

A CUSTOMER SATISFACTION LEVEL TOWARDS

MSRTC BUS: A CASE STUDY OF SHIVNERI

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Introduction:

For making organization thriving not only material, land, machine is essential but also Personnel Management and effective use of manpower is essential. “Personnel management effectively describes the process of planning and directing the application, development and utilization of human resource in employment.” such definitions enlighten that for attainment of organizational goals, effective and planned use of manpower is significant. In this way for achievement of organizational objective , for employee satisfaction , for improving quality of product or services and for effective use of all inputs, management needs to give due substance to Personnel Management and this research is directed towards analytical study of Personnel Management and its functions in MSRTC.



According to the provision of section 3 of RTC Act 1950, State Government of Maharashtra established “The Maharashtra State Road Transport Corporation (MSRTC)”. MSRTC is aimed at to provide punctual, safe, comfortable and economical services to its thousands of passenger. And MSRTC has spread its lattice in all over Maharashtra including nearly 87.58% villages. To provide such wide range of facility, selection of competent and skilled employees is requisite. Top priority of MSRTC is safe travel for passengers or travel without accidents.

MSRTC provides transportation service throughout Maharashtra and neighbouring states with the help of 17500 buses and it conduct 85000 trips a day and near about 1,04,000 employees are working in MSRTC in all over Maharashtra.. With considering it, MSRTC apparently needs competent, motivated, trained, satisfied and alert human resource for running one of the biggest public transport corporations of India. And for fulfillment of this need, MSRTC has "Personnel Department". Whether MSR TC is managing human resource with "Personnel Department" this department carry o ut functions like Manpower Planning, Recruitment and Selection, Training and Development, Employee welfare, Salary and wages Administration, Induction, Grievance Procedure, Employee Discipline etc. So that investigator through her research wanted to study these Personnel management functions of MSRTC. MSRTC is aimed at to provide punctual, safe, comfortable and economical services to its thousands of passenger. And MSRTC has spread its lattice in all over Maharashtra including nearly 87.58% villages. To provide such wide range of facility selection of competent and skilled employees is requisite. MSRTC is functioning in recruitment and selection area and this research is going to analyze this process and will try to suggest some remedies if some drawbacks come forward.

Objectives:

1. To appraise the functioning of Personnel Management activities undertaken in MSRTC
2. To study internal space and comfortable seating arrangement in it.
3. To study Cleanliness in Buses
4. To study Bus Station Cleanliness, Facilities provided on Bus Station
5. To Study Driver and conductor Attitude toward their job

Scope of the study:

This research has been carried out for comprehending functions of personnel administration conceded by MSRTC. The present study included processes of Bus seating arrangement, Internal Space, Cleanliness, Facilities provided on bus station, Driver and conductor behavior. MSRTC functions through six regions, out of these six regions, Aurangabad region has been selected for delving into personnel department of MSRTC. Aurangabad regions consist of seven divisions.

Limitations of the study:

1. This study is limited to Central Bus Stand, Aurangabad city.
2. The sample size selected i.e. 100 respondents which is very small.
3. Time is one of the constraints for conducting this research.

Research methodology:

- Sampling method:-non-probability sampling(convenience sampling method)
- Sample size:- 100

For conducting this research, researcher designed structured questionnaire and this questionnaire was distributed among 100 consumers in Central Bus Stand Aurangabad city. After conduction of survey, findings & conclusions are drawn by researcher.

Data analysis and interpretation:

1] Do you agree that sitting arrangement of buses are comfortable?

- (i) Strongly agree (ii) Agree (iii) Neutral (iv) Disagree (v) Strongly Disagree

Sr. no	Particulars	No.of respondents	Percentage %
1	Strongly agree	8	8%
2	Agree	45	45%
3	Neutral	35	35%
4	Disagree	10	10%
5	Strongly Disagree	2	2%

Interpretation:-

Most of the customer’s are satisfied by sitting arrangement .Around 45% out of 100%, 35% are having neutral satisfaction

2] Are you satisfied with internal space in MSRTC buses?

(i) Strongly Satisfied (ii) Satisfied (iii) Neutral (iv) Dissatisfied (v) Strongly Dissatisfied

Sr. no	Particulars	No.of respondents	Percentage %
1	Strongly Satisfied	6	6%
2	Satisfied	44	44%
3	Neutral	39	39%
4	Dissatisfied	11	11%
5	Strongly Dissatisfied		

Interpretation:-

Most of the customer are satisfied by internal spaces around 44%. Around 35% are having neutral feeling .so internal space is satisfactory

3] What do you feel about prices charged by MSRTC for its services?

(i) Strongly Satisfied (ii) Satisfied (iii) Neutral (iv) Dissatisfied (v) Strongly Dissatisfied

Sr. no	Particulars	No.of respondents	Percentage %
1	Strongly agree	4	4%
2	Agree	22	22%
3	Neutral	61	61%
4	Disagree	11	11%
5	Strongly Disagree	2	2%

Interpretation:-

Most of the customer are having neutral feeling regarding Prices around 61%. Around 22% are satisfied .

4] Are you satisfied with the cleanliness of MSRTC busses?

(i) Strongly Satisfied (ii) Satisfied (iii) Neutral (iv) Dissatisfied (v) Strongly Dissatisfied

Sr. no	Particulars	No.of respondents	Percentage %
1	Strongly agree	12	12%
2	Agree	30	30%
3	Neutral	40	40%
4	Disagree	15	15%
5	Strongly Disagree	3	3%

Interpretation:-

Most of the customer are having neutral feeling regarding cleanliness around 40%. Around 30% are agree about price charged by MSRTC.

5] Are you satisfied with the routes covered by MSRTC?

(i) YES (ii) NO

Sr. no	Particulars	No.of respondents	Percentage %
1	Yes	91	91%
2	No	9	9%

Interpretation:-

Around 91 % customer are satisfied with the routes covered by MSRTC busses.

6] Do you like the SMS Services regarding bus timing ?

(i) YES

(ii) NO

Sr. no	Particulars	No.of respondents	Percentage %
1	Yes	87	87%
2	No	13	13%

Interpretation:-

Mostly customer liked the services of SMS regarding time table of busses.

7] Rate the facility provided on bus station?

Facility	1 (lowest)	2	3	4	5(Highest)
Cleanliness	61	23	16		
Percentage	61%	23%	16%		
Water Facility	65	17	15	3	
Percentage	65%	17%	15%	3%	
Sitting Arrangement	35	40	15	10	
Percentage	35%	40%	15%	10%	
Inquiry counter	9	35	45	7	4
Percentage	9%	35%	45%	7%	4%

Interpretation:-

The facilities provided by Bus station are not up to the mark. Because mostly customer rated the number between 1 to 3.

8] Rate the conductor on following parameters?

Parameters	1 (Lowest)	2	3	4	5(Highest)
Behaviour	1	60	20	19	
Percentage	1%	60%	20%	19%	
Honesty	1	30	49	20	1
Percentage	1%	30%	49%	20%	1%
Helpfulness	1	65	16	17	1
Percentage	1%	65%	16%	17%	1%

Interpretation:-

Mostly customer rated conductor behavior, honesty, helpfulness on scale of 2-4. Because there is no conductor on shivneri bus but they check the passenger ticket on starting of there journey

9] Rate the Driver on following parameters?

Parameters	1 (Lowest)	2	3	4	5(Highest)
Carefully Driving		13	45	27	15
Percentage		13%	45%	27%	15%
Fitness of driver		16	41	34	9
Percentage		16%	41%	34%	9%

Interpretation:-

Mostly customer rated between 3-4 scale. During the survey they told that the driver are very professional in there driving

10] Do you Recommend MSRTC services to others?

(i) YES

(ii) NO

Sr. no	Particulars	No.of respondents	Percentage %
1	Yes	89	89%
2	No	11	11%

Interpretation:-

Most of the customer will suggest that they will recommend to others because the frequency is very good as well as services provided by MSRTC. Very few will not suggest due to there personnel experiences.

Findings:

- Most of the customer's are satisfied by sitting arrangement .Around 45% out of 100%, 35% are having neutral satisfaction
- Most of the customer are having neutral feeling regarding Prices around 61%. Around 22% are satisfied.
- Most of the customer are having neutral feeling regarding Prices around 61%. Around 22% are satisfied.
- Around 91 % customers are satisfied with the routes covered by MSRTC busses.
- Mostly customer liked the services of SMS regarding time table of busses.
- The facilities provided by Bus station are not up to the mark. Because mostly customer rated the number between 1 to 3.
- Mostly customer rated conductor behavior, honesty, helpfulness on scale of 2-4. Because there is no conductor on shivneri bus but they check the passenger ticket on starting of their journey
- Mostly customer rated between 3-4 scale. During the survey they told that the driver are very professional in there driving
- Most of the customer selected that they will recommend to others because the frequency is very good as well as services provided by MSRTC

Conclusion:

On the basis of data analyses and findings researcher conclude that customer are satisfied by internal space of busses , internal cleanliness, Prices charged by MSRTC and also routes covered by MSRTC i.e. Shivneri busses.

It is very necessary to Provide basic facilities on bus stand such as cleanliness, water facility, seating arrangement etc for customer on priority

Researcher concludes that customer are satisfied by busses and routes covered by MSRTC But not satisfied by basic facilities provided on bus station .

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