

PASSENGERS SATISFACTION TOWARDS KOCHI METRO RAIL LIMITED

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ABSTRACT

Customer, a significant stakeholder for a business. The overall experience of a customer with the products and services of a firm determines customer satisfaction, which further determines the customer retention, customer repurchase, revenue generation, profitability, market share and also play an important role in its sustainability.

The firm's efforts are now concentrated themselves as customer centric and are therefore, measuring the levels of customer satisfaction and trying to find out the areas for improvement. The study is focused, firstly, to identify the level of passenger's satisfaction towards Kochi Metro Rail Limited, using questionnaire method. Secondly, to identify the various factors influencing passengers satisfaction towards Kochi Metro Rail Limited. The sample comprises 40 respondents who are using the services of Kochi Metro Trains.

INTRODUCTION

Services quality and customer satisfaction have been for over a decade two important topics both for the academic world and for the researches in the field of marketing. The attention directed to these two concepts, services quality and customer satisfaction is mainly due to the competition in the market, as well as to the pressure of political factors and of the population, over organizations in the field of public administration.

“The organization is honest, gives good value for money, has a high reputation, meets deadlines, has quality products and services, has easy to understand processes, responds to criticism, encourages complaints and handles them well, and demonstrates that it is passionate about customers. At all levels people were respected, well trained, friendly, contactable, flexible, knowledgeable, honest, trusted, stable, involved and consistent. The perceived culture is one of professionalism, efficiency, teamwork, caring, respect, seriousness, but with a touch of fun and character.

Rapid urbanization and intense commercial developments in the recent past have resulted in steep rise in travel demand, putting Kochi's transport infrastructure to stress. With mega projects such as, Smart City, Info Park and

“Vallarpadam Container Terminal”, etc. on the anvil, travel demand is expected to shoot up, strengthening the need for augmenting the transport infrastructure in Kochi region. This growing demand has led to the decision of a Metro rail connecting the important cities and thereby bringing about an idea in the enhancement in transportation.

OBJECTIVES

1. To identify the level of passengers satisfaction towards Kochi Metro Rail Limited.
2. To identify the various factors influencing passengers satisfaction towards Kochi Metro Rail Limited.

METHODOLOGY

Primary data was collected through survey method by distributing questionnaires to the frequent passengers of Kochi Metro. The questionnaires were carefully designed by taking into account the parameters of the study. Information was collected from books, magazines, journals, websites, going through the records of the organizations etc. The present study was conducted on 40 passengers traveling in Kochi Metro.

STATEMENT OF THE PROBLEM

Satisfaction of the customers is the success of any service organisation. There are many developments happening in transportation sector. This study is conducted to know the satisfaction level of passengers towards the Kochi Metro Rail Limited.

REVIEW OF LITERATURE

- This study identifies the components of service quality of Delhi Metro Railways, which was aimed to identify the most important factors of customer satisfaction with service quality. A survey was conducted among the commuters who were regularly availing metro services for travelling. The study concluded that the service quality delivery meets the perception of commuters. (Dr. bhagwan singh and devender kumar, 2014).
- Builds on an empirical study of 1,000 customers using bus, train or tram in and around the greater area of the capital of Norway. Discusses customer dissatisfaction with public transportation services. Concludes by claiming that individual customer preferences exist and that high – and low-frequency users of public transportation services have different preferences. As a consequence, the industry has a low overall customer satisfaction score. Implementing differentiated public services will improve the satisfaction score, i.e. expected utility, and thereby reduce the need for privatizing the industry. (Tor Wallin Andreassen, 1995).

DATA ANALYSIS AND INTERPRETATIONS

I. Physical condition

S. no	RESPONSE	AIR CONDITIONING		LIGHTENING IN TRAIN & STATION		SPACE ALLOCATION	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	26	65	20	50	12	30
2	Agree	12	30	13	32.5	20	50
3	Neutral	2	5	7	17.5	3	7.5
4	Disagree	0	0	0	0	4	10
5	Strongly Disagree	0	0	0	0	1	2.5
	Total	40	100	40	100	40	100

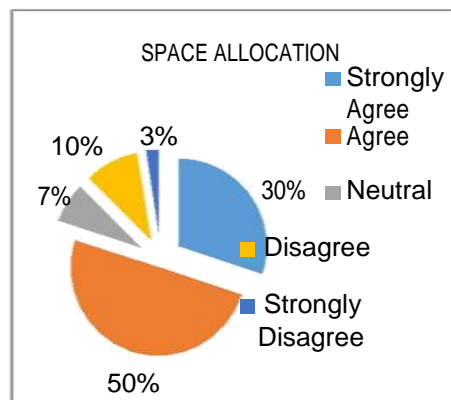
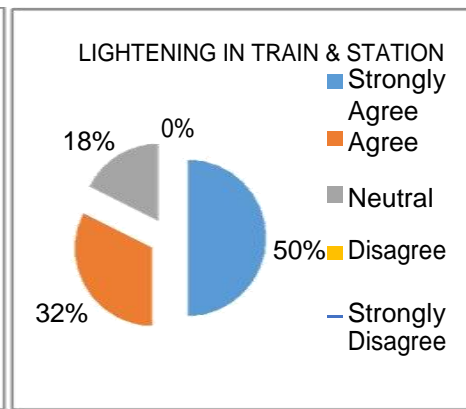
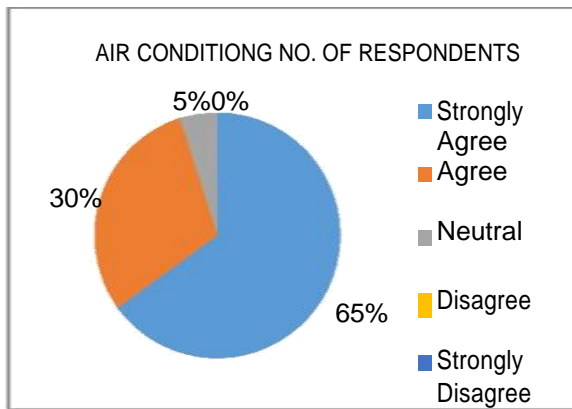


Diagram shows that 65% of passengers were highly satisfied with air conditioning in Kochi Metro, and 30% of customers were satisfied and 5% of customers were dissatisfied. It shows that 82% of passengers were highly satisfied with lightning in train & station and remaining 18% of passengers were not satisfied. It shows that 30% of passengers were highly satisfied with the space allocation in Kochi Metro, 50% of passengers were only

satisfied and remaining 20% of passengers were dissatisfied.

II. Cleanliness

S. no	RESPONSE	TICKET COUNTER		STATION/ PLATFORM PREMISES		TRAIN COACHES	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	13	32.5	11	27.5	12	30
2	Agree	20	50	20	50	21	52.5
3	Neutral	2	5	9	22.5	3	7.5
4	Disagree	5	12.5	0	0	3	7.5
5	Strongly Disagree	1	2.5	0	0	1	2.5
	Total	40	100	40	100	40	100

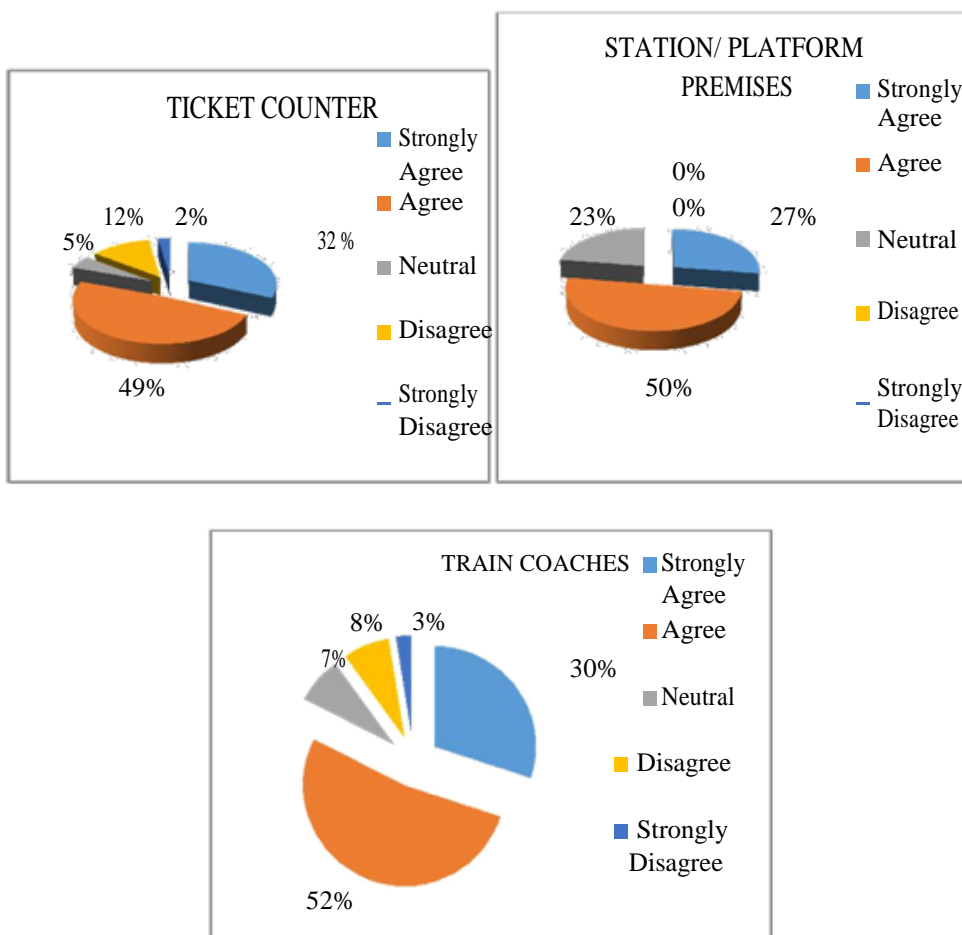
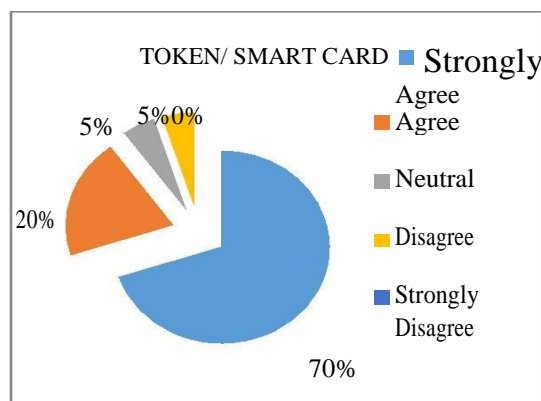
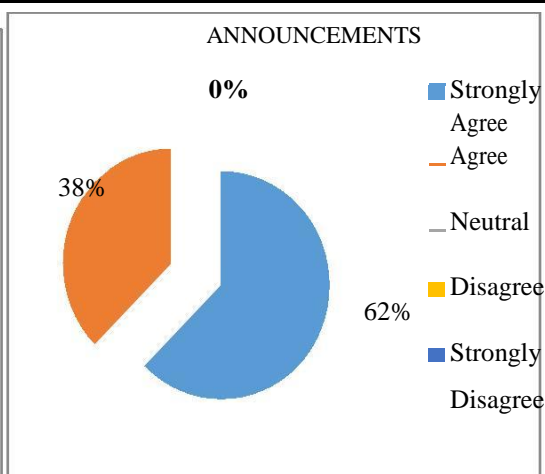
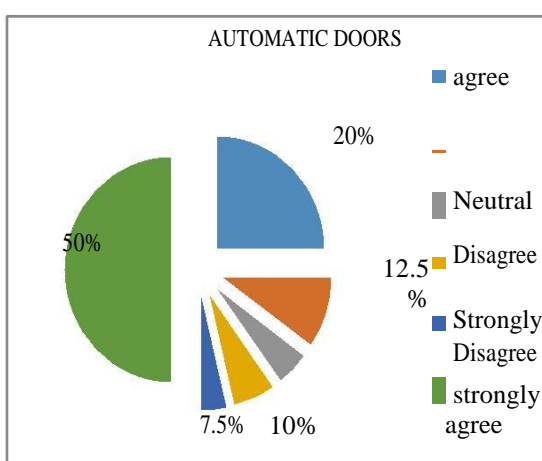


Diagram shows that 32% of passengers were highly satisfied with cleanliness in Kochi Metro, and 49% only were satisfied and 19% of passengers were dissatisfied. It shows that 77% of passengers were happy with

cleanliness at station & platform premises and remaining 23% of passengers were not satisfied. It shows that 30% of passengers were highly satisfied with the cleanliness in train coaches, hence 52% of passengers were only satisfied and remaining 18% of passengers were not satisfied with the train coaches of Kochi Metro.

III. Technical Faults

S. no	RESPONSE	AUTOMATIC DOORS		ANNOUNCEMENTS		TOKEN/ SMART CARD	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	20	50	25	62.5	28	70
2	Agree	8	20	15	37.5	8	20
3	Neutral	4	10	0	0	2	5
4	Disagree	5	12.5	0	0	2	5
5	Strongly Disagree	3	7.5	0	0	0	0
	Total	40	100	40	100	40	100



Diagram, shows that 50% of passengers were highly satisfied with automatic doors in Kochi Metro, and 20% of passengers were satisfied and 30% of passengers were dissatisfied. It shows that 62% of passengers were highly

satisfied with announcements 38% of customers were satisfied. It shows that 70% of passengers were highly satisfied with the token and smart cards in Kochi Metro, 20% of passengers were only satisfied and remaining 10% of passengers were dissatisfied.

IV. Convenience

S. no	RESPONSE	SEATING ARRANGEMENT		COMFORTABLE BOARD & DE-BOARD OF TRAIN		STANDING ARRANGEMENT IS AVAILABLE	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	19	47.5	20	50	18	45
2	Agree	10	25	15	37.5	8	20
3	Neutral	8	20	0	0	12	30
4	Disagree	3	7.5	4	10	2	5
5	Strongly Disagree	0	0	1	2.5	0	0
	Total	40	100	40	100	40	100

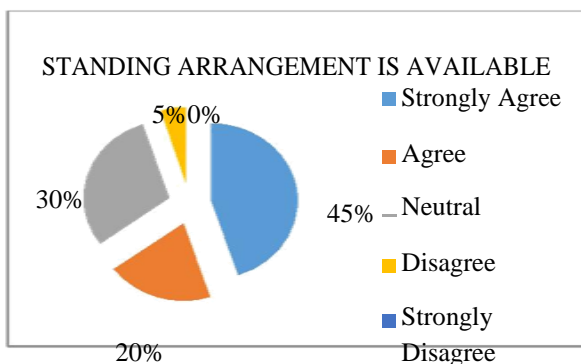
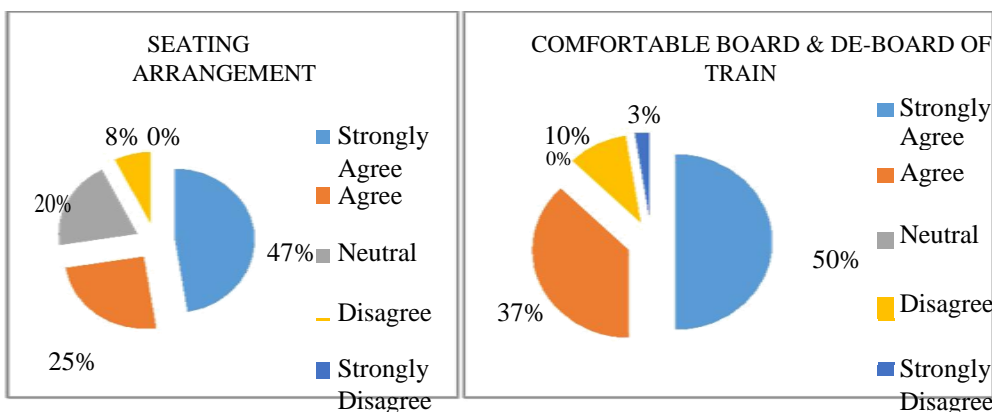


Diagram , shows that 47% of passengers were highly satisfied with seating arrangements in Kochi Metro, and

25% of passengers were satisfied and 28% of passengers were dissatisfied. It shows that 50% of passengers were highly satisfied were comfortable in board and de-board of train, 13% of passengers were not satisfied. It shows that 45% of passengers were highly satisfied with standing arrangements of Kochi Metro, 20% of passengers were only satisfied and remaining 35% of passengers were dissatisfied.

V. Safety

S. no	RESPONSE	YOU FEEL SAFE AT PLAT FORM		YOU FEEL SAFE IN TRAIN COACH		YOU FEEL SAFE IN PARKING AREA	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	20	50	22	55	15	37.5
2	Agree	9	22.5	17	42.5	15	37.5
3	Neutral	7	17.5	1	2.5	5	12.5
4	Disagree	4	10	0	0	4	10
5	Strongly Disagree	0	0	0	0	1	2.5
	total	40	100	40	100	40	100

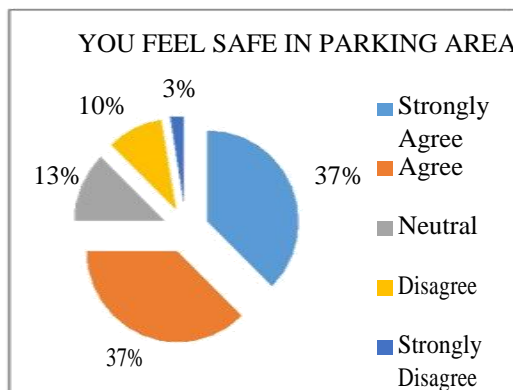
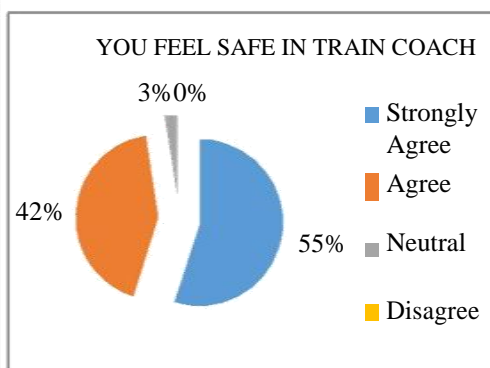
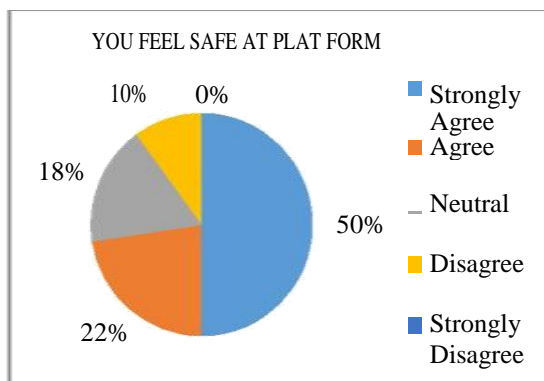


Diagram shows that 50% of passengers were highly satisfied with safety in Kochi Metro, and 22% of passengers

were satisfied and 28% of passengers were dissatisfied. It shows that 55% of passengers were highly satisfied who feel safe in train coaches in Kochi Metro and remaining 42% of passengers were only satisfied and remaining 3% of customers were dissatisfied. It shows that 37% of passengers were highly satisfied who feel safe in parking area at Kochi Metro, 37% of passengers were only satisfied and remaining 26% of passengers were dissatisfied.

FINDINGS

- 65% of passengers were highly satisfied with air conditioning in Kochi Metro, and 30% of customers were satisfied and 5% of customers were dissatisfied. 82% of passengers were highly satisfied with lightning in train & station and remaining 18% of passengers were not satisfied. It shows that 30% of passengers were highly satisfied with the space allocation in Kochi Metro, 50% of passengers were only satisfied and remaining 20% of passengers were dissatisfied.
- 32% of passengers were highly satisfied with cleanliness in Kochi Metro, and 49% only were satisfied and 19% of passengers were dissatisfied. 77% of passengers were happy with cleanliness at station & platform premises and remaining 23% of passengers were not satisfied. 30% of passengers were highly satisfied with the cleanliness in train coaches, 52% of passengers were only satisfied and remaining 18% of passengers were not satisfied with the train coaches of Kochi Metro.
- 50% of passengers were highly satisfied with automatic doors in Kochi Metro, and 20% of passengers were satisfied and 30% of passengers were dissatisfied. 62% of passengers were highly satisfied with announcements 38% of customers were satisfied. 70% of passengers were highly satisfied with the token and smart cards in Kochi Metro, 20% of passengers were only satisfied and remaining 10% of passengers were dissatisfied.
- 47% of passengers were highly satisfied with seating arrangements in Kochi Metro, and 25% of passengers were satisfied and 28% of passengers were dissatisfied. 50% of passengers were highly satisfied were comfortable in board and de-board of train, 13% of passengers were not satisfied. 45% of passengers were highly satisfied with standing arrangements of Kochi Metro, 20% of passengers were only satisfied and remaining 35% of passengers were dissatisfied.
- 50% of passengers were highly satisfied with safety in Kochi Metro, and 22% of passengers were satisfied and 28% of passengers were dissatisfied. 55% of passengers were highly satisfied who feel safe in train coaches in Kochi Metro and remaining 42% of passengers were only satisfied and remaining 3% of customers were dissatisfied. 37% of passengers were highly satisfied who feel safe in parking area at Kochi Metro, 37% of passengers were only satisfied and remaining 26% of passengers were dissatisfied.

CONCLUSION

Customer value is an asset to the organization. Hence, in order to maintain the customer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the customers. While quality services is equally important that a customer experiences the "Wow Effect" that only superior customer service can deliver. A business that caters to their customers` needs will inevitably gain the loyalty of their customers, thus resulting in repeat business as well as potential referrals. Consequently, it is imperative that businesses get to know their customers. Establishing a professional relationship with customers empowers us with the knowledge of what our customers need. When a business

focuses on delivering what is of value to their customers, this will generate the potential for repeat business as well. The feedbacks from the survey is a testament to the customer satisfaction hypothesis most definitely, there exists a positive relationship between reliability with customer satisfaction. Similarly, the other attributes, such as; assurances, tangibles, empathy and responsiveness all have positive relationship with customer satisfaction. It is far more difficult to measure the level of performance and satisfaction when it comes to the intangible expectations. One of the ways to help obtain loyal customers is by having products and services that were so good that there is very little chance that the customer requirements will not be met. Of course, one of the difficulties in understanding the true customer requirements is that the customer can and will change them without notice or excuse. Having a good recovery process for a dissatisfied customer is a very important and necessary process for any service organization.

RECOMMENDATION

- Frequency of Kochi Metro trains should be increased.
- Area of service should be widened.

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