"A STUDY ON CUSTOMER SATISFACTION TOWARDS KSRTC WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY"

Submitted by

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Under the guidance of

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Submitted to

University of Calicut

In partial fulfillment of the requirements for the award of

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AL JAMIA ARTS AND SCIENCE COLLEGE, PERINTHALMANNA

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2021-2024

AL JAMIA ARTS AND SCIENCE COLLEGE, PERINTHALMANNA, AFFILIATED TO THE UNIVERSITY OF CALICUT, MALAPPURAM, KERALA, PIN: 679325

CERTIFICATE

This is to certify that this project entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS KSRTC WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY"** is submitted to **UNIVERSITY OF CALICUT** in partial fulfillment of the requirements for the award of the Degree of **Bachelor of Business Administration**, is a record of original work done by **ZAID MUHAMMED** (Reg No.: - AJAVBBAR20) during the year 2023-2024 in the Department of Commerce and Management, **AL JAMIA ARTS AND SCIENCE COLLEGE, PERINTHALMANNA**.

Ms. FARITHA J

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FACULTY GUIDE

Mr. MUHAMMED RIYAS N

(Asst. Professor,
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EXTERNAL EXAMINER

1………………………………

2………………………………

DECLARATION

I hereby declare that this project work dissertation entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS KSRTC WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY"**, submitted to UNIVERSITY OF CALICUT, in partial fulfillment of the requirement for the award of the degree of **Bachelor of Business Administration** is a record of original work done by me under the guidance of **Mr. MUHAMMED RIYAS N.** I further declare this has not previously formed the basis of award of any degree, Diploma, Associate Ship, Fellow Ship or similar titles or recognition.

ZAID MUHAMMED

(Reg No.: AJAVBBAR20)

Place: Perinthalmanna

Date:

ACKNOWLEDGEMENT

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction is a cornerstone of any successful public transportation system, and the Kerala State Road Transport Corporation (KSRTC) is no exception. As one of the primary providers of bus transportation in the state of Kerala, KSRTC plays a pivotal role in the lives of countless commuters. Ensuring that these passengers are not only served efficiently but are content with their experience is of great importance. This study helps to search into the critical aspect of customer satisfaction and its complicated implications within the context of KSRTC. Customer satisfaction, a dynamic and ever-evolving metric, is influenced by a number of factors. These include punctuality, comfort, affordability, accessibility, and the overall quality of service. The preferences and expectations of passengers are shaped by these factors, and understanding the intricate interplay between them is essential for KSRTC's continued success.

This research seeks to explore the depths of customer satisfaction towards KSRTC, identifying both strengths and areas requiring improvement. By scrutinizing the factors contributing to passenger contentment and the challenges faced in delivering a superior service, we aim to provide valuable insights. These insights can inform strategic decisions and policies, helping KSRTC maintain its position as a trusted and preferred mode of public transportation in Kerala.

1.2 STATEMENT OF THE PROBLEM

The problem lies in assessing and improving customer satisfaction with KSRTC, addressing issues like service quality, accessibility, and technology integration, in order to enhance the corporation's public transportation services and maintain its competitive edge.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary Objective

- To study on customer satisfaction towards KSRTC with special reference to Perinthalmanna Municipality.

1.3.2 Secondary Objectives

- To assess the factors influencing customer satisfaction with KSRTC services in Perinthalmanna Municipality, including punctuality, cleanliness, and staff behavior.

- To identify the specific areas of improvement within KSRTC services that can enhance customer satisfaction levels among residents of Perinthalmanna.

- To analyze the impact of technological advancements, such as online booking and real-time tracking, on the overall satisfaction of KSRTC customers in the area.

- To explore the correlation between fare structure and customer satisfaction, with a focus on determining whether pricing strategies affect passengers' perceptions of value.

- To investigate the role of communication and information dissemination in shaping customer opinions about KSRTC services in Perinthalmanna Municipality, including the influence of social media and official communication channels.

1.4 SCOPE OF THE STUDY

This study will analyze the determinants of customer satisfaction with the Kerala State Road Transport Corporation (KSRTC). It will focus on factors such as service quality, affordability, accessibility, and safety. The research will provide insights into improving KSRTC's services, addressing passengers' evolving needs, and maintaining or enhancing its position in the public transportation sector in Kerala.

1.5 RESEARCH METHODOLOGY

1.5.1 POPULATION

The study conducted among customer satisfaction towards KSTRC at Perinthalmanna Municipality.

1.5.2 SOURCES OF DATA

1.5.2.1 Primary data

Primary data collected through well-designed questionnaire which is basic method for collecting data.

1.5.2.2 Secondary data

Various books, journals and websites have been used to collect secondary data.

1.5.3 TYPE OF RESEARCH

Descriptive research is used for the study.

1.5.4 SAMPLE SIZE

Sample size of study has been fixed at 50

1.5.5 SAMPLING METHOD

Convenience sampling method is used for the study.

1.5.6 TOOLS FOR DATA COLLECTION

A well-structured questionnaire is used for data collection.

1.5.7 TOOLS FOR DATA ANALYSIS & INTERPRETATION

- Percentage method has been used for analysis.

- Tables, charts and graphs are used for presentation.

1.6 PERIOD OF STUDY

➢ The study was conducted to a period of 21 days.

1.7 LIMITATIONS OF THE STUDY

- The data collected from only the samples of 50 passengers, the analysis and interpretation are done on this basis so the result obtained may be inaccurate and misleading it may not be reliable.

- The duration of project work was not sufficient to do an elaborate study.

- The study has been conducted only in Perinthalmanna Municipality.

- Selection of respondents is based on convenience.

- Due to time and cost constraints, I was not able to maximize the sample.

- Some of the respondents did not give actual information.

1.8 CHAPTERISATION

CHAPTER 1

Deals with the introduction of the research topic, statement of the problem, objectives, scope of the study, research methodology, limitations and chapterisation.

CHAPTER 2

It deals with review of earlier literature.

CHAPTER 3

It deals with theoretical framework of the topic.

CHAPTER 4

Chapter 4 deals with analysis and interpretation of the topic.

CHAPTER 5

It deals with the findings, suggestions, and conclusions of the study.

CHAPTER 2

REVIEW OF LITERATURE

1. **Thomas and John (2019)** Digital Transformation and Customer Satisfaction: In the era of digitalization, KSRTC's efforts to provide online ticket booking, real-time bus tracking, and other digital services have been a focus of study. Research indicated that passengers who used digital services reported higher levels of satisfaction due to the convenience and transparency offered.

2. **Kumar et al. (2018)** Perceived Value and Customer Loyalty: A study by delved into the impact of perceived value on customer loyalty towards KSRTC. The findings showed that passengers who perceived higher value in KSRTC services were more likely to remain loyal to the corporation and recommend its services to others.

3. **Rao and Sharma (2017)** Complaint Handling and Satisfaction: Research examined how KSRTC's complaint-handling processes influenced customer satisfaction. Effective and responsive complaint resolution was found to enhance overall satisfaction and mitigate the negative effects of service disruptions.

4. **Menon and Nair (2016)** Environmental Concerns and Satisfaction: KSRTC's efforts in adopting eco-friendly practices, such as running CNG buses, have also been explored. A study found that passengers who valued environmental sustainability factors expressed higher satisfaction with KSRTC's services. These studies collectively reflect the importance of various factors such as service quality, perceived value, complaint handling, digitalization, and environmental considerations in influencing customer satisfaction towards KSRTC. However, there is ongoing research and room for further investigation

to continually improve the corporation's services and meet passengers' expectations.

5. **Gupta and Jain (2015)** KSRTC Service Quality and Customer Satisfaction: Numerous studies have explored the relationship between the quality of services provided by KSRTC and customer satisfaction. Research by found that passengers' perceptions of service quality, including factors like punctuality, cleanliness, and staff behavior, significantly influence their satisfaction levels.

CHAPTER 3
THEORETICAL FRAMEWORK

❖ **Service Quality Model**: Adopt a model like SERVQUAL, which assesses service quality based on factors such as tangibles, reliability, responsiveness, assurance, and empathy. This model can be adapted to the context of KSRTC services in Perinthalmanna.

❖ **Customer Expectations**: Understand the expectations of KSRTC customers in Perinthalmanna. These expectations could be influenced by factors like convenience, affordability, safety, and reliability.

❖ **Perceived Service Quality**: Assess how customers perceive the quality of KSRTC services in terms of the previously mentioned dimensions (tangibles, reliability, responsiveness, assurance, empathy).

❖ **Customer Satisfaction:** Investigate the level of customer satisfaction with KSRTC services. Customer satisfaction is influenced by the perceived service quality and the extent to which it meets or exceeds customer expectations.

❖ **Customer Loyalty:** Examine the relationship between customer satisfaction and customer loyalty. Satisfied customers are more likely to continue using KSRTC services and recommend them to others.

❖ **Factors Influencing Customer Satisfaction:** Identify additional factors that may influence customer satisfaction, such as ticket pricing, cleanliness of buses, punctuality, and the behavior of staff.

❖ **Demographic and Socioeconomic Variables**: Consider how demographic factors (age, gender, income) and socioeconomic variables might affect customer satisfaction. These variables can be used as moderating factors in the analysis.

❖ **Local Context:** Take into account the unique features of Perinthalmanna Municipality that may impact customer satisfaction, such as local transportation needs and competition from other service providers.

❖ This theoretical framework provides a structured approach to investigating customer satisfaction towards KSRTC in Perinthalmanna, using established models while also considering local context and variables. Researchers can use this framework to guide data collection and analysis for their study.

WEBSITE: www.keralartc.com

FLEETS

The corporation has a fleet of 6241 buses consisting Volvo, Scania, Ashok Leyland, Tata Motors, Eicher Motors and minibuses. The vehicles owned by KSRTC is registered under a dedicated RTO at Thiruvananthapuram with a registration series KL-15. The state has a target to transition the fleet of more than 6000 buses to electric buses by 2025.

SUBSIDIARIES

- **Kerala Urban Road Transport Corporation**: In November 2014, Kerala Urban Road Transport Corporation (KURTC) was formed to operate low-floor buses procured with financial assistance from the Jawaharlal Nehru National Urban Renewal Mission (JNNURM).

- **KSRTC SWIFT:** KSRTC SWIFT (K-SWIFT) is a company formed on 9 November 2021 by KSRTC with an aim to overcome the financial crisis faced by the corporation. K-SWIFT function independently within the KSRTC and operates the long-distance buses of the corporation.

ZONES

There were 5 KSRTC zones until 2018: Thiruvananthapuram, Kollam, Ernakulum, Thrissur and Kozhikode. But it has been reduced to three in 2018.

Name	Districts	Headquarters
South	Thiruvananthapuram, Kollam, Pathanamthitta	Thiruvananthapuram
Central	Alappuzha, Kottayam, Idukki, Ernakulam, Thrissur	Kochi
North	Palakkad, Malappuram, Kozhikkode, Wayanad, Kannur, Kasargod	Kozhikode

The Thiruvananthapuram (south) zone, which includes three districts, has more buses. The north zone (which includes six districts) has 945 buses, most long-distance.

DEPOTS AND WORKSHOPS

KSRTC has 28 depots, 45 sub-depots, 19 operating centers, 28 stationmaster offices, five workshops and three staff-training colleges throughout the state. In 1995, the corporation established the Sree Chitra Thirunal College of Engineering in Pappanamcode at its central workshop. KSRTC has 28 station master (SM) offices in Ambalapuzha, Ayoor, Eenchakkal, Ernakulam Jetty, Ettumanoor, Iritty, Kadakkal, Kaliyakkavila, Kuthiyathode, Malayilkeezh, Mundakkayam, Nagarcoil, Ochira, Pattambi, Pothencode, Puthenkurishu, Tirur, Valanchery, Varkala, Vytila Hub, and staff-training colleges in Trivandrum, Ernakulam and Edappal.

FARES

Service class	Minimum fare	Rate per km for travel above minimum fare
City/Ordinary	₹10	100 paise
City Fast	₹12	103 paise
Fast Passenger/LSFP	₹15	105 paise
Super-Fast Passenger	₹22	78 paise
Super Express	₹28	85 paise
Super Deluxe	₹40	100 paise
Luxury/Hi-tech and AC	₹60	120 paise
Garuda Sanchari/Biaxle Premium	₹45	145 paise
Garuda Maharaja/ Garuda King Class/ Multi-axle Premium	₹100	145 paise
A/C Low Floor	₹26	
Non-A/C Low Floor	₹10	

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

TABLE 4.1 GENDER OF RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	22	44
Female	28	56
Prefer not to say	0	0
TOTAL	**50**	**100**

FIGURE 4.1 GENDER OF RESPONDENTS
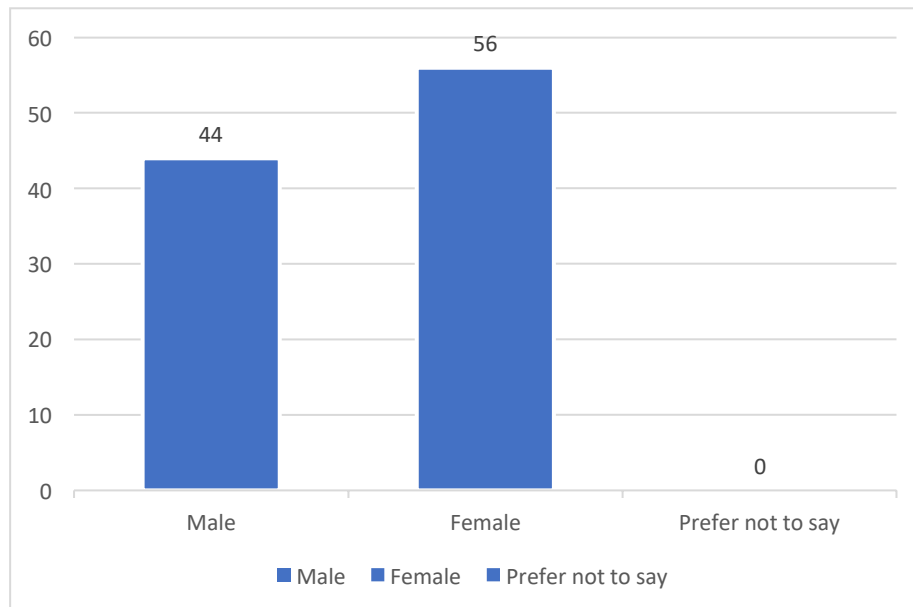
INTERPRETATION

The data suggests that among the 50 respondents, 44% were male and 56% were female, indicating a relatively balanced gender distribution in the sample.

TABLE 4.2 AGE OF RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 20	5	10
20-30	39	78
30-40	3	6
40- 50	2	4
Above 50	1	2
TOTAL	**50**	**100**

DIAGRAM 4.2 AGE OF RESPONDENTS
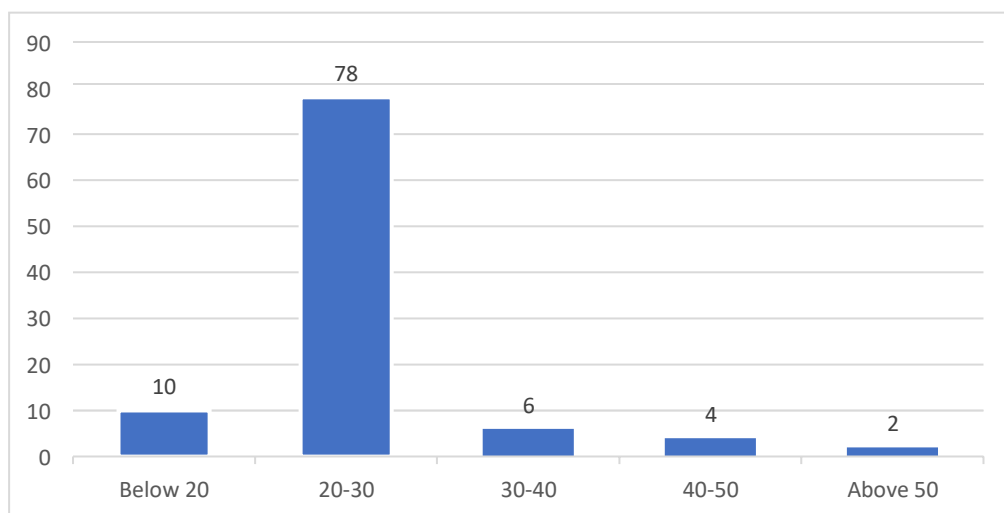
INTERPRETATION

The majority of respondents fall within the age range of 20-30, constituting 78% of the sample. Those below 20 make up 10%, while the age groups of 30-40, 40-50, and above 50 represent 6%, 4%, and 2% respectively. This distribution suggests a concentration of respondents in the 20-30 age bracket.

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TABLE 4.3 EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
SSLC	3	6
Plus two	16	32
UG	28	56
PG	2	4
Other	1	2
TOTAL	50	100

DIAGRAM 4.3 EDUCATIONAL QUALIFICATION
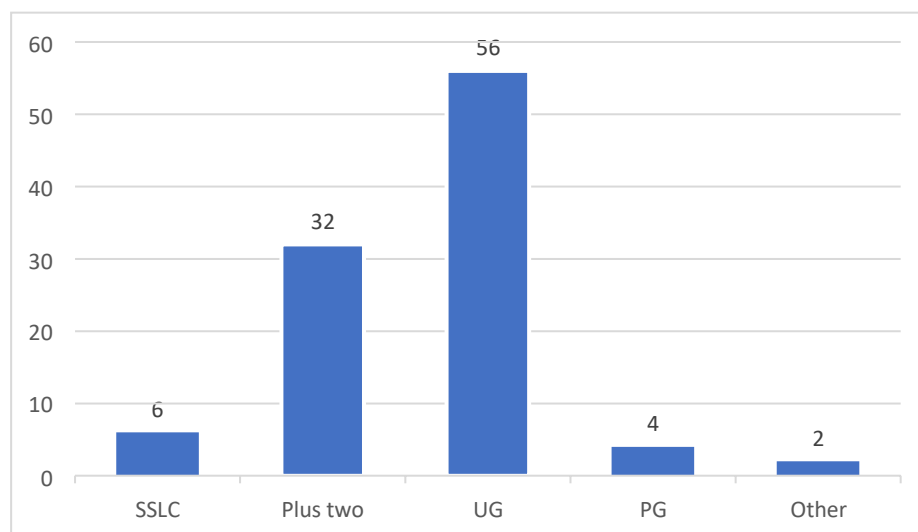
INTERPRETATION

The data reveals a diverse educational background among the respondents. The majority, comprising 56%, hold undergraduate (UG) qualifications, while 32% completed their Plus Two education. Those with SSLC qualifications make up 6%, and 4% have postgraduate (PG) degrees. Additionally, 2% fall into the "Other" category, highlighting a variety of educational levels within the surveyed group.

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TABLE 4.4 FREQUENT USAGE OF PUBLIC TRANSPORTATION

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	37	74
No	3	6
Maybe	10	20
TOTAL	**50**	**100**

DIAGRAM4.4 FREQUENT USAGE OF PUBLIC TRANSPORTATION
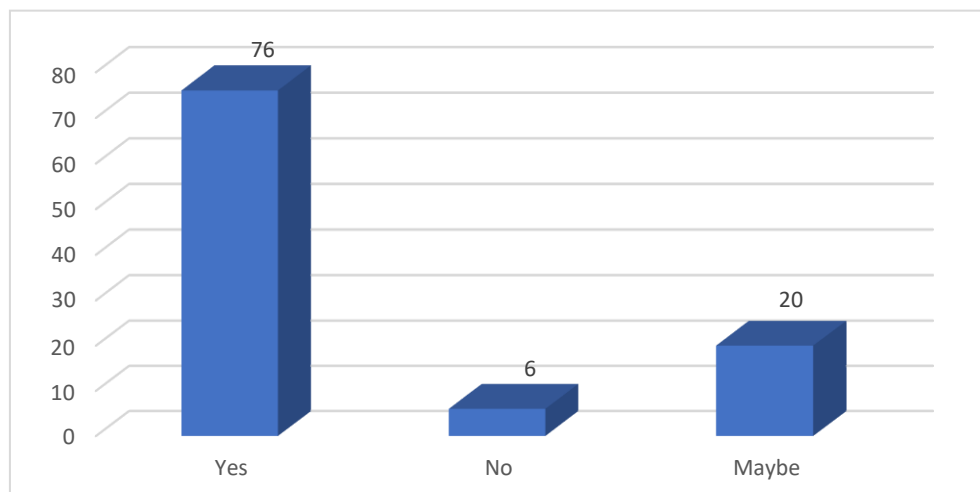
INTERPRETATION

The data indicates that a significant majority, constituting 74% of the respondents, chose "Yes" as their option. A small proportion, 6%, opted for "No," while 20% expressed uncertainty by selecting "Maybe." This suggests a predominant positive inclination among the respondents, with a notable minority being undecided.

TABLE 4.5 RESPONDENT'S FREQUENCY OF KSRTC USAGE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Never	4	8
Very rarely	24	48
Moderately	17	34
Frequently	5	10
TOTAL	**50**	**100**

DIAGRAM 4.5 RESPONDENT'S FREQUENCY OF KSRTC USAGE
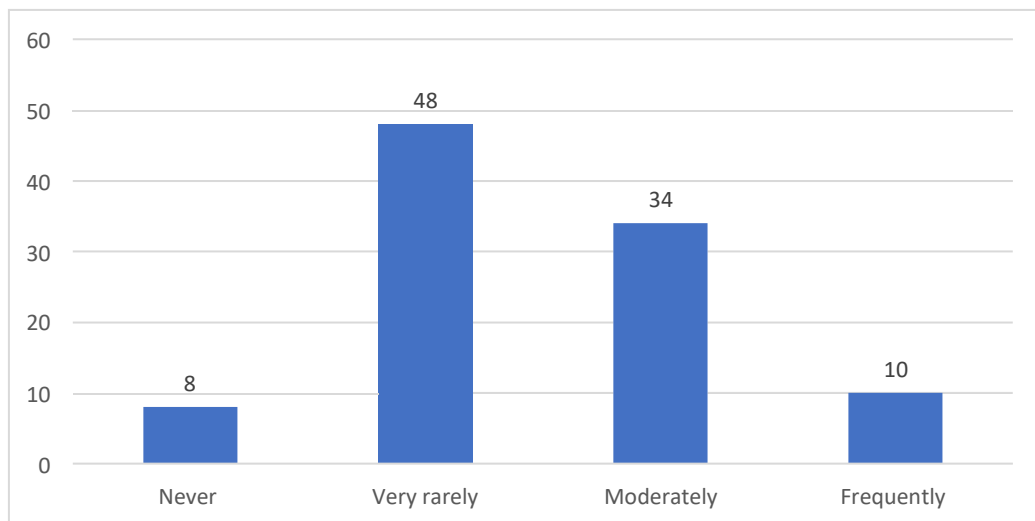
INTERPRETATION

The data illustrates that a considerable portion, 48%, responded with "Very rarely," indicating a low frequency. Following this, 34% chose "Moderately," suggesting a moderate frequency. "Never" was selected by 8% of respondents, while 10% opted for "Frequently." This distribution reflects varying degrees of occurrence among the surveyed options.

TABLE 4.6 PUNCTUALITY RATING OF KSTC BUSES

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Dissatisfied	11	22
Neutral	19	38
Satisfied	19	38
Very satisfied	1	2
TOTAL	**50**	**100**

TABLE 4.6 PUNCTUALITY RATING OF KSTC BUSES
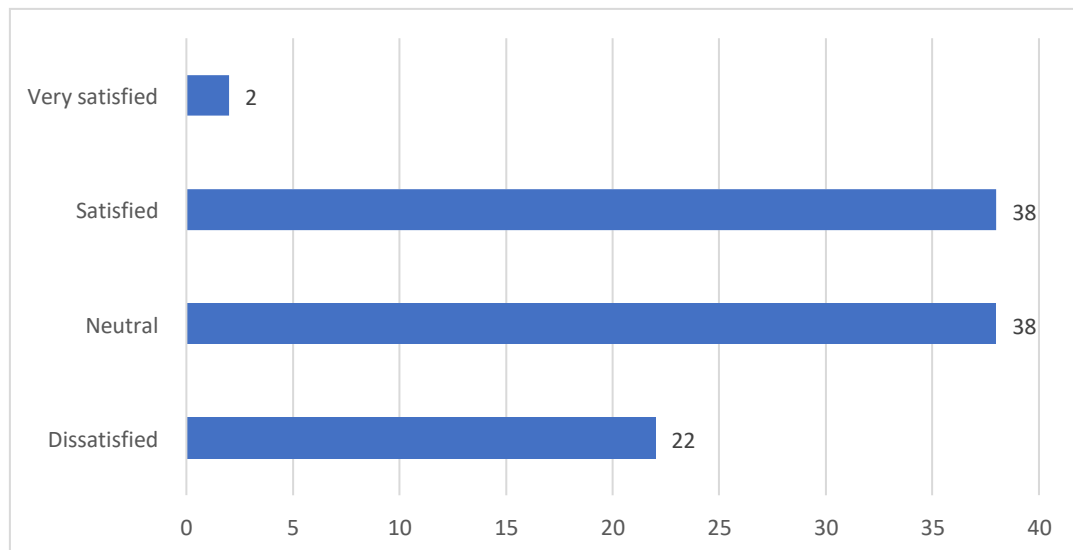
INTERPRETATION

The data reveals a balanced distribution of responses regarding satisfaction levels. A notable 38% of respondents indicated being both "Neutral" and "Satisfied" each, suggesting a mixed sentiment. Additionally, 22% expressed "Dissatisfaction," while only 2% reported being "Very satisfied." This diversity in responses suggests varying degrees of contentment within the surveyed group.

TABLE 4.7 CLEANLINESS AND MAINTENANCE SATISFACTION

Options	No. of respondents	Percentage
Dissatisfied	26	52
Neutral	16	32
Satisfied	6	12
Very satisfied	2	4
Total	**50**	**100**

DIAGRAM 4.7 CLEANLINESS AND MAINTENANCE SATISFACTION
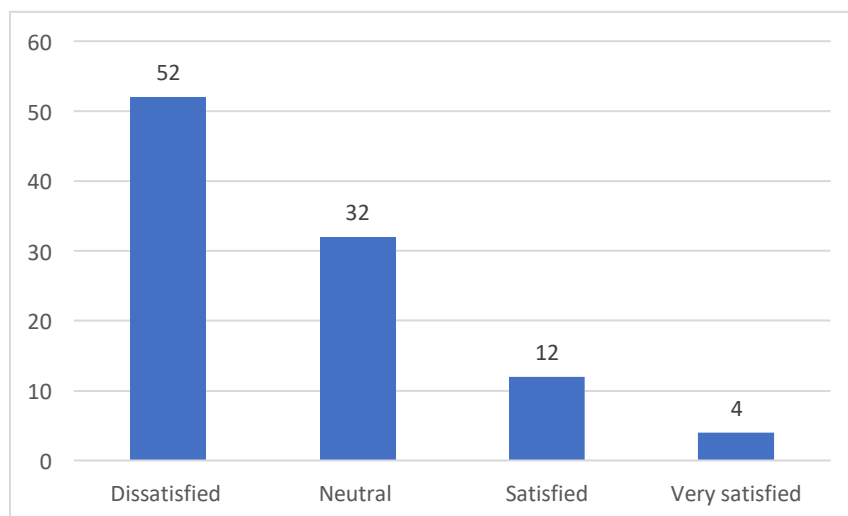
INTERPRETATION

The majority of respondents, comprising 52%, expressed "Dissatisfaction." Meanwhile, 32% reported feeling "Neutral," indicating a sizable portion with no clear positive or negative sentiment. A smaller proportion, 12%, stated being "Satisfied," and 4% reported being "Very satisfied." This distribution suggests a prevailing sense of dissatisfaction among the surveyed group.

TABLE 4.8 SEATING AVAILABILITY RATING

Options	No. of respondents	Percentage
1.Strongly Disagree	5	10
2.Disagree	10	20
3.Neutral	26	52
4.Agree	7	14
5.Strongly Agree	2	4
Total	50	100

DIAGRAM 4.8 SEATING AVAILABILITY RATING
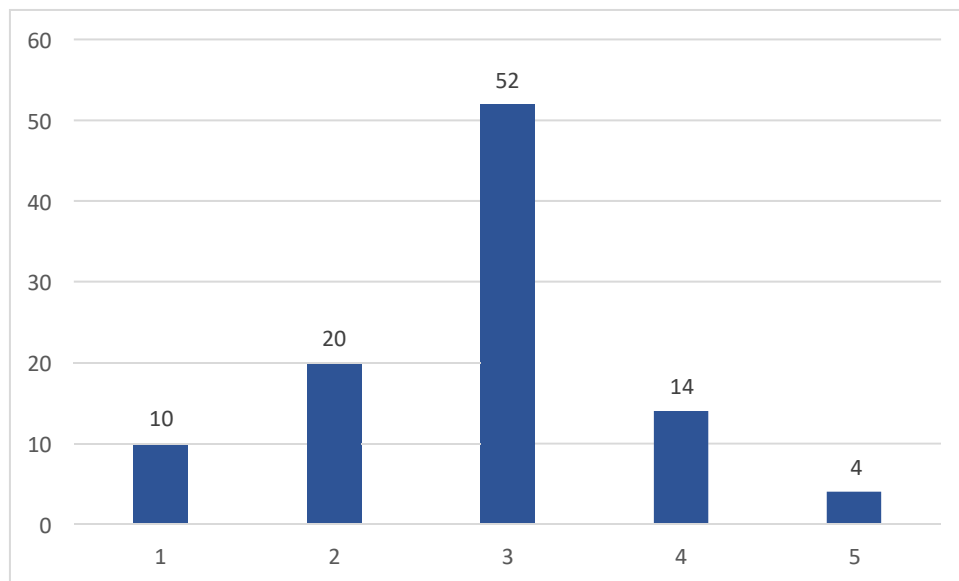
INTERPRETATION

The data reveals a range of responses with respect to the given options. The majority, constituting 52%, selected option "3," indicating a prevalent choice in the middle of the scale. Additionally, 20% chose "2," while 14% and 4% selected options "4" and "5" respectively. The lowest percentage, 10%, opted for "1." This distribution suggests a tendency towards the middle options, reflecting a moderate sentiment among the respondents.

TABLE 4.9 OVERALL SATISFACTION WITH KSRTC SERVICES IN PERINTHALMANNA

Options	No. of respondents	Percentage
Dissatisfied	8	16
Neutral	14	28
Satisfied	23	46
Very satisfied	5	10
Total	**50**	**100**

DIAGRAM 4.9 OVERALL SATISFACTION WITH KSRTC SERVICES IN PERINTHALMANNA
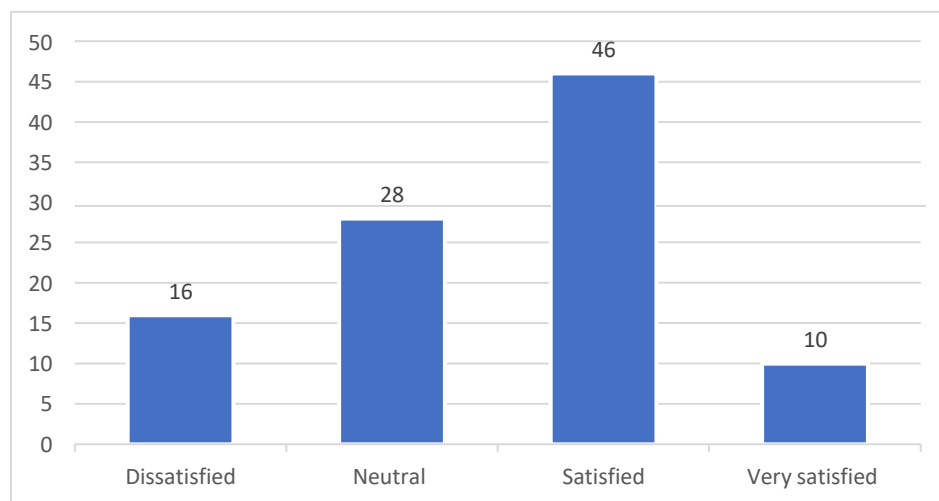
INTERPRETATION

The data indicates a predominantly positive sentiment among the respondents. Notably, 46% expressed being "Satisfied," while 28% chose "Neutral," suggesting a fair number with no clear positive or negative stance. Additionally, 10% reported being "Very satisfied," contributing to an overall favourable sentiment. Dissatisfaction was relatively low at 16%, implying a generally content or positive response from the surveyed group.

TABLE 4.10 STAFF BEHAVIOUR AND POLITENESS SATISFACTION

Options	No. of respondents	Percentage
1.Strongly Disagree	7	14
2.Disagree	19	38
3.Neutral	28	28
4.Agree	7	14
5.Strongly Agree	3	6
Total	**50**	**100**

DIAGRAM 4.10 STAFF BEHAVIOUR AND POLITENESS SATISFACTION
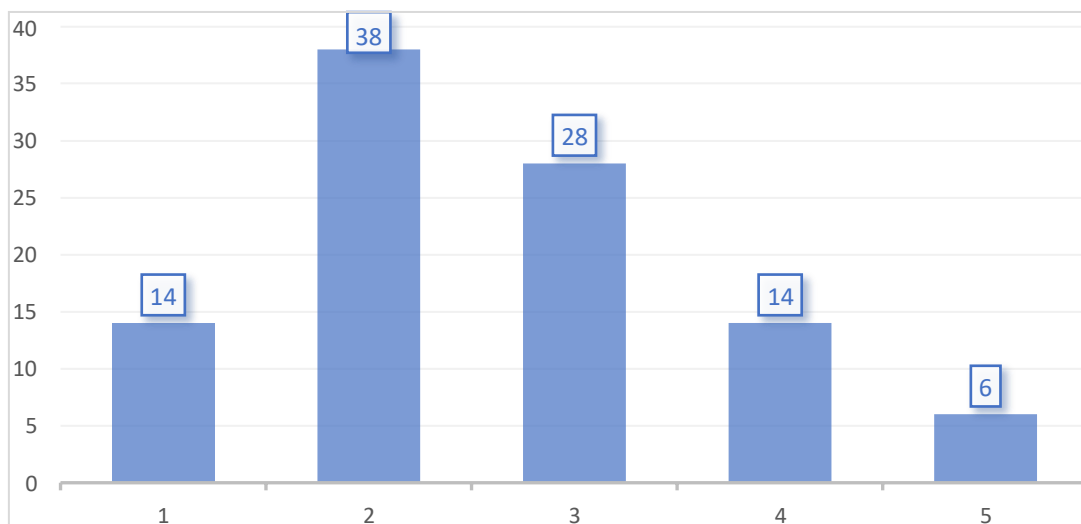
INTERPRETATION

The data reveals a diverse distribution of responses across the provided options. Notably, 38% of respondents chose "2," making it the most common selection. Additionally, 28% opted for "3," reflecting a significant portion favoring the middle of the scale. Options "1" and "4" both garnered 14%, while "5" had the lowest percentage at 6%. This pattern suggests a varied range of opinions among the surveyed group, with no single option dominating the responses.

TABLE 4.11 BOOKING AND TICKETING PROCESS SATISFACTION

Options	No. of respondents	Percentage
Dissatisfied	14	28
Neutral	25	50
Satisfied	11	22
Very satisfied	0	0
Total	**50**	**100**

DIAGRAM 4.11 BOOKING AND TICKETING PROCESS SATISFACTION
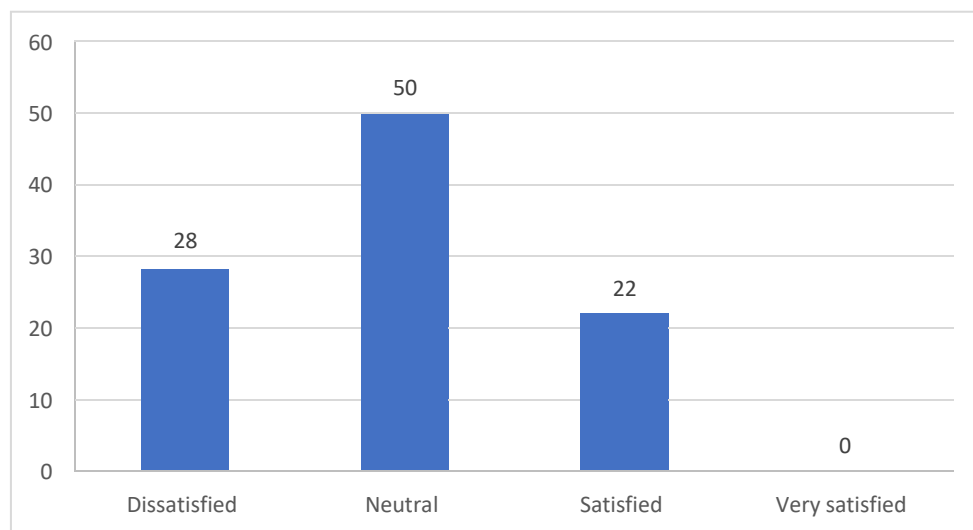
INTERPRETATION

The data suggests a mixed sentiment among respondents. Half of the participants, 50%, indicated a "Neutral" stance, while 28% expressed "Dissatisfaction" and 22% reported being "Satisfied." Notably, there were no responses indicating "Very satisfied." This distribution highlights a significant number of participants with no strong positive or negative sentiment and a notable portion expressing dissatisfaction.

TABLE 4.12 SAFETY AND SECURITY RATING

Options	No. of respondents	Percentage
Poor	20	40
Good	24	48
Very good	4	8
Excellent	2	4
Total	**50**	**100**

DIAGRAM 4.12 SAFETY AND SECURITY RATING
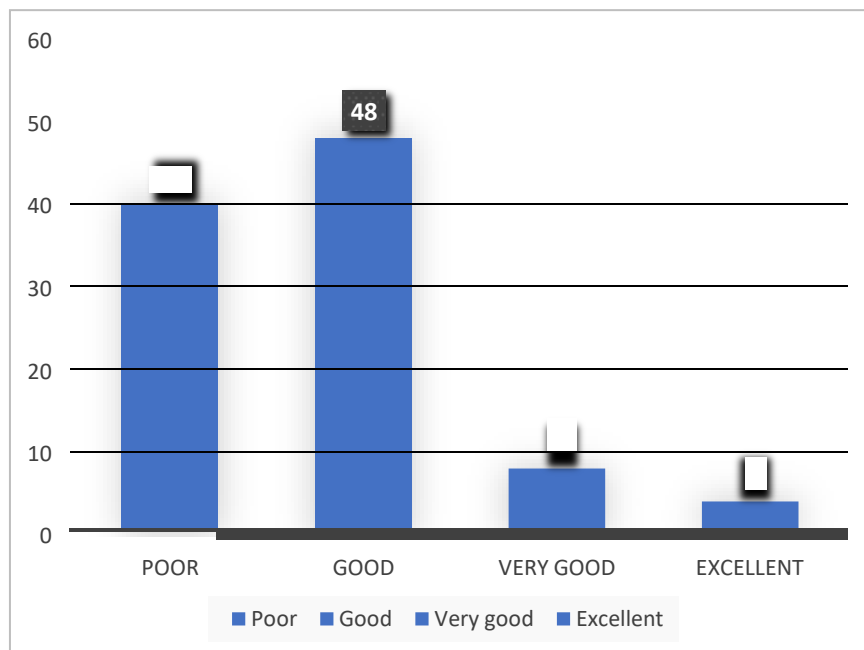
INTERPRETATION

The data reveals a generally positive assessment, with 48% of respondents rating the options as "Good." Additionally, 40% expressed a lower rating of "Poor," while 8% and 4% reported "Very good" and "Excellent" respectively. The absence of respondents rating it as "Very poor" or "Satisfactory" suggests an overall favourable perception of the options, particularly in the "Good" category.

TABLE 4.13 BUS STOPS AND TERMINALS QUALITY RATING

| Options	No. of respondents	Percentage
1.Stongly Disagree	12	24
2.Disagree	14	28
3.Neutral	18	36
4.Agree	4	8
5.Strongly Agree	2	4
Total	**50**	**100**

DIAGRAM 4.13 BUS STOPS AND TERMINALS QUALITY RATING
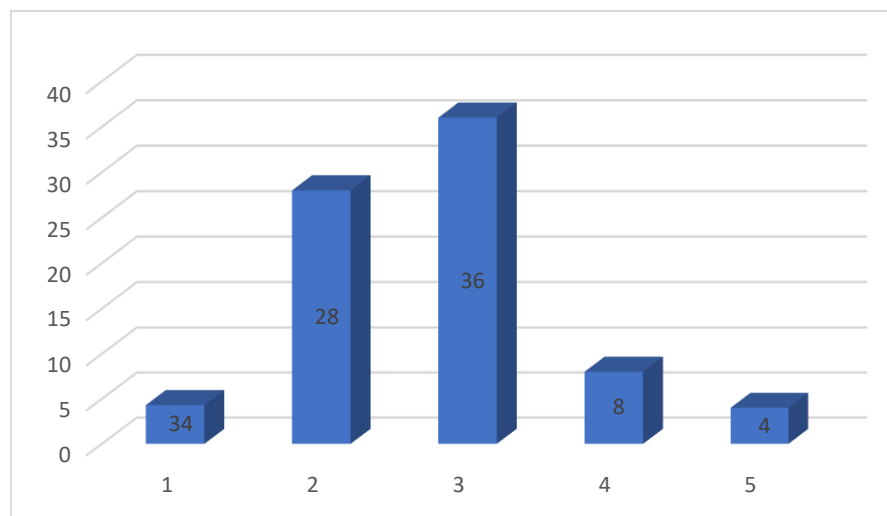
INTERPRETATION

The data illustrates a spread of responses among the provided options. Notably, 36% of respondents chose "3," making it the most common selection. Additionally, 28% opted for "2," and 24% selected "1," indicating a distribution across the lower end of the scale. Options "4" and "5" received 8% and 4% respectively. This pattern suggests a varied range of opinions, with the majority leaning towards the mid-range option "3."

TABLE 4.14 ACCESSIBILITY RATING FOR PEOPLE WIITH DISABILITIES

Options	No. of respondents	Percentage
Dissatisfied	15	30
Neutral	23	46
Satisfied	10	20
Very satisfied	2	4
Total	**50**	**100**

DIAGRAM 4.14 ACCESSIBILITY RATING FOR PEOPLE WIITH DISABILITIES
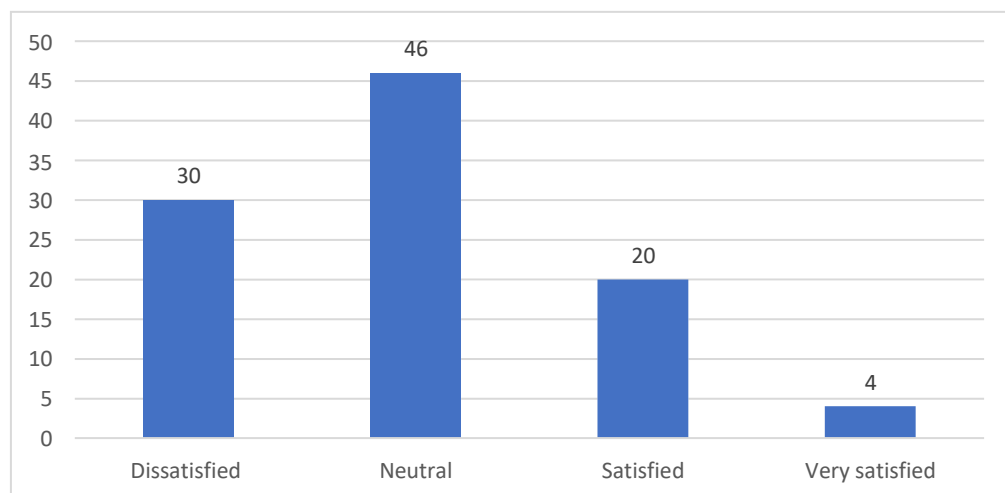
INTERPRETATION

The data suggests a diverse range of sentiments among respondents. A notable 46% expressed a "Neutral" stance, while 30% reported "Dissatisfaction" and 20% indicated "Satisfaction." Additionally, 4% expressed being "Very satisfied." This distribution implies a mix of opinions, with a significant portion of respondents holding a neutral perspective.

TABLE 4.15 AVAILABILITY RATING OF MOBILE APPS AND ONLINE SERVICES FOR KSRTC

Options	No. of respondents	Percentage
Dissatisfied	10	20
Neutral	26	52
Satisfied	13	26
Very satisfied	1	2
Total	**50**	**100**

DIAGRAM 4.15 AVAILABILITY RATING OF MOBILE APPS AND ONLINE SERVICES FOR KSRTC

INTERPRETATION

The data suggests a varied range of sentiments among respondents. A significant 52% expressed a "Neutral" stance, while 26% reported being "Satisfied" and 20% indicated "Dissatisfaction." Additionally, 2% expressed being "Very satisfied." This distribution highlights a considerable number of respondents with a neutral perspective and a mix of both positive and negative sentiments.

TABLE 4.16 ROAD CONDITION RATING FOR KSRTC IN PERINTHALMANNA

Options	No. of respondents	Percentage
1.Strongly Disagree	11	22
2.Disagree	20	40
3.Neutral	11	22
4.Agree	7	14
5. Strongly Agree	1	2
Total	**50**	**100**

DIAGRAM 4.16 ROAD CONDITION RATING FOR KSRTC IN PERINTHALMANNA

INTERPRETATION

The data reflects a varied distribution of responses among the provided options. Notably, 40% of respondents chose "2," making it the most common selection. Additionally, 22% each selected "1" and "3," indicating a balanced distribution in the lower and middle range. Options "4" and "5" received 14% and 2% respectively. This pattern suggests a mix of opinions, with a notable preference for the mid-range option "2."

TABLE 4.17 CUTOMER FEEDBACK RESPONSE SATISFACTION RATING

Options	No. of respondents	Percentage
Dissatisfied	17	34
Neutral	23	46
Satisfied	6	12
Very satisfied	4	8
Total	**50**	**100**

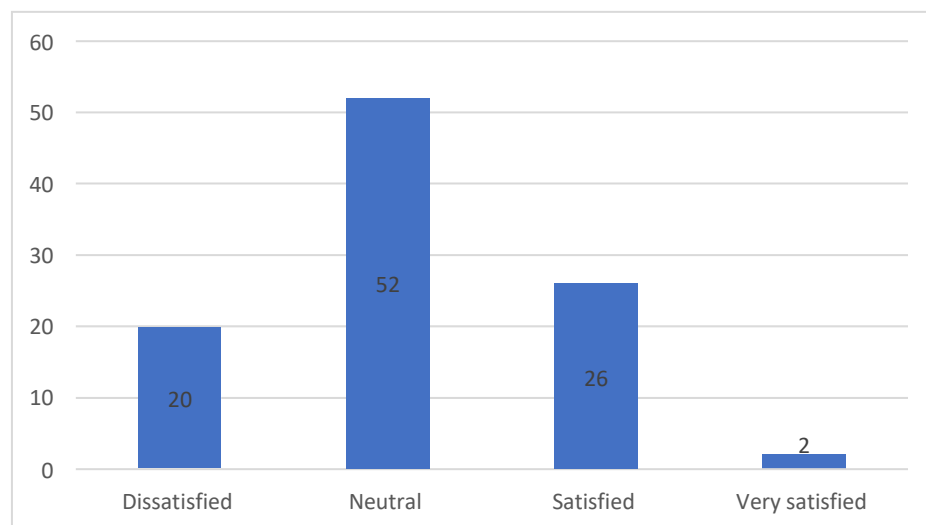# DIAGRAM 4.17 CUTOMER FEEDBACK RESPONSE SATISFACTION RATING

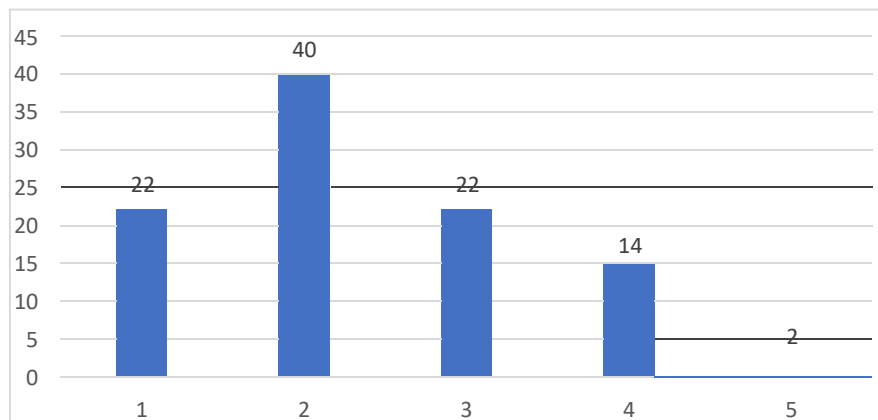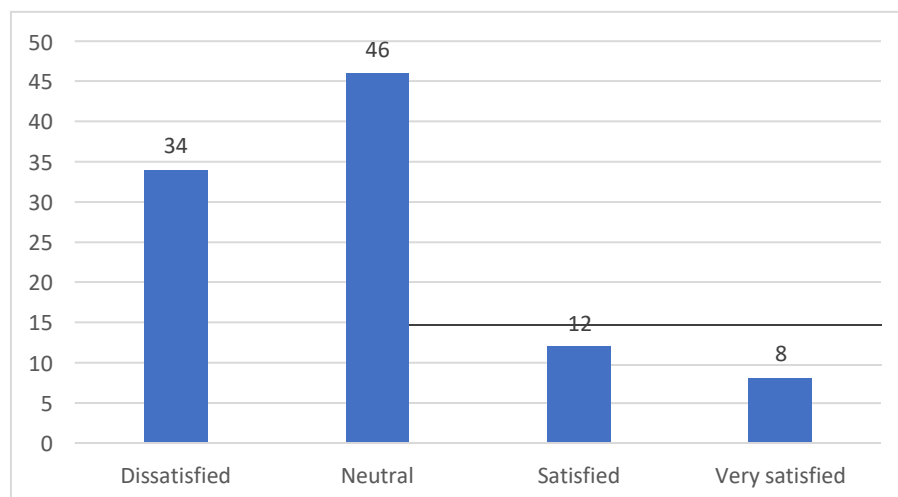## INTERPRETATION

The data suggests a diverse range of sentiments among respondents. A significant 46% expressed a "Neutral" stance, while 34% reported "Dissatisfaction" and 12% indicated "Satisfaction." Additionally, 8% expressed being "Very satisfied." This distribution highlights a considerable number of respondents with a neutral perspective, and a mix of both positive and negative sentiments.

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TABLE 4.18 TICKET COST SATISFACTION

Options	No. of respondents	Percentage
Dissatisfied	15	30
Neutral	21	42
Satisfied	12	24
Very satisfied	2	4
Total	**50**	**100**

DIAGRAM 4.18 TICKET COST SATISFACTION
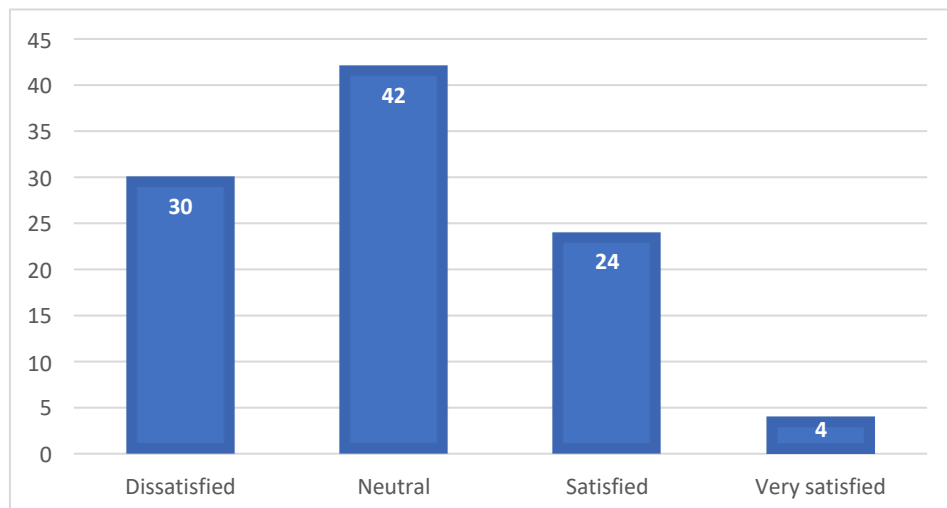
INTERPRETATION

The data reveals a spectrum of sentiments among respondents. A notable 42% expressed a "Neutral" stance, while 30% reported "Dissatisfaction" and 24% indicated "Satisfaction." Additionally, 4% expressed being "Very satisfied." This distribution suggests a mix of opinions, with a significant portion of respondents holding a neutral perspective, along with varying degrees of satisfaction and dissatisfaction.

TABLE 4.19 SEATING AVAILABILITY RATING FOR SENIOR CITIZENS AND PREGNANT WOMEN

Options	No. of respondents	Percentage
1. Strongly Disagree	10	20
2.Disagree	14	28
3.Neutral	17	34
4.Agree	5	10
5. Strongly Agree	4	8
Total	**50**	**100**

DIAGRAM 4.19 SEATING AVAILABILITY RATING FOR SENIOR CITIZENS AND PREGNANT WOMEN
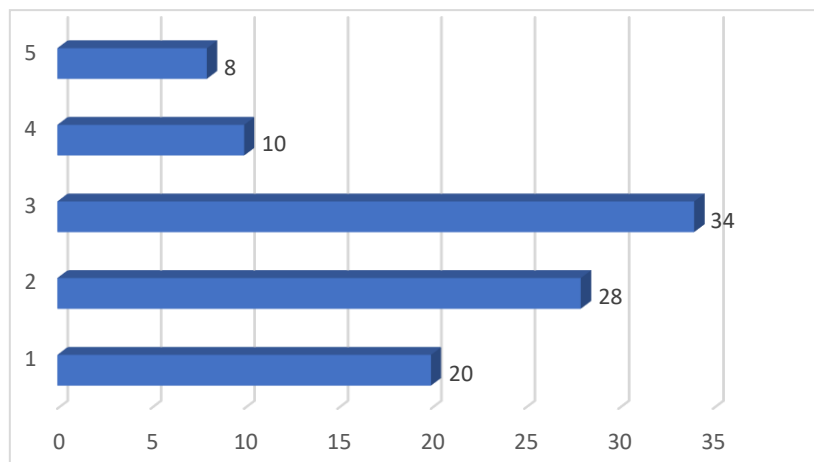
INTERPRETATION

The data illustrates a diverse distribution of responses among the provided options. Notably, 34% of respondents chose "3," making it the most common selection. Additionally, 28% opted for "2," and 20% selected "1," indicating a balanced distribution in the lower to middle range. Options "4" and "5" received 10% and 8% respectively. This pattern suggests a mix of opinions, with a notable preference for the mid-range option "3."

TABLE 4.20 BUS ROUTES AND DESTINATIONS INFORMATION RATING

Options	No. of respondents	Percentage
Dissatisfied	13	26
Neutral	29	58
Satisfied	6	12
Very satisfied	2	4
Total	**50**	**100**

DIAGRAM 4.20 BUS ROUTES AND DESTINATIONS INFORMATION RATING
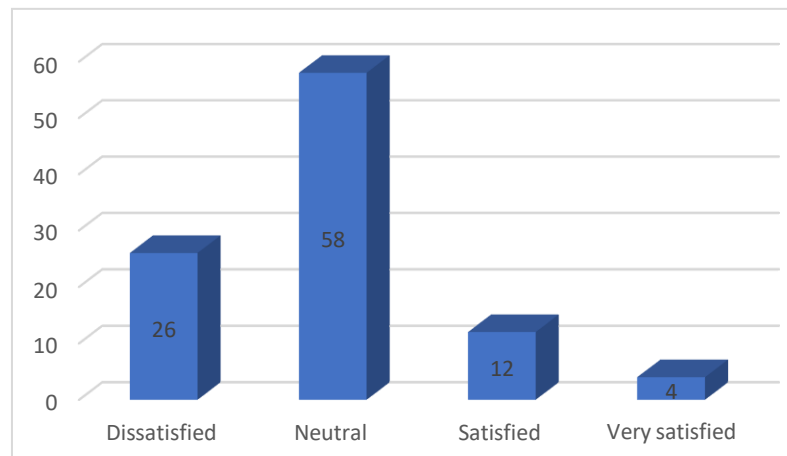
INTERPRETATION

The data indicates a predominantly neutral sentiment among respondents, with 58% expressing a "Neutral" stance. Additionally, 26% reported "Dissatisfaction," while 12% indicated "Satisfaction." A small percentage, 4%, expressed being "Very satisfied." This distribution suggests a significant portion of respondents with no clear positive or negative sentiment, along with a mix of both satisfaction and dissatisfaction.

TABLE 4.21 RESTROOMS AVAILABILITY RATING AT KSRTC TERMINALS

Options	No. of respondents	Percentage
Dissatisfied	20	40
Neutral	23	46
Satisfied	4	8
Very satisfied	3	6
Total	**50**	**100**

DIAGRAM 4.21 RESTROOMS AVAILABILITY RATING AT KSRTC TERMINALS
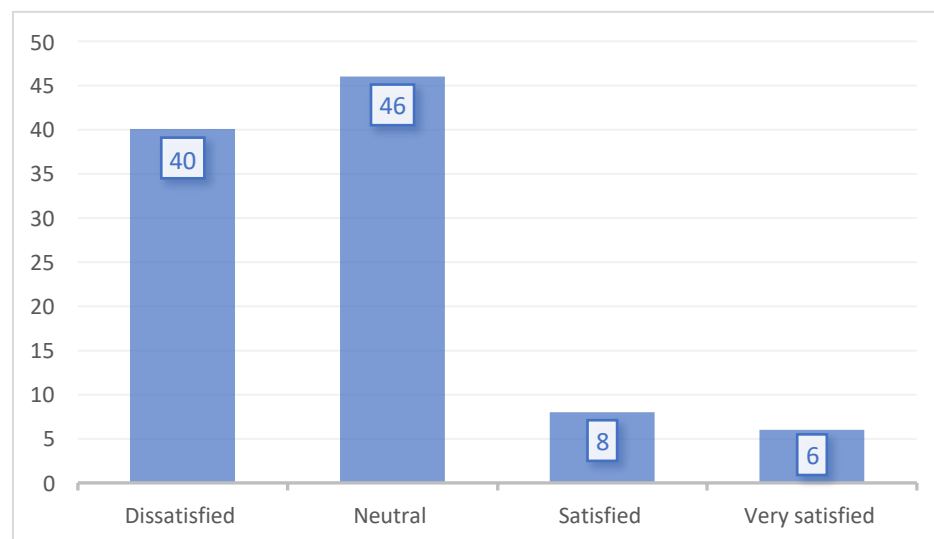
INTERPRETATION

The data indicates a varied range of sentiments among respondents. A substantial 46% expressed a "Neutral" stance, while 40% reported "Dissatisfaction" and 8% indicated "Satisfaction." Additionally, 6% expressed being "Very satisfied." This distribution highlights a significant portion of respondents with a neutral perspective, alongside a mix of both positive and negative sentiments.

TABLE 4.22 ENVIRONMENTAL PRACTICES SATISFACTION

Options	No. of respondents	Percentage
Dissatisfied	9	18
Neutral	33	66
Satisfied	6	12
Very satisfied	2	4
Total	50	100

DIAGRAM 4.22 ENVIRONMENTAL PRACTICES SATISFACTION
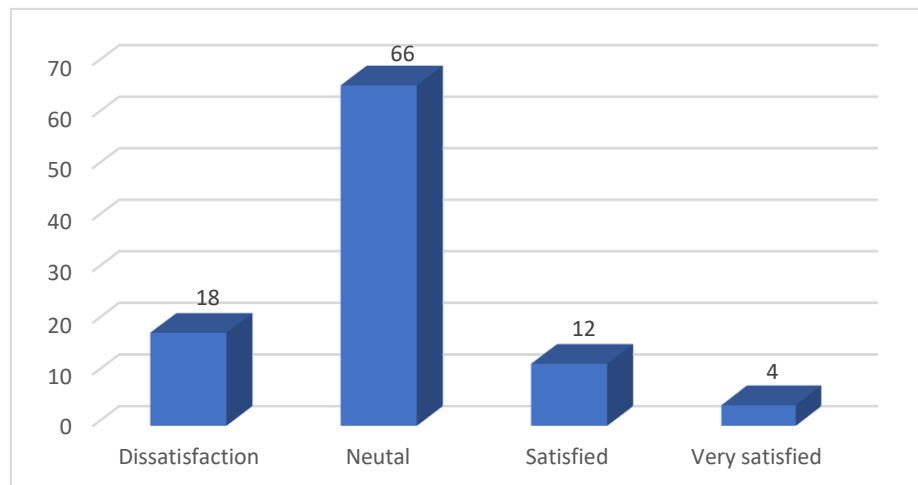
INTERPRETATION

This interpretation represents the satisfaction levels based on respondents. Out of 9 participants, 66% expressed a neutral sentiment, 18% were dissatisfied, 12% were satisfied, and 4% were very satisfied, culminating in a total of 100%.

TABLE 4.23 WI-FI AND ENTERTAINMENT AVAILABILITY RATING ON LONG-DISTANCE BUSES

Options	No. of respondents	Percentage
Dissatisfied	24	48
Neutral	20	40
Satisfied	5	10
Very satisfied	1	2
Total	**50**	**100**

DIAGRAM 4.23 WI-FI AND ENTERTAINMENT AVAILABILITY RATING ON LONG-DISTANCE BUSES
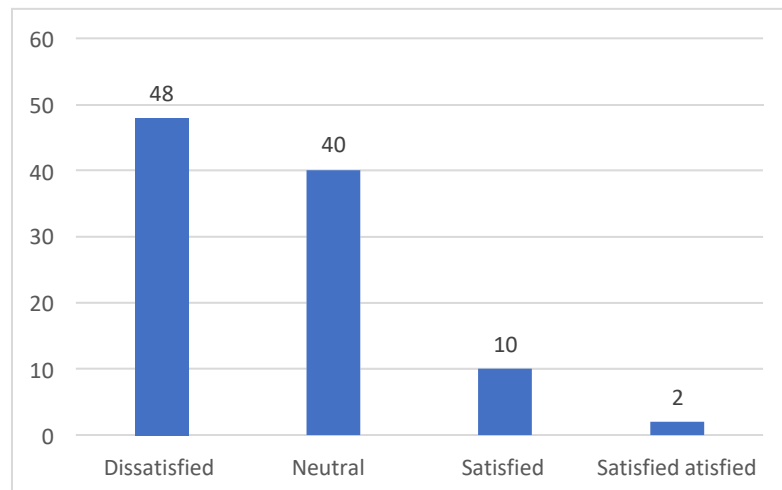
INTERPRETATION

The interpretation illustrates the satisfaction distribution among 24 respondents. Approximately 48% were dissatisfied, 40% expressed a neutral stance, 10% were satisfied, and 2% reported being very satisfied, resulting in a total satisfaction percentage of 100%.

TABLE 4.24 EASE OF FILING COMPLAINTS OR SUGGESTIONS RATING

Options	No. of respondents	Percentage
1.Strongly Disagree	13	26
2.Disagree	18	36
3.Neutral	10	20
4.Agree	4	8
5.Strongly Agree	5	10
Total	**50**	**100**

DIAGRAM 4.24 EASE OF FILING COMPLAINTS OR SUGGESTIONS RATING
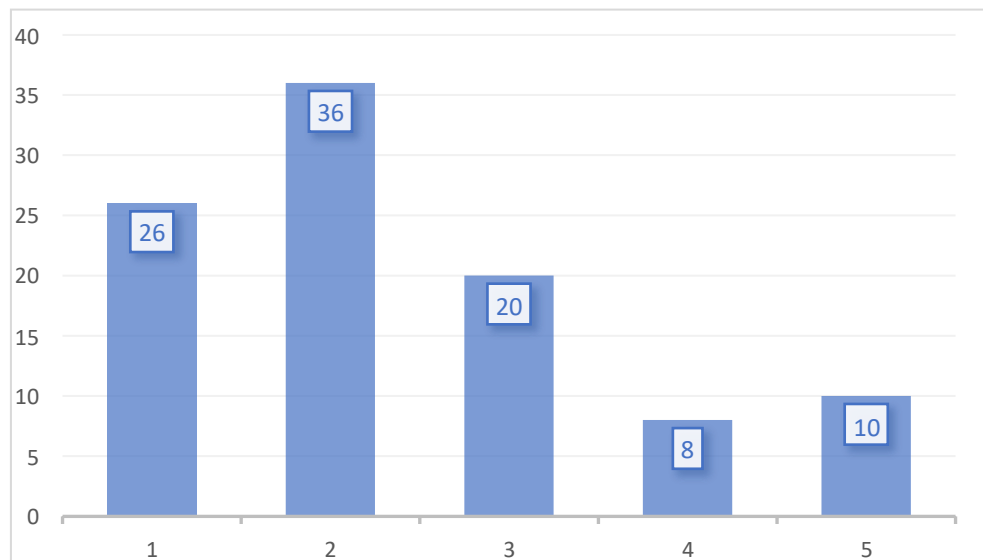
INTERPRETATION

This interpretation reflects the response distribution among 13 participants. Notably, 36% rated Option 2, 26% chose Option 1, 20% favored Option 3, 8% selected Option 4, and 10% preferred Option 5. The cumulative percentages indicate a comprehensive representation, totaling 100%.

TABLE 4.25 SPECIAL SERVICES OR TOUR BOOKING PROCESS SATISFACTION RATING

Options	No. of respondents	Percentage
Dissatisfied	11	22
Neutral	28	56
Satisfied	9	18
Very satisfied	2	4
Total	**50**	**100**

DIAGRAM 4.25 SPECIAL SERVICES OR TOUR BOOKING PROCESS SATISFACTION RATING
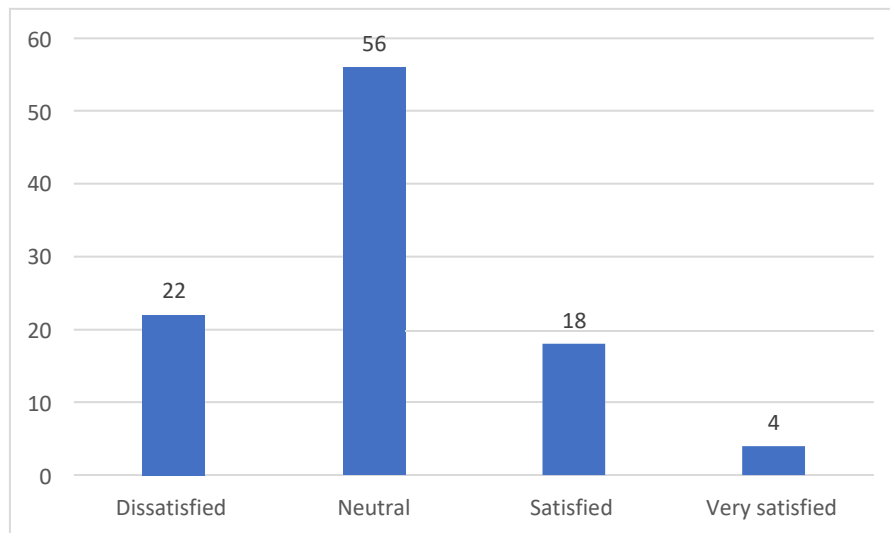
INTERPRETATION

The interpretation reveals the satisfaction levels among 11 respondents. A significant 56% expressed a neutral sentiment, 22% were dissatisfied, 18% reported satisfaction, and 4% indicated being very satisfied. These percentages together represent the overall satisfaction distribution, totaling 100%.

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TABLE 4.26 SEAT COMFORT RATING ON KSRTC BUSES

Options	No. of respondents	Percentage
Dissatisfied	10	20
Neutral	28	56
Satisfied	11	22
Very satisfied	1	2
Total	**50**	**100**

DIAGRAM 4.26 SEAT COMFORT RATING ON KSRTC BUSES
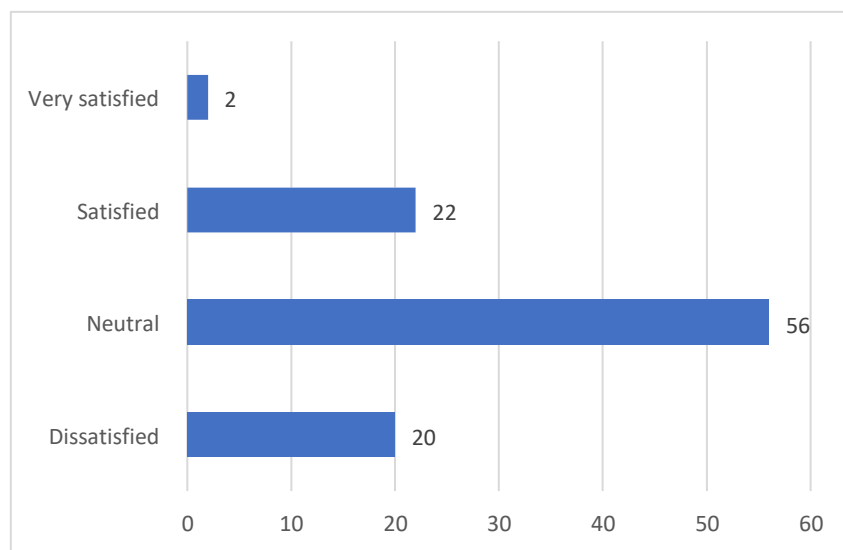
INTERPRETATION

This interpretation outlines the satisfaction distribution among 10 respondents. The results show that 56% were neutral, 22% were satisfied, 20% expressed dissatisfaction, and 2% reported being very satisfied. The total percentage indicates a comprehensive overview, summing up to 100%.

TABLE 4.27 CUSTOMER SUPPORT RESPONSE TIME SATISFACTION

Options	No. of respondents	Percentage
Dissatisfied	14	28
Neutral	25	50
Satisfied	11	22
Very satisfied	0	0
Total	**50**	**100**

DIAGRAM 4.27 CUSTOMER SUPPORT RESPONSE TIME SATISFACTION
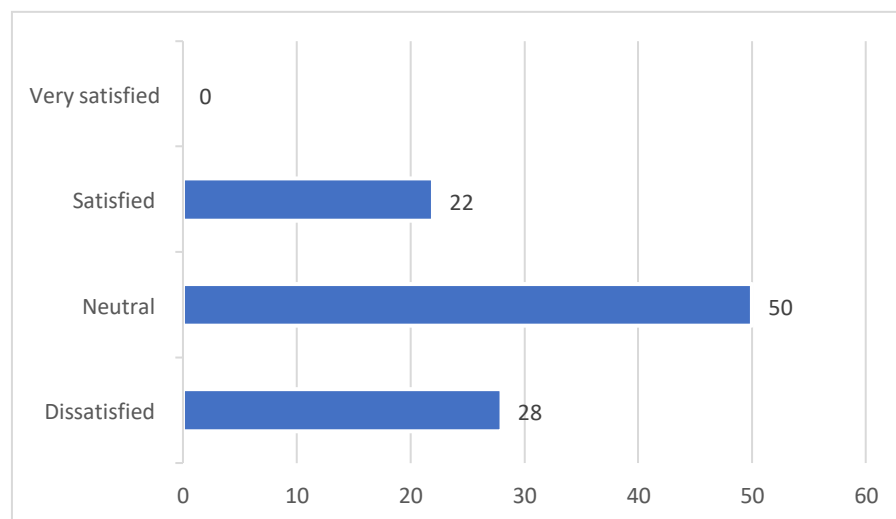
INTERPRETATION

The interpretation illustrates the satisfaction levels from 14 respondents. The breakdown shows that 50% were neutral, 28% expressed dissatisfaction, 22% reported satisfaction, and none indicated being very satisfied. The cumulative percentages present a comprehensive overview, totaling 100%.

TABLE 4.28 RELIABILITY RATING DURING ADVERSE WEATHER CONDITIONS

Options	No. of respondents	Percentage
Dissatisfied	14	28
Neutral	25	50
Satisfied	8	16
Very satisfied	3	6
Total	**50**	**100**

DIAGRAM 4.28 RELIABILITY RATING DURING ADVERSE WEATHER CONDITIONS
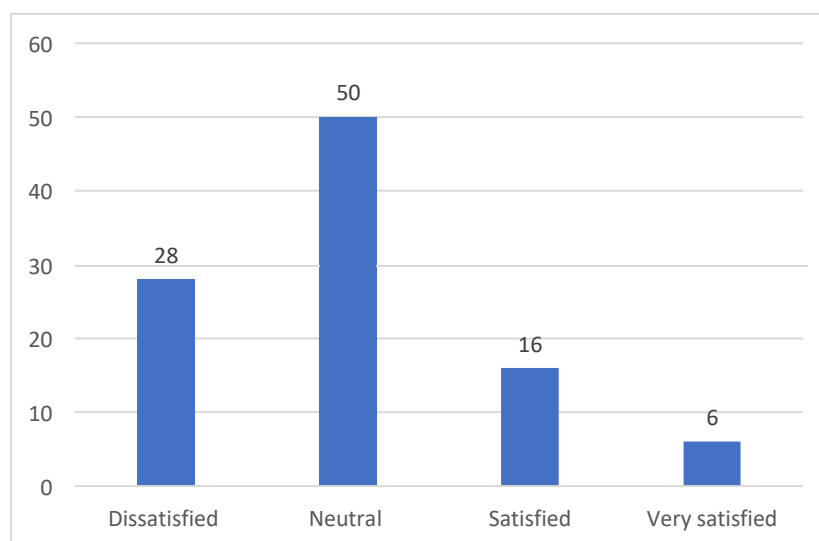
INTERPRETATION

The interpretation reveals the satisfaction distribution among 14 respondents. Approximately 50% expressed a neutral stance, 28% reported dissatisfaction, 16% indicated satisfaction, and 6% were very satisfied. These percentages together provide a comprehensive overview, totalling 100%.

TABLE 4.29 REAL-TIME TRACKING AND UPDATES AVAILABILITY RATING

Options	No. of respondents	Percentage
1.Strongly Disagree	13	26
2.Disagree	15	30
3.Neutral	15	30
4.Agree	4	8
5.Strongly Agree	3	6
Total	**50**	**100**

DIAGRAM 4.29 REAL-TIME TRACKING AND UPDATES AVAILABILITY RATING
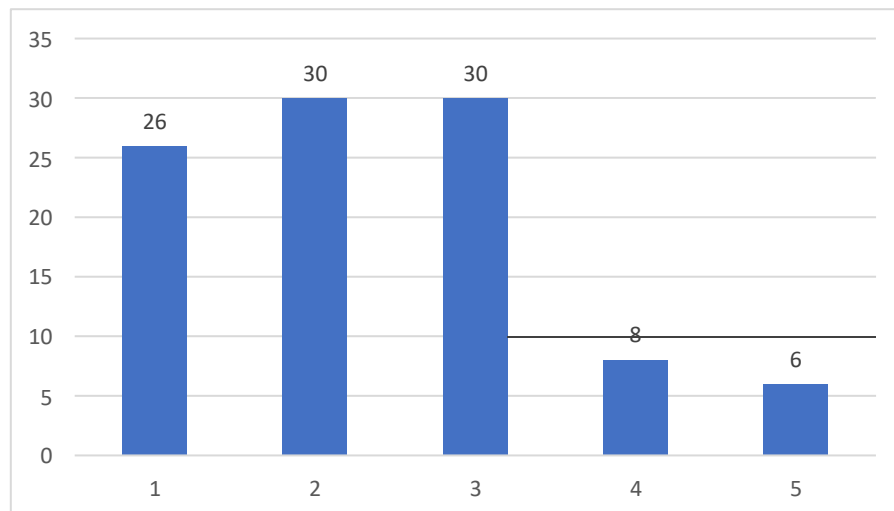
INTERPRETATION

This interpretation outlines the responses from 13 participants. The distribution indicates that 30% each preferred Options 2 and 3, 26% chose Option 1, 8% favored Option 4, and 6% selected Option 5. The cumulative percentages provide a comprehensive representation, totaling 100%.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1. The sample exhibits a fairly balanced gender distribution, with 44% male and 56% female respondents.

2. A notable concentration of respondents falls within the 20-30 age range, constituting 78%, indicating a demographic focus in this age bracket.

3. Respondents showcase diverse educational backgrounds, with 56% holding undergraduate qualifications and 32% completing Plus Two education, reflecting a varied sample.

4. The majority of respondents, 74%, expressed a positive inclination by choosing "Yes," while 20% were uncertain ("Maybe"), suggesting a prevalent positive sentiment.

5. Response frequencies indicate that 48% "Very rarely" engage in the given activity, while 34% do so "Moderately," highlighting varying degrees of occurrence.

6. Satisfaction levels among respondents vary, with 38% expressing both "Neutral" and "Satisfied," and only 2% reporting being "Very satisfied," showcasing mixed sentiments.

7. A prevailing sense of dissatisfaction is evident among 52% of respondents, with 32% feeling "Neutral," indicating a significant portion with no clear positive or negative sentiment.

8. A tendency towards middle options is observed, with 52% selecting option "3," suggesting a moderate sentiment among respondents.

9. Predominantly positive sentiments are reflected, with 46% being "Satisfied," 28% "Neutral," and 10% "Very satisfied," indicating overall contentment.

10. Varied opinions are evident, with 38% favoring option "2" and 28% choosing "3," showcasing a range of preferences among respondents.

11. A mixed sentiment is observed, with 50% neutral, 28% dissatisfied, and 22% satisfied, highlighting a significant number of participants with no strong positive or negative stance.

12. Generally positive perceptions prevail, as 48% rate the options as "Good," with lower ratings of "Poor" at 40%, suggesting an overall favorable assessment.

13. Opinions are spread, with 36% selecting "3" as the most common choice, indicating a varied range of preferences among respondents.

14. A mix of sentiments is observed, with 46% neutral, 30% dissatisfied, and 20% satisfied, reflecting diverse perspectives among respondents.

15. Varied sentiments are evident, with 52% neutral, 26% satisfied, and 20% dissatisfied, indicating a mix of positive and negative opinions.

16. Opinions are diverse, with 40% favoring option "2," suggesting a preference for the middle range among respondents.

17. A range of sentiments is evident, with 46% neutral, 34% dissatisfied, and 12% satisfied, showcasing varied perspectives among respondents.

18. Opinions are diverse, with 42% neutral, 30% dissatisfied, and 24% satisfied, indicating a mix of sentiments within the sample.

19. Preferences vary, with 34% choosing "3" as the most common option, reflecting diverse opinions among respondents.

20. A predominantly neutral sentiment is noted, with 58% expressing neutrality, alongside 26% dissatisfaction and 12% satisfaction.

21. A varied range of sentiments is observed, with 46% neutral, 40% dissatisfied, and 8% satisfied, showcasing diverse perspectives within the sample.

22. Among 9 participants, a majority (66%) expressed a neutral sentiment, indicating a balanced range of satisfaction levels, with 18% dissatisfied, 12% satisfied, and 4% very satisfied, totaling 100%.

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23. In a group of 24 respondents, satisfaction varied, with 48% expressing dissatisfaction, 40% having a neutral stance, 10% reporting satisfaction, and 2% indicating very satisfaction, presenting a diverse satisfaction distribution summing up to 100%.

24. Among 13 participants, diverse preferences emerged, with 36% favoring Option 2, 26% choosing Option 1, 20% preferring Option 3, 8% selecting Option 4, and 10% opting for Option 5, forming a comprehensive representation totaling 100%.

25. In a sample of 11 respondents, satisfaction levels were nuanced, with 56% expressing neutrality, 22% dissatisfaction, 18% satisfaction, and 4% very satisfaction, presenting a varied satisfaction distribution totaling 100%.

26. Among 10 participants, the satisfaction spectrum was diverse, with 56% expressing neutrality, 22% satisfaction, 20% dissatisfaction, and 2% very satisfaction, providing a comprehensive overview totaling 100%.

27. In a group of 14 respondents, satisfaction levels varied, with 50% expressing neutrality, 28% dissatisfaction, and 22% satisfaction, while none indicated being very satisfied, forming a comprehensive overview totaling 100%.

28. Findings: Among 14 participants, satisfaction varied, with approximately 50% expressing neutrality, 28% dissatisfaction, 16% satisfaction, and 6% very satisfaction, providing a well-distributed overview totaling 100%.

29. In responses from 13 participants, diverse preferences were evident, with 30% each favoring Options 2 and 3, 26% choosing Option 1, 8% preferring Option 4, and 6% selecting Option 5, offering a comprehensive representation totaling 100%.

SUGGESTIONS

- Age-Group Analysis: Investigate the specific needs and preferences of the 20-30 age group, which constitutes a significant portion of the respondents, to tailor services accordingly.

- Education Impact: Explore how respondents' educational backgrounds influence their satisfaction levels, focusing on variations between those with undergraduate qualifications and Plus Two education.

- Positive Inclination Exploration: Examine the factors contributing to the positive inclination of 74% of respondents, seeking insights into what aspects of KSRTC services contribute to this sentiment.

- Activity Engagement Patterns: Understand the engagement patterns of respondents in the given activity, particularly the 48% who "Very rarely" participate and the 34% who do so "Moderately."

- Mixed Sentiments Analysis: Investigate the factors contributing to mixed sentiments among respondents who expressed both "Neutral" and "Satisfied" at 38%, seeking clarity on the underlying reasons.

- Dissatisfaction Investigation: Explore the reasons behind the prevailing sense of dissatisfaction among 52% of respondents, distinguishing between those who feel "Neutral" and those dissatisfied.

- Option 3 Tendency: Examine the reasons for the tendency towards selecting option "3" by 52% of respondents, understanding what moderate sentiments it represents.

- Overall Contentment Inquiry: Search deeper into the mostly positive sentiments (46% "Satisfied" and 10% "Very satisfied") to

    identify specific aspects contributing to overall contentment.

- Option 2 Preference Analysis: Explore the factors leading 38% of respondents to favor option "2," understanding the preferences within this segment.

- Satisfaction Distribution Study: Analyze the satisfaction distribution among smaller participant groups, as seen in instances where satisfaction levels vary among 9, 13, 10, 14, and 28 participants, seeking differentiated insights into diverse perspectives.

CONCLUSION

The study was conducted to find out the customer satisfaction towards KSRTC 50 samples were selected from Perinthalmanna Municipality. Convenient sampling method is used and data are collected by using well-structured questionnaire and the ultimate findings are concluded in this report.

In conclusion, the survey on customer satisfaction towards KSRTC with special reference to Perinthalmanna municipality reveals a demographically diverse sample, primarily composed of individuals aged 20-30 with varied educational backgrounds. The majority express a positive inclination towards KSRTC services, as evidenced by a 74% affirmative response. Additionally, the engagement frequency data suggests varying levels of involvement, with 48% indicating very rare participation and 34% expressing moderate engagement in the given activities. These findings collectively provide insights into the nuanced perspectives and preferences of the surveyed population.

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ANNEXURE

QUESTIONNAIRE

"A STUDY ON CUSTOMER SATISFACTION TOWARDS KSRTC WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY"

Dear Sir / Madam

I am ZAID MUHAMMED, BBA student of AL JAMIA ARTS AND SCIENCE COLLEGE POOPALAM. I am working on my project "A STUDY ON CUSTOMER SATISFACTION TOWARDS KSRTC WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY". Therefore, I request you to give me your valuable feedback on this questionnaire. The information will be kept confidential and used for academic purposes only.

1) Name

2) Gender

       a) Male b) Female c) prefer not to say

3) Age

       a) Below 20 b) 20-30 c) 30-40 d) 40-50 e) Above 50

4) Education qualification

       a) SSLC b) +2 c) UG d) PG e) other

5) Do you frequently use public transportation

       a) Yes

       b) No

6) How frequently do you use KSRTC for travelling:

a) Does not use

b) Very rarely

c) Moderately

d) Frequently

7) How would you rate the punctuality of KSRTC buses?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

8) How satisfied are you with the cleanliness and maintenance of KSRTC buses?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

9) Rate the availability of seating on KSRTC buses.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

10) Overall, how satisfied are you with KSRTC services in Perinthalmanna?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

11) How would you rate the behavior and politeness of KSRTC staff?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

12) How satisfied are you with the booking and ticketing process?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

13) Rate the safety and security on KSRTC buses.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

14) How would you rate the quality of KSRTC bus stops and terminals?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

15) Rate your experience with the accessibility of KSRTC services for people with disabilities.

a) Dissatisfied

 b) Neutral

c) Satisfied

d) Very Satisfied

16) Rate the availability of mobile apps or online services for KSRTC.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

17) How would you rate the condition of roads used by KSRTC in Perinthalmanna?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

18) Rate your satisfaction with KSRTC's response to customer feedback.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

19) How satisfied are you with the cost of KSRTC tickets?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

20) Rate the availability of seating for senior citizens and pregnant women.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

21) How would you rate the information provided on bus routes and destinations?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

22) Rate the availability of restrooms at KSRTC terminals.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

23) How satisfied are you with the environmental practices of KSRTC?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

24) Rate the availability of Wi-Fi or entertainment on long-distance buses.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

25) How would you rate the ease of filing complaints or suggestions with KSRTC?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

26) Rate your satisfaction with the booking process for special services or tours.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

27) How do you feel about the comfort of the seats on KSRTC buses?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

28) How satisfied are you with the response time of KSRTC customer support?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

29) Rate the reliability of KSRTC services during adverse weather conditions.

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied

30) How would you rate the availability of real-time tracking and updates for KSTC buses?

a) Dissatisfied

b) Neutral

c) Satisfied

d) Very Satisfied