



## Evolution Of Client Satisfaction With Palani's Pilgrimage Bus Services

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### ABSTRACT

A current passenger transport situation for the pilgrim city Palani demonstrates that the existing bus service is unable to meet rising demand. In addition, this service is ineffective, unproductive, and dangerous. The main limits on bus services are poor service conditions, long waiting times for plying, overloading, long walking distances from residence/workplace to bus stops, and manually regulated signals in the absence of suitable automated systems. Enhancing the bus's service quality is critical to maintaining client happiness. Customer satisfaction with bus transportation can be measured in order to find realistic remedies to service problems. Additionally, the transportation system can be a reliable indication of economic development.

**Key Words:** Bus services, current passenger situation, client happiness

### INTRODUCTION

Civilized human beings had an opportunity to frame their society with the help of their own religions. The exchange theories depict that impersonal exchange made to their anonymous partner both buyer and seller do their business. Traditional agrarian societies produce the crops, consume the product to substantiate their life, and distribute and exchange their product which means the main division of economics production, consumption, distribution, and exchange might be realized through the religious functions of sold and bought practices might be happening in India. Evolutions of human beings are civilized. The civilization is birth of religious and economic activity or else economic activities are bearing religious functions after that people are civilized; i.e., egg chicken proximity in the real-world. The economic ideologies are born after the human beings are involvement in worship. Adam Smith<sup>1</sup> views on religious market plays a central role in religion of State. The religious thought and economics structure of the societies are strong and strengthen interrelationship between them. The government of India enacted freedom of religion in India is a fundamental right guaranteed article 25 – 28 of the constitution of India. Government should not interfere with their personal faith, beliefs and practices except when there is a violation of basic human rights as enshrined in the Indian constitution. India had a rich historical background of social, cultural and economic levels are depends on the religions choices of Hinduism, Buddhism, Sikhism and Jainism all emerged out Independent India.

The only way that Lord Dhandayuthapani's presence, made possible by the provision of bus transportation, significantly contributes to the overall success of a city's transportation system is through Palani's town's growth. It is past time to make sure that smooth bus transport services can accommodate the growing population in a city like Palani. The main form of public transportation in Palani is the bus, which has routes all throughout the city. For persons with low to moderate incomes, buses are the most economical and ecologically beneficial mode of transportation. Additionally, a well-run bus service might draw wealthy people who would not otherwise commute by car, greatly easing traffic congestion. Buses are an essential part of every metropolitan environment, but occasionally demand outpaces the services they provide. People choose to drive their own cars because they are dissatisfied with public transit systems in many parts of the world. The cities of Palani in Sanity in the Dindigul Districts are in need of a well-planned and coordinated bus system.

### REVIEW OF LITERATURE

According to a report by Jonathan Bunker<sup>2</sup> et al. and Sharmin Nasrin from 2001, the government of Bangladesh intends to create and introduce Bus Rapid Transit 3 (BRT) in the city of Dhaka. The stated choice survey used in this paper was done to learn about the four attitudes that Dhaka's workforce had regarding BRT. A multinomial logit (MNL) model is used to analyse the survey data in order to examine the influence of social and economic factors on participants' mode selections. The analysis's findings show that workers who are older, more educated, and more well-off are more likely

<sup>1</sup> Robert J. Barro and Rachel M. Mc Cleary, "Which Countries Have State Religions?", *The Quarterly Journal of Economics*, Nov., 2005, Vol. 120, No. 4 (Nov., 2005), pp. 1331-1370

<sup>2</sup> Anam, Salwa., Hoque, A.M., Tamanna, M., Evaluation of Bus Rapid Transit(BRT) in context of Bangladesh, 4 Annual Paper Meet and 1 Civil Engineering Congress, December 22-24, Dhaka, Bangladesh, 2001.

to choose BRT—six of them are men.

According to Choocharukul's<sup>3</sup> study, the suggested quality of service measure might be applied to management, operation, and planning of transit systems in order to have a better understanding of the opinions of passengers on the calibre of bus service.

According to A.N. Alli<sup>4</sup> (2000), there are differences in the quality of bus services in different areas of the city based on the bus service indicators such as passenger waiting times, walking distances to the closest bus stops, and frequency of operation. In order to improve accessibility, the study suggests that the three Local Government Areas of the city work with the state government to build new urban link roads and maintain the existing ones, particularly in the city's peripheries; collaborate with private bus operators to increase the number of buses in operation; and relocate certain socioeconomic facilities from the city centre to the city's peripheries.

### STATEMENT OF PROBLEM

Transport needs of major cities like Palani. The expansion of the city with increasing urban population, results in greater demand for transport provision. Also Palani is a one the leading pilgrim city in the Tamil Nadu. To accomplish these ends, transit needs reliable and efficient method for identifying the determinants of service quality from customer perceptions. Thus the focus of this study is to investigate

### OBJECTIVES OF THE STUDY

1. To assess the extent which the consumers are satisfied with bus services in Palani
2. To describe the quality services rendered by bus company to their consumers
3. To examine the influence of bus worker behaviour on consumers patronage
4. To correlate the influence of waiting time of consumers

### HYPOTHESIS

Ho1: There is no significant relationship between consumer satisfaction and bus services

Ho2: There is no significant association between bus workers behaviour and consumer patronage Ho3: There is no significant association between waiting time of consumers and bus patronage

### IMPORTANCE OF THE STUDY

The study is very useful to the Bus company, because that further improvement can be made in the aspect of management and general operations. The study is also useful to other tertiary students, who may want research further on transport in the nearest future. It also serves as a guide to writing similar project.

### RESEARCH METHODOLOGY

The research design used in this study is descriptive. The target respondent is a passenger with experience utilising bus services who lives in the city of Palani and ranges in age from 18 to 60. The age group of 18 to 60 years old was selected since individuals in this age range typically travel for work and have most likely used buses for transportation. Using a suitable sample technique, 150 respondents from Palani City were selected for the current study.

### Tool for collection of data

The data was gathered using the structured questionnaires. Three sections made up the questionnaire. 1. Factors related to demographics; 2. Behaviour in travel patterns; and 3. Service quality of bus

### Analysis of Data

The structure of demographic distribution of sample respondents are as follow in Table 4.1

**Table 4.1: Demographic - Distribution of Sample Respondents**

Sl. No	Gender	Frequency
1	Male	90 (60)
2	Female	60 (40)
	Total	150 (100)
Sl. No	Age	Frequency
1	18-20	12 (8)
2	21-30	45 (30)
3	31-40	42 (28)
4	41-50	27 (18)

<sup>3</sup> Choocharukul, K. Passengers' perspectives of bus service quality in Bangkok: An ordered probabilistic modeling approach. Proceedings of the 27th Australasian Transport Research Forum. September, 2015

<sup>4</sup> Ali, A.N., An Assessment of the Quality of Intra-urban Bus Services in the City of Enugu, Enugu State, Nigeria, Theoretical and Empirical Researches in Urban Management 6(15), pp. 74-91, 2000.

5	51-60	24 (16)
	Total	150 (100)
<b>Sl. No.</b>	<b>Marital Status</b>	<b>Frequency</b>
1.	Single	60 (40)
2.	Married	90 (60)
	Total	150 (100)
<b>Sl. No.</b>	<b>Educational Qualification</b>	<b>Frequency</b>
1.	Up to 10 <sup>th</sup>	15 (10)
2.	10 <sup>th</sup> - 12 <sup>th</sup>	63 (42)
3	Under Graduate	52 (28)
4	Post Graduate	24 (16)
5.	Professional	6 (4)
	Total	150(100)

**Source:** Field Data

**Note:** Figures in Parentheses are indicates percentage to the Total.

Table 4.1 reveals that of the 150 sample respondents, 90 (or 60%) are men and the remaining 60 (or 40%) are women. Because of the sample of travelers, men predominate over women in Palani's town's pilgrimage centre. The study has notified that sample of 45 travelers who were between the ages of 21 and 30 made up the majority of the travelers. These travelers were followed by those who were between the ages of 41 and 50, who were between the ages of 27 and 50, who were between the ages of 24 and 20, and who made up the percentages of 28 percent, 18 percent, 16 percent, and 8 percent, respectively. Additionally, the survey has revealed that 90 of the participants are married, while the remaining 60 were single when they visited the Palani pilgrimage sites.

Out of 150 travelers, 63 of them completed school levels 10th to 12th standard. These individuals were the most likely to visit Palani pilgrimage centres. Undergraduates made up 52 of the sample, postgraduates made up 24, up to 10th standard students made up 15, and professionals made up 6 of the sample. These individuals made up 42 percent, 28 percent, 16 percent, 10 percent, and 4 percent of the total.

The study has to understand the economic background of sample respondents who have traveled to the Palani Pilgrimage Center as shown in Table 4.2

**Table 4.2: Economical Distribution of Sample Respondents**

<b>Sl. No.</b>	<b>Occupation</b>	<b>Frequency</b>
1.	Private employee	75 (50)
2.	Student	30 (20)
3	Self-employee	15 (10)
4	Retired	6 (4)
5.	Others	24 (15)
	Total	150 (100)
<b>Sl. No.</b>	<b>Income</b>	<b>Frequency</b>
1.	Less than Rs.10,000	63 (42)
2.	Rs.10,001- 20,000	66(44)
3	Rs.20,001-30,000	15 (10)
4	Above Rs.30,000	6 (4)
	Total	150 (100)
<b>Sl. No.</b>	<b>Years of residing</b>	<b>Frequency</b>
1	Less than 2 years	30 (20)
2	2 years – 5 years	36 (24)
3	5 years – 10 years	48 (32)
4	Above 10 years	36 (24)
	Total	150 (100)

**Source:** Field Data

**Note:** Figures in Parentheses are indicates percentage to the Total.

Table 4.2 indicates that 75 travelers, or 50% of them, are employed in the private sector. The most common occupation is that of private employees, who are followed in order of importance by students (30), others (24), self-employed (15), and retirees (66), who make up 20%, 15%, 10%, and 4% of the total. The majority of the 66 sample travelers' earnings, or between Rs. 10001 and Rs. 20,000, are followed by other income groups, or between Rs. 10,000 and Rs. 30,000 for 63 members, Rs. 20,00001 to Rs. 30,000 for 15 members, and Rs. 30,000 and above for 6 members, or 44 percent, 42 percent, 10 percent, and 4 percent, respectively.

**Table 4.3: Bus Transportation Opinion of Sample Respondents**

Sl. No.	Use of Bus transport	Frequency
1	Less than week	36 (24)
2	Week	36 (24)
3	1 month	42 (28)
4	2 month	30(20)
5	Over 2 month	6 (4)
	Total	150 (100)
Sl. No.	Often use	Frequency
1	Daily	42 (28)
2	Weekly	21 (14)
3	Monthly	27 (18)
4	Occasionally	30 (20)
	Total	150 (100)
Sl. No.	Opinion about fare	Frequency
1.	Satisfied	135 (90)
2.	Unsatisfied	15 (10)
	Total	150 (100)
Sl. No.	Purpose of Visit or Stay	Frequency
1	Pilgrimage or Work	60 (40)
2	School/college	30 (20)
3	Social	30 (20)
4	Market	30 (20)
	Total	150 (100)
Sl. No.	Reduce congestion and accident	Frequency
1	Yes	129 (86)
2	No	9 (6)
3	Not sure	12 (8)
	Total	150 (100)
Sl. No.	Reliability	Frequency
1	Cordial	105 (70)
2	Not cordial	45 (30)
	Total	150 (100)
Sl. No.	Comfort ability	Frequency
1	Yes	75 (50)
2	No	75 (50)
3	Not sure	0
	Total	150 (100)
Sl. No.	General opinion	Frequency
1	Good	75 (50)
2	Fair	15 (10)
3	Bad	30 (20)
4	Worst	30 (20)
	Total	150 (100)
Sl. No.	Problems	Frequency
1	Pilferage	15 (10)
2	Overloading	30 (20)
3	Problem from passengers	15 (10)
4	Problems from staff	15 (10)
5	Long waiting time	75 (50)
	Total	150 (100)

Source: Field Data

Note: Figures in Parentheses are indicates percentage to the Total.

**Table 4.4: Opinion of Bus Services in Sample Respondents**

Sl. No.	Patronage	Frequency
1	Good	121 (74)
2	Fair	15 (10)
3	Bad	6 (4)
4	Worst	18 (12)

	Total	150 (100)
<b>Sl. No.</b>	<b>Assessment</b>	<b>Frequency</b>
1	Good	75 (50)
2	Fair	15 (10)
3	Bad	42 (28)
4	Worst	18 (12)
	Total	150 (100)
<b>Sl. No.</b>	<b>Vehicle Condition</b>	<b>Frequency</b>
1	Good	105 (70)
2	Fair	15 (10)
3	Bad	15 (10)
4	Worst	15 (10)
	Total	150 (100)

Source: Field Data

Note: Figures in Parentheses are indicates percentage to the Total.

Table 4.5: Overall Opinion about Bus services in Palani

Sl. No.	Performance of Bus Services in Palani	SA	A	DA	SD
1.	Socio-economic characteristics of passengers has impact on the choice of means of intercity mobility	35	10	2	3
2	Customers are always satisfied with Bus transport system in Palani	40	10	0	0
3	Qualities of service render to consumers by Bus transport in Palani is always Efficient	35	10	5	0
4.	Low transport cost often result in higher patronization of bus transport in Palani	45	2	2	1
5.	Attitude and behaviour of bus drivers and bus attendant have effect on the patronage of Bus transport in transit	25	20	5	0
6.	Illegal extortion and road blockage of roads by policemen affect the operation of Bus transport in Palani	0	5	5	40
7.	Shortage of vehicles and spare part hinder effective operation of bus transport and thus affects consumers satisfaction	45	0	5	0
8.	Waiting time of the customers have significant effect on Bus transport patronage	40	5	5	0
9.	Have adequate modern technology and infrastructure to meet the satisfaction of their Consumers	35	10	2	3
10	There is no significant relationship between customers' satisfaction and public transport service	40	5	5	0
	Total	340	77	36	47

TEST OF HYPOTHESIS – 1

Ho: There is no significant relationship between customers' satisfaction and bus transport services H1: There is significant relationship between customers' satisfaction and bus transport services

Chi square test

Variables	Score	E	S-E	(S-E) <sup>2</sup>	(S-E) <sup>2</sup> /E
Strongly agree	105	37.5	22.5	506.25	40.5
Agree	30	37.5	-2.5	6.25	0.5
Disagree	9	37.5	-9.5	90.25	7.22
Strongly disagree	6	37.5	-10.5	110.25	8.82
Total	150	150			57.04

From the evaluation  $\chi^2$  (57.04) is greater  $\chi^2_t$  (5.99). So we reject the null hypothesis and accept the alternative hypothesis which is there is significant relationship between customers' satisfaction and bus transport service

**Test of Hypothesis – II**

Ho – There is no significant association between bus driver’s behaviour and customers’ patronage  
 H1- There is significant association between bus driver’s behaviour and customer patronage

**Chi square test**

Variables	Score	E	S-E	(S-E) <sup>2</sup>	(S-E) <sup>2</sup> /E
Strongly agree	60	37.5	7.5	56.25	4.5
Agree	75	37.5	12.5	156.25	12.5
Disagree	15	37.5	-7.5	56.25	4.5
Strongly disagree	0	37.5	0	0	0
Total	150	150			21.5

Since the calculated value (21.5) is greater than the table value, hence the null hypothesis is rejected and the alternative hypothesis is accepted which implies that there is significant association between bus driver’s behaviour and customers’ patronage.

**Test of Hypothesis – III**

Ho-There is no significant association with waiting time of the customers’ and bus transport patronage  
 H1-There is significant association with waiting time of the customers’ and bus transport patronage

**Chi square test**

Variables	Score	E	S-E	(S-E) <sup>2</sup>	(S-E) <sup>2</sup> /E
Strongly agree	120	37.5	27.5	756.25	60.5
Agree	15	37.5	-7.5	56.25	4.5
Disagree	15	37.5	-7.5	56.25	4.5
Strongly disagree	0	37.5	0	0	0
Total	150	150			69.5

Since the calculated value (69.5) is greater than the table value. Hence the null hypothesis is rejected and the alternative hypothesis is accepted which implies that waiting time of the customers’ have

**MAJOR FINDINGS**

- Majority represent 60% of the consumers are male, while the remaining 40% are female. For this it can be concluded that majority of the consumers are male.
- Majority of respondents are in the age group from 21 to 30 years (30%)
- Most of the respondents marital status is Married (60%)
- Majority respondents’ Educational qualification is between 10<sup>th</sup> standard to 12<sup>th</sup> standard
- Out of 150 respondents 75 respondents (half) is working in private company
- Most of the respondents’ income between 10,000 to 20,000
- Most of the respondents are residing in Palani between 5 years to 10 years (Around 32%)
- Out of 150 sample 28% of respondents are avail the bus transport services for a month.
- Most of the respondents (28%) are using daily for official use and students.
- 90% of respondents are satisfied the fare. Only few respondents are not satisfied.
- Majority of respondents are using the bus transport for his official purpose.
- 43 respondents are agreed the bus transport reduction congestion and accident.
- About reliability of bus services, Most of the respondents give positive opinion.
- Give equal importance to comfortabilty of bus services
- Most of the respondents (50%) are give positive opinion about operation of bus transport
- Most of the respondents are feel that Waiting long time is problem for avail the bus services
- Most of the respondents (75%) rank good for patronage
- majority of respondents feels that good for management practices of bus transport
- Majority of respondents are satisfied with vehicle condition
- Most of the respondents are give positive opinion about services provided by the bus
- There is significant relationship between customers’ satisfaction and bus transport service
- There is significant association between bus driver’s behaviour and customer patronage

- There is significant association with waiting time of the customers' and bus transport patronage

### SUGGESTIONS

- Two of the main issues with bus travel in Palani are overcrowding and scheduling, being punctual for both arrival and departure, regardless of the quantity of occupants in the car
- Since the car can accommodate more than 40 passengers, it shouldn't hold any more.
- Raising the operators' pay will improve their spirits and foster a more friendly interaction with users.

### CONCLUSION

Improving bus service performance is essential to improving living conditions in the city. Palani's surroundings and its bus services. After employing a systematic questionnaire to collect data from 150 respondents with varying socioeconomic backgrounds and assessing the many variables, the majority of respondents expressed satisfaction with the services offered by the bus service operator in Palani. Additionally, respondents think that proper arrival and departure timings and avoiding traffic congestion are important. The Palani bus service company was also advised by the study that offering reasonable bonuses will boost staff morale and promote cordial client relations.

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