**Service Marketing Assignment**

**Topic:** GSRTC Service

**Group Members:**

* Nisarg Godhani(22BCE096)
* Bhumil Nakarani (22BCE201)
* Parth Raval (22BCE232)
* Hit Vagehla (22BCE368)
* Arya Vaja(22BCE373)

**Questionnaire:**

1. Please enter your E-mail :
2. Have you ever used GSRTC services for transportation ?

* Yes (1)
* No (2)

**Warm Up Questions:**

1. How frequently do you use GSRTC services for your daily commute or travel?  ve you opted for service?

* Several times a week (1)
* A few times per month (2)
* Rarely (3)

1. What method do you typically use to book your GSRTC tickets?

* Online website (1)
* Ticket counter (2)
* Mobile app (3)

1. For how many years you are using GSRTC services

* 1 (1)
* 2 (2)
* 3 (3)
* 4 (4)
* >4 (5)

1. In which class you prefer to travel ?

* AC Seater (1)
* Non AC Seater (2)
* AC Sleeper (3)
* Non AC Sleeper (4)

**For the following Statements (from serial no. 7 to 28) coding used is as follows:**

* Strongly Agree (1)
* Agree (2)
* Neither Nor (3)
* Disagree (4)
* Strongly Disagree (5)

1. When GSRTC promises to do something by a certain time, it does so.
2. When you have a problem, GSRTC shows a sincere interest in solving it.
3. GSRTC performs the service right the first time.
4. GSRTC provides its services at the time it promises to do so.
5. GSRTC insists on error-free records.
6. GSRTC keeps customers informed about when services will be performed.
7. Employees in GSRTC give you prompt service.
8. Employees in GSRTC are always willing to help you
9. Employees in GSRTC are never too busy to respond to your request.
10. The behavior of Employees in GSRTC instills confidence in you.
11. You feel safe in your transactions with GSRTC.
12. Employees in GSRTC are consistently courteous with you.
13. Employees in GSRTC have the knowledge to answer your questions.
14. GSRTC gives you individual attention.
15. GSRTC has employees who give you personal attention.
16. GSRTC has your best interests at heart.
17. Employees of GSRTC understand your specific needs.
18. GSRTC has modern-looking equipment.
19. GSRTC physical facilities are visually appealing.
20. GSRTC's employees appear neat.
21. Materials associated with the service (such as pamphlets or statements) are visually appealing at GSRTC.
22. Rate your overall satisfaction with Uber.

* Highly Satisfied (1)
* Satisfied (2)
* Neutral (3)
* Dissatisfied (4)
* Highly Dissatisfied (5)

**Personal Questions:**

1. Select your gender.

* Male (1)
* Female (2)

1. Select Your Age Group

* <20 (1)
* 20 to <40 (2)
* 40 to 60 (3)
* >60 (4)

1. Occupation

* Student (1)
* Employee (2)
* Business (3)
* Housewife (4)

1. Personal Annual Income

* < 2 lakh (1)
* 2 lakh - 5 lakh (2)
* 5 lakh - 10 lakh (3)
* > 10 lakh (4)

1. Education

* 12th Pass (1)
* Graduate (2)
* Other (3)