact that existence of the misuse of service, 38% of people replied that bus pass is misused and 94% of people feel that the passengers often misuses the reservation seats in many instance.
5. It is found that 48% of people replied that the buses sometime carries passengers more than its seating capacity.
6. It is finding that 78% of people aware about first aid box facility and out of that which 31% of people feel that it does not serve its purpose.
7. 52% of respondents feel that behavior of conductor is some time bad and only 10% of people are highly satisfied with the service provided by the conductor and 82% of people are just satisfied with the service.

VII. SUGGESTION

1. In order to make buses to reach in time the proper accountability system should be adopted and the bus crew should be loyal to their responsibility or the department should try to guide bus crews in ethical manner.
2. In order to make passengers to feel more secure in traveling in KSRTC bus at least basic security facilities should be provided i.e. seat belt, accidental insurance etc.
3. To avoid misuse situation initiation should be taken from both the side i.e. from KSRTC & from passengers.
4. In order avoid problems of overload of passengers the buses should be increase depending upon the population of the passengers.
5. In order to increase the satisfaction level of the passengers the bus crew should behave in co-operative, pleasant & helpful manner with passengers.

VIII. CONCLUSION

The result of our study shows the perception of people towards usage of KSRTC bus service. From the study it is clear that majority of people (68%) don't feel secure or safe to travel in KSRTC local bus. In this context the KSRTC department should try to make its service as best. There is strong culture in KSRTC organization that "passenger's satisfaction is most important" but lot of thing is there to do when it comes to the matter of the passengers satisfaction. First of all the bus crews are supposed to behave in a co-operative, pleasant and in a helpful manner with passengers but in practical only financial goal of the corporation assessed, but behavioral aspects of crew is not assessed. In order to achieve success in maintaining standard service the KSRTC should try to add more potential as well as qualified workers.

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