

Passengers' Satisfaction among the Private Bus Transport Services in Mayiladuthurai

Dr.M. Rajarajan¹, B. Manikandan², Dr.S. Raja Narayanan^{3*}

¹Associate Professor, Department of Commerce, Annamalai University, Annamalai Nager, India.

²PhD., Researcher Scholar, Department of Commerce, Annamalai University, Annamalai Nager, India.

³Associate Professor, Dayananda Sagar University, Bangalore, India. E-mail: drrajanarayanan@gmail.com

Abstract

Aim: In the present study analyze the passengers' satisfaction with private bus services in Mayiladuthurai. **Objectives:** To determine the level of passenger satisfaction with private bus transportation operations in the research area. **Analysis:** This study analyses the various dimensions of passenger satisfaction with private's bus services. **Sampling:** The researcher is exploring a random model as a result. **Finding:** It highlights the perception level of satisfaction of private bus passengers and the need for various improvements. **Summary:** According to the report, private bus passengers are satisfied with both statutory safety levels incurred. So, various strategies should be developed to overcome the level of discontent in the particular location are presented. As a consequence, passengers' satisfaction with private bus services in Mayiladuthurai the researched region should be improved study.

Keywords: Passenger Satisfaction, Private Bus Services, Service Quality.

DOI: 10.47750/pnr.2022.13.S03.183

INTRODUCTION

Road transportation is necessary in human existence to achieve a range of goals. The city's growth and mobility from one area to another are closely linked. The major purpose of this research is to investigate the passengers satisfaction of private bus transport services in Mayiladuthurai. The current economic development process, as well as the rapid growth of cities, relies heavily on-road transportation. Road transportation is the most significant mode of transportation since mobility is inherent in human nature. This simply refers to a person's movement from one location to another in search of comfort, daily necessities, and a for his bread and butter. It is impossible to overestimate the importance of road transportation in human life. It is capable of transporting people or materials from one location to another, and Mayiladuthurai private bus Transport has played a significant role in this regard for ordinary people in villages and cities. It is necessary for bus vehicles to arrive at their destination. Since independence, passenger road transport in India has risen significantly, establishing itself as a unique industry with great future potential. In a metropolitan area, a city, or a village, transportation is critical. Mayiladuthurai population has grown rapidly in recent decades due to the availability of work opportunities, education, and tourism attractions in the surrounding area. Due to the growing population, public transportation is under tremendous strain to provide people

with the mobility they require to pursue their various objectives. Today, urban transportation has become a major issue in major cities; transportation is essential for enhancing trade, maintaining national relationships, and allowing individuals to improve their quality of life. The current state of the world is largely due to advancements in transportation technology. Mayiladuthurai passenger transportation has a bright future ahead since it is developing at a rapid speed, which is vital for transferring people from one part of the city to another.

The bus transportation service is growing in importance in several countries. In today's globally competitive environment, providing excellent service is seen as a critical strategy for success and survival. Bus transportation agencies in the government are under growing pressure to improve service and efficiency. Passengers' wants and expectations are changing when it comes to government or private services and their quality criteria. The purpose of this study is to investigate service quality concepts and how they are implemented in public and private bus transportation in the Mayiladuthurai District. Using a basic comparison technique, the study investigates the gap between passengers' general expectations of service and their assessment of the service given by a single service provider. The goal of this research is to evaluate how closely customer service expectations and front-line staff perspectives on customer expectations align. This method

has been widely used to assess the quality of private-sector services, but it has been used less frequently in government services. Firms are now competing to provide services to society in every marketing environment and all over the world. The service provided differs depending on the economic circumstances. In the Indian economy, both the public and private sectors provide services.

Scope of the Study

This study was conducted to determine passengers' satisfaction with private bus operations. The interview schedules were created based on a survey of passenger satisfaction. The major goal of this study is to determine the level of passenger satisfaction among passengers in private bus operations. The survey also looks into all aspects of passengers' satisfaction in private bus operations.

Need for the Study

A satisfied passenger is a valuable asset in any service company, and providing effective service is the best way to cut through the competition and keep up with globalization, privatization, and other business trends. To stay afloat, private bus transportation must enhance its operations. The current study focuses on enhancing passengers' job satisfaction and improving private bus services by increasing passengers' satisfaction. In a rural location, road passenger transportation is critical. The bus provides this vital kind of transportation. If any services industry is to compete, it must achieve economic success, especially as globalization and privatisation become more prevalent. The operation of the private bus must be improved.

Significance of the Study

In towns, cities, and metros, a large number of people utilize bus services and enjoy the benefits of buses in all cases. The bus has become a need for maintaining economic stability since it provides high-quality service and consumer happiness.

REVIEW OF LITERATURE

According to this study, only one factor – quality and perceived value – has a direct or indirect impact on passenger satisfaction. The results of this study are consistent with previous research on transportation. The present study found that passenger expectation towards private bus service has a direct and significant impact on perceived quality, perceived value and passenger satisfaction level. In other words, passenger expectation not only has a direct impact on their level of satisfaction, but also has an indirect impact on passenger satisfaction through perceived quality and perceived value. This finding is consistent with those of **Shen et al and Zhang et al.** The findings also confirmed the positive influence of perceived quality on perceived value and passenger satisfaction,

reported in various previous researches. **Lai, W et.al, Weinstein, A and Paramita, P** Similar to the evidence provided by previous studies, the structured questionnaire used in this study justifies the significant and positive influence of perceived value on satisfaction with private bus service. Therefore, passenger expectation, perceived quality and perceived value can be considered as antecedents of passenger satisfaction with private bus service in Mayiladuthurai. Among the three factors affecting passenger satisfaction level of Mayiladuthurai private bus service, quality was found to be the strongest determinant of satisfaction among passengers. This finding is consistent with recent works in the field of public transportation. It is evident that passengers using omni bus services are highly satisfied with private bus in this environment as the service is beyond their expectations. In other words, higher quality of service leads to higher satisfaction with private bus services. According to **Ibrahim et al.** Punctuality, number of journeys per day, ticket price or pass types, cleanliness and comfort in bus and station, safety in transit and station, customer service and many other important elements of service quality. Perceived service quality and passenger satisfaction have been shown to influence private bus transport. The study also found that passengers are more satisfied with private bus service if they feel that the journey with a private company is good value. In this study, value is composed of perceived cost (monetary) and perceived benefits (non-monetary) as presented by **Borhan et al.** Low cost of travel, short travel time and comfort during travel are indicators that contribute to the perceived value of public transport in general and private bus transport in particular. As these factors have a direct effect on passenger satisfaction, they should be seriously addressed in an effort to increase passenger satisfaction with private bus services. **Dharmaraj. R., Malarkodi. M** The present study articles state thought to permit the usage of special buses during festival seasons. More coins and changes must be brought by the conductors to give to the passenger. Private bus drivers are being less aggressive with elderly passengers. The private sector is offering more services in the early morning and late at night. Private sectors are a good opportunity to get to the point because the majority of passengers are employees and students. The additional buses are permitted during business hours in the private sector. Every passenger enjoys the bus's cleanliness, improved condition, and safety. The availability of simple online bus ticket booking should be improved. Conclusion The majority of passengers choose private bus travel because private bus tickets may be purchased online. Additionally, offer fans and any available seats. Every bus may feature a radio, music system, or a way to play videos. To ensure the long-term existence of the transportation sectors by bringing in more customers. Every tactic should be used privately. More buses are available to travel to rural and interior locations. Additionally, this should be done during periods of heavy traffic to prevent congestion and related accidents. For people who are physically challenged and the elderly,

specific benches and/or seats must be set aside.

Gowri. K According to this report, passengers are satisfied with bus services. It has been determined that most travelers prefer bus transportation to get from Pollachi to Coimbatore, and they typically arrange for private buses because they are less expensive. The provision of transportation services is essential for human progress. To satisfy the traveling public, bus operators must provide effective services. Additionally, it has been noted that passengers frequently encounter issues. As a result, bus operators should work to put the suggestions for problem prevention into practice in order to better serve the travelling public. It is advised that regulations pertaining to passengers' safety and comfort be prioritized in order to keep current passengers and draw in new ones. More people were using buses every day, so it was important to keep them in good condition as well as the bus stands. This helped to draw in new customers and keep existing ones travelling by bus, which ultimately helped the industry survive. For the convenience of the customers, they can offer additional bus facilities on important occasions. Rash driving should be prevented in order to provide outstanding bus service, which requires better bus service quality. The majority of the responders go on business trips. The bus may stop at intervals for passenger needs in order to improve travel for other purposes. The government bus should have entertainment options so that more people can ride it and avoid becoming stressed out while doing so.

Alexandre Sukhov., et.al According to our research, high levels of overall travel satisfaction are linked to various combinations of satisfaction with service quality qualities, and overall travel satisfaction naturally depends on safety. Following the intervention, there was a noticeable improvement in overall travel satisfaction, which created a situation where nearly every aspect of service quality had to provide high satisfaction for the users to feel high overall travel pleasure. Thus, we demonstrate that total travel pleasure is produced from combinations of contentment with a number of different service quality attributes rather than being connected with satisfaction with a single service quality feature. Previous research has demonstrated a

relationship between total travel satisfaction and satisfaction with the following public transportation service quality attributes: reliability/functionality, information, courtesy/simplicity, comfort, and safety. According to recent studies, the significance of these factors for travel enjoyment varies depending on the situation, necessitating new methods for better understanding these connections. We find that high travel satisfaction occurs in the interaction between service quality attributes, identify different configurations of satisfaction with service quality attributes leading to high travel satisfaction, and demonstrate how context affects overall travel satisfaction by analysing user survey data before and after an intervention in public transport services in a Swedish city. We come to the conclusion that comprehending the complexity of travel pleasure can be done well by adopting a configurational approach.

Objectives of the Study

The objectives of the present study is to determine the level of passenger satisfaction related to private bus transportation services in the research area.

Hypothesis

Demographic variable does not have a significant bearing on passenger satisfaction.

METHODOLOGY

The study has experimental and empirical in nature, both primary and secondary data has used. Total population method has used for the sampling to collect the data. The structured questionnaire has prepared for the purpose of collocation of data and all the data has presented in meaningful tables by using SPSS.

TABLE 1: DEMOGRAPHIC VARIABLES

1. Age-wise classification of the Respondents		
Variable	Frequency	Percentage
25 Up to year	161	50.5
26-40 year	86	27.0
41-55 year	72	22.6
Total	319	100.0
2. Gender wise classification of the Respondents		
Variable	Frequency	Percentage
Male	140	43.9
Female	173	54.2
Third gender	6	1.9
Total	319	100.0
3. Qualification level-wise classification of the Respondents		
Variable	Frequency	Percentage

Illiterate	21	6.6
SSLC	20	5.6
HSC	41	12.9
Technical / ITI	39	12.2
Graduates	40	12.5
Worker	58	18.2
Office staff	99	31.0
Total	319	100.0
4. Frequency of Bus Travel-wise Classification of the Respondents		
Variable	Frequency	Percentage
Daily	182	57.1
Frequently	39	12.2
Occasionally	98	30.7
Total	319	100.0
5. Price of Bus Tickets - wise Classification of the Respondents		
Variable	Frequency	Percentage
Rs. 10 to 20	19	6.0
Rs.20 to 25	144	45.1
Rs. 25 above	156	48.9
Total	319	100.0
6. Travel-wise Classification of the Respondents		
Variable	Frequency	Percentage
below 10 travels	20	6.3
10-20	58	18.2
20-30	115	36.1
30-40	126	39.5
Total	319	100.0

Source: Primary data

RESULTS AND DISCUSSION

Shows that out of 319 respondents, 50.5 percent of the respondents are identified as 25 up to year age group. This category of the passengers' is the predominant age group. Among the 26-40 years 27.0 percent of respondents, 41-55 years 22.6 percent of respondents. The passengers' age group of 25 up to years (50.5 %) is determined to be the most prevalent because private transportation is used by bus passengers' service. It is clear from the infer that the majority of the passengers' are male 43.9 percent, 54.2 percent of them female only Third gender 1.9 percent. Its concludes that gender analysis shows male (54.2) passengers' would be higher compared. It is infers that most of the respondent hold qualification level wise classification of the respondents office staff level 31.0 percent, 18.2 percent of the respondent are worker, 12.9 of the respondents are HSC, 12.5 of the respondents are Graduates, 12.2 percent of the respondents are Technical /ITI, 6.6 of the respondents are Illiterate, 5.6 of the respondents are SSLC qualification. It denote that the passenger are the qualification 31.0 percent for their office staff level. The researcher infers that 57.1 percent of the respondents are daily travel bus group, 30.7 percent of the respondents are occasionally travel bus group, 12.2 percent of the respondents are frequently travel bus group. Its concludes that bus travel analysis shows daily (57.1) passengers' would be higher compared. It is infers that most bus tickets

48.9 percent of the respondents are 25 above bus travel tickets price,. 45.1 percent of the respondents are 20 to 25 bus travel tickets price, 6.3 percent of the respondents are 10 to 20 bus travel ticket price. The passengers' tickets price group 48.6 percent of the respondent are 25 above bus travel tickets price group. The researcher infers that 39.5 percent of the respondents 30 -40 passenger long time travel, 36.1 percent of the respondents are 20- 30 passenger limited travel, 18.2 percent of the respondents are 10- 20 medium time travel, 6.3 percent of the respondents are below 10 travel short time travel. Its concludes that bus travel analysis shows 39.5 percent of the respondents are 30-40 passenger long time travel. Passenger Satisfaction - Wise Classification of the Respondents Opinion of the respondent about Passenger Preferences time as explained in the table.2.

TABLE 2: Passenger Satisfaction

S. No.	Variables		HS	SA	U	DS	HDA	Total	Mean
1.1	Medical first and facility in the bus	No	89	64	68	52	46	319	3.69
		%	27.8	20.0	21.3	16.3	14.4	100	
1.2	Information when there is a change in schedule	No	97	69	89	43	21	319	3.86
		%	30.4	21.6	27.8	13.7	6.5	100	
1.3	Availability of coach attendant/helper in the bus	No	75	165	46	16	17	319	3.40
		%	23.5	51.7	14.4	5.	5.3	100	
1.4	Frequency of bus service in your route	No	45	98	86	36	54	319	3.27
		%	14	30.7	26.9	11.2	16.4	100	
1.5	Frequency of bus service during peak hours	No	86	98	45	32	58	319	3.27
		%	26.9	30.7	14.1	10.	18.1	100	
1.6	Condition of the bus during the rainy season	No	169	68	47	25	10	319	3.01
		%	52.9	21.3	14	7.8	3.1	100	
1.7	Working condition of the windows	No	74	156	40	23	26	319	3.42
		%	23.1	48.6	12.5	7.2	8.1	100	
1.8	Space available for luggage	No	86	74	62	75	22	319	3.63
		%	26.9	23.1	19.4	23.5	6.8	100	
1.9	Frequency of bus service in uneconomic routes	No	77	73	46	58	65	319	3.05
		%	24.1	22.8	14.4	18.8	20.3	100	
1.10	Audio and video facilities on private bus	No	89	166	25	20	19	319	3.40
		%	27.8	52.0	7.8	6.2	5.9	100	
1.11	Provision of the leg of leg footrest rest	No	156	40	36	60	27	319	4.42
		%	48.9	12.5	11.2	18.8	8.4	100	
1.12	Convenience of seating arrangements	No	188	41	40	21	28	319	3.15
		%	58.9	12.8	12.5	6.5	8.7	100	
1.13	Frequency of late night bus service	No	45	98	63	21	43	319	2.90
		%	14.1	30.7	19.7	6.5	13.4	100	
1.14	Frequency of bus service on festive occasions	No	46	86	78	51	56	319	2.31
		%	14.4	26.9	24.4	15.9	17.5	100	

Source: Primary data

According to the table.2 that out of 319 respondents, 58.9 percent of the respondents High satisfied are Convenience of seating arrangements 52.0 percent of the respondents satisfied are Audio and video facilities on private bus, 52.9 percent of the respondents satisfied are Condition of the bus during the rainy season, 51.7 percent of the respondents satisfied are Availability of coach attendant/helper in the bus, 48.9 percent of the respondent high satisfied are Provision of the leg of leg footrest rest, 48.6 percent of the respondents satisfied are Working condition of the windows, 30.7percent of the respondents Satisfied are Frequency of bus service in your route, will be flowed satisfied are Frequency of bus service during peak hours and Frequency of late night bus service, 30.4 percent of the respondents high satisfied are Information when there is a change in schedule, 27.8 percent of the respondents high satisfied are Medical first and facility in the bus, 26.9 percent of the respondents high satisfied are Space available for luggage

and flowing Frequency of bus service on festive occasions, 24.1 percent of the respondents High satisfied are Frequency of bus service in uneconomic routes It denote that 30.4 percent of the respondents are Hights satisfied with recreation and mean score 3.86 indicates that Information when there is a change in schedule.

Table 3: ANOVN results of gender and private bus passenger satisfaction travels study

Variables	Gender	No.	Mean	S.D.	F Value	Sig.
Medical first and facility in the bus	Male	140	3.59	.718	4.238	.905
	Female	173	3.76	1.28		
	Their gender	6	4.0	.89		
	Total	319	11.35	2.888		
Information when there is a change in schedule	Male	140	4.18	1.33	2.723	0.69*
	Female	173	3.65	1.26		
	Their gender	6	.983	1.32		
	Total	319	8.813	3.19		
Availability of coach attendant/helper in the bus	Male	140	3.914	1.349	2.389	0.24*
	Female	173	2.994	1.153		
	Their gender	6	3.333	1.366		
	Total	319	10.241	3.868		
Frequency of bus service in your route, monthly passes and half charges	Male	140	3.321	1.460	3.581	.982
	Female	173	3.237	1.408		
	Their gender	6	3.166	.9831		
	Total	319	9.724	3.8511		
Condition of the bus during the rainy season	Male	140	2.914	1.128	4.124	0.668
	Female	173	3.104	1.788		
	Their gender	6	3.000	2.190		
	Total	319	9.018	5.106		
Audio and video facilities on private bus	Male	140	3.678	1.145	3.832	0.668
	Female	173	3.242	1.624		
	Their gender	6	2.500	1.643		
	Total	319	9.42	4.412		
Provision of the leg of leg footrest rest	Male	140	3.592	1.031	7.888	0.221
	Female	173	3.647	1.256		
	Their gender	6	4.333	1.032		
	Total	319	11.572	3.319		
Frequency of bus service on festive occasions	Male	140	3.542	.892	1.773	0.93*
	Female	173	2.676	.939		
	Their gender	6	2.500	1.224		
	Total	319	8.718	3.055		
Frequency of bus service in uneconomic routes	Male	140	3.185	1.232	4.232	0.658
	Female	173	3.549	1.348		
	Their gender	6	4.166	.752		
	Total	319	10.90	3.332		
Online ticket booking traveling buses using me	Male	140	3.321	1.259	1.643	.49*
	Female	173	2.797	1.624		
	Their gender	6	1.833	1.169		
	Total	319	7.951	4.052		

Source: Computed data

The test of F value is the private bus passenger satisfaction travels practices has found significant of ten percent level and there different among the gender of passenger. It shows that (7.888, 4.238, 4.232, 4.124, 3.832, 3.581, 2.723, 2.389, 1.773, 1.643) of the respondents are provision of the leg of leg footrest rest, medical first and facility in the bus, frequency of bus service in uneconomic routes, condition of the bus during the rainy season, audio and video facilities on private bus, frequency of bus service in your route, information when there is a change in schedule, availability of coach attendant/helper in the bus, frequency of bus service on festive occasions, Online ticket booking traveling buses using me, however the discussed null hypothesis rejected. Hence there is possible for informative private bus

passenger satisfaction programme have been existed among the of passenger of in private bus travel. Similar to our findings for the pervious passenger satisfaction. Important difference are seen only Availability of coach attendant/helper in the bus and Convenience of seating arrangements, this is especially in the gender of female passenger.

FINDINGS, SUGGESTIONS, CONCLUSION

In the social responsibility of private transport in the previous chapter in the present chapter, the researcher presents findings of the research derived out of empirical analysis on the primary data obtained from the targeted

passenger. The application of univariate and multivariate analysis thoroughly analyzed the passenger's satisfaction with service quality. Based on this finding suggestions have been proposed for improving passengers.

SUMMARY OF FINDINGS

1. The passengers' age group of 25 up to years (50.5 %) is determined to be the most prevalent because private transportation is used by bus passengers' service.
2. Its concludes that gender analysis shows male (54.2) passengers' would be higher compared.
3. It denote that the passenger are the qualification 31.0 percent for their office staff level
4. Its concludes that bus travel analysis shows daily (57.1) passengers' would be higher compared.
5. The passengers' tickets price group 48.6 percent of the respondent are 25 above bus travel tickets price group.
6. Its concludes that bus travel analysis shows 39.5 percent of the respondents are 30-40 passenger long time travel.
7. It denotes that 30.4 percent of the respondents are Hights satisfied with recreation and mean score 3.86 indicates that Information when there is a change in schedule
8. Hence there is possible for informative private bus passenger satisfaction programme have been existed among the of passenger of in private bus travel. Similar to our findings for the pervious passenger satisfaction. Important difference are seen only Availability of coach attendant/helper in the bus and Convenience of seating arrangements, this is especially in the gender of female passenger.

SUGGESTIONS

Nowadays, the majority of respondents are more aware of the private bus option. It's important to have a social movement to draw travelers. Offering discounts to students and working people, introducing innovative measures like bus tickets, providing medical attention first and a facility on board, and having a coach attendant or helper on board Private bus amenities include audio and video systems, regular bus service along your route, discounted monthly passes, convenient seating options, etc. The success of the implementation of the private bus sector's plan is in providing comfort to passengers.

CONCLUSION

According to the article 'Passengers' Satisfaction Among the Private Bus Transport Services in Mayiladuthurai, passengers are satisfied with the services provided to them. According to the report, private bus passengers are satisfied with both the statutory and safety levels of the passenger. As

a consequence, passengers' satisfaction with private bus services in the researched region should improve. This study concluded that the performance of the private bus is good. After analyzing the various problems and findings the research offered suitable suggestions for better passenger satisfaction. So, the private bus sector is suggested to take from necessary steps to consider friendly movement, attract passengers, and has to adopt new strategies, which will automatically highly improve passenger's satisfaction with the private bus in near future.

REFERENCES

- Gowri. K., A study on passengers' Satisfaction on Bus services in Pollachi, 2020, Vol.10 Issue.3 Journal of information and computational science, ISSN.1548-7741. JICS, pp. 1 - 9.
- Woldeamanuel. G. Mintesnot., & Rita Cyganski., Factors affecting travellers' Satisfaction with Accessibility to Public Transportation,2011, Association European Transport Contributors, pp.1 -19.
- Fumitoshi Mizutani., & Takuya URa Kami., A Private – Public Comparsion of Bus Service Operators, Leibuz- Information zentrum wirschaft Leibniz information centre for economics, pp. 1 – 21.
- Oloyede, M.O, Alaya S.M. Adewole, K.S, Development of an Online Bus Ticket Reservation System for Transportation Service In Nigeria, 2014, international Knowledge sharing platform, Vol.5, No.12, ISSN 2222-1719, pp. 1 -10.
- Sirajudeen. M., Senthilkumar. S, Passengers' Satisfaction Towards the Town Buses Services of Tamil Nadu State Transport Corporations with Special Reference To Tiruchirappalli, February 2019, International Journal of Research and Analytical Reviews Vol. 6, Issue 1, pp 1- 9.
- Deneke Dana, Million Nane, Mebratu Belete, Teshome Ergado, Teferi Labiso, A Survey Of Passengers Satisfaction on Service Quality of Public Transport Sector: The Case Of Snpr, Ethiopia VOL. 4, NO. 5, 2016 ISSN 2309-3218 pp 1- 12.
- Barkavi G. E. A Study On Passengers Attitude Towards Private Bus with Special Reference To Salem City, June 2013 issue :6 ISSN no 2277-8160,Pp 1 - 3
- GAJENDRAN. A, KALIYAPERUMAL. P. A Study On Bus Passenger Perception And Level of Satisfaction - with Special Reference To Bus Transport Industries In Tamil Nadu Vol.:01, Number: 09, Jan-2012: Rjssm., Pp 129 - 142.
- Singh Sanjay, Assessment of Passenger Satisfaction with Public Bus Transport Services: A Case Study of Lucknow City (India), Studies in business and economics no. 11(3)/2016 doi 10.1515/sbe-2016-0039, Pp.1 - 22.
- Alexandre Sukhov., Katrin Lattman., Lars E Olsson., Margreta Friman., Satoshi Fujii., Assessing Travel satisfaction in Public transport: A Configurational approach, Transportation Research Part-D, Vol. pp.1-14.
- Gowri. K., (2020) A Study On Passengers' Satisfaction on Bus Services' in Pollachi, Journal of Information and Computational Science, Vol.10 Issue.3 pp.1 -9.
- Dharmaraj. R., Malarkodi. M., (2017) A Study on Passenger Satisfaction Towards Govt & Private Sector Bus Services with Special Reference to Thiruvannamalai District in Tamilnadu, Shanlax International Journal of Management, Vol.5 Issue.1, pp. 1-8.
- Shen, W.; Xiao, W.; Wang, X. Passenger satisfaction evaluation model for Urban rail transit: A structural equation modeling based on partial least squares. *Transp. Policy* 2016, 46, 20–31.
- Zhang, C.; Liu, Y.; Lu, W.; Xiao, G. Evaluating passenger satisfaction index based on PLS-SEM model: Evidence from Chinese public transport service. *Transp. Res. Part A Policy Pr.* 2019, 120, 149–164.
- Lai, W.-T.; Chen, C.-F. Behavioral intentions of public transit

passengers—The roles of service quality, perceived value, satisfaction and involvement. *Transp. Policy* 2011, 18, 318–325.

Weinstein, A. Customer Satisfaction Among Transit Riders: How Customers Rank the Relative Importance of Various Service Attributes. *Transp. Res. Rec. J. Transp. Res. Board* 2000, 1735, 123–132.

Paramita, P.; Zheng, Z.; Haque, M.; Washington, S.; Hyland, P. User satisfaction with train fares: A comparative analysis in five Australian cities. *PLoS ONE* 2018, 13, e0199449.

Ibrahim, A.N.H.; Borhan, M.N.; Md Yusoff, N.I.; Ismail, A. Rail-based Public Transport Service Quality and User Satisfaction-A Literature Review. *Promet-Traffic Transp.* 2020, 32, 423–435.

Borhan, M.N.; Das, A.M.; Alshetwi, A.B. Case study of the behavioural intentions of public transportation passengers in Kuala Lumpur. *Case Stud. Transp. Policy* 2018, 6, 462–474.