



Evaluate the Railway Platforms Service Quality of the Southern Railways

KEYWORDS

Railway, Service quality, Platforms

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ABSTRACT *Service quality is a term which describes a comparison of expectations with performance. A business with high service quality will meet customer needs while remaining economically competitive. This aim may be achieved by understanding and improving operational processes identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes. Service quality is a business administration term used to describe achievement in service. It reflects at each service encounter. Customers form service expectations from past experiences, word of mouth and advertisement. In general customers compare perceived service with expected service in which if the former falls short of the latter the customers are disappointed. The measuring services quality of platforms.*

INTRODUCTION:-

A number of innovations were adopted by private bus companies in the pursuit of profits with the most important being the launch of minibuses that increased service levels. The privatization efforts in railways commonly resulted in improved service for customers and, hence, in improved service reputation. Moreover, a reduction of subsidy was achieved.

The railway platforms services also evaluate the qualities in customers. However, separating rail operations from rail infrastructure turned out to make coordination of rail operations and infrastructure maintenance more difficult.

MEASURING SERVICE QUALITY:-

Measuring service quality may involve both subjective and objective processes. In both cases, it is often some aspect of customer satisfaction which is being assessed. However, customer satisfaction is an indirect measure of service quality.

SERVICES:-

There is a food plaza maintained by the IRCTC located on platforms. Platforms have refreshment stalls. Waiting rooms are present in platforms. A fruit stall is available at the end of platforms light refreshment stalls also available.

There are many teas and milk parlours and telephone booths are present in platforms and on the front entrance an air-conditioned hall is available in the eastern (main) entrance. The charge is Rs 15 per hour per passenger. The reservation charts are now displayed on television screens near the enquiry counter. There are reservation facilities in the main building of the junction. On the south eastern side a new bathroom and toilet complex has been constructed. Two-wheeler and four-wheeler parking is available on both eastern and western sides.

REVIEW OF LITERATURE:-

Power J. D. and Associates Reports (2007)¹⁹ customer satisfaction with transportation companies was measured across seven factors: transportation of belongings, loading service, unloading service, optional coverage, estimate process, packing service, and insurance/damage claims. This implies that the quality of basic facilities and other supporting facilities were used as criteria for satisfaction.

Irfan et al. (2011)⁴² aimed to investigate the passengers' perceptions about the service quality of rail transport system in Pakistan while traveling between the major cities. Several latent variables were introduced in the proposed structural

equation model: tangible, empathy, assurance, responsiveness, timeliness, food, information, safety. Only tangibles have a positive and significant impact on passenger satisfaction.

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STATEMENT OF THE PROBLEM:-

The passengers generally faced many problems in railway specially analysis this article is platform services among the evaluate qualities of southern railway with Coimbatore junction.

OBJECTIVES OF THE STUDY:-

- To critically evaluated the passengers platform service quality of southern railways
- To measure the level of satisfaction derived by passengers of southern railwayS

SAMPLE FRAMEWORK :-

'Mobile population of passengers who visits or pass by junction. study focuses on the trains that travel throughout south india (tamilnadu, kerala, andhra and karnataka).

METHODOLOGY :-

The current study is both explorative and descriptive in nature.

Stage I : this stage of the research was explorative in nature. This was done in two phase. The initial phase was to undertake detailed secondary data search (i.e.,) collection of review of literature. This exploratory search was also form basis for preparing the interview schedule for the next stage.

Stage II : a descriptive research was carried out at the second stage by applying a survey method. The nature of this study demands survey method.

Sample Size :-

A total of 120 samples were collected from the passengers as for convenience.

SAMPLING TECHNIQUE:-

Here simple random sampling used. Simple random sampling is alone as chance sampling or probability sampling where Here simple random sampling used. Simple random sampling is alone as chance sampling or probability sampling where each one of the possible sample in case of in front universe has the same probability of being selected.

SIMPLE PERCENTAGE ANALYSIS FINDINGS:-

1. The total 120 respondents. 37 percent of the respondents were male while remaining 61 percent of the respondents were female.
2. Majority of the respondents out of the total number of respondents are under the age group of 30-40.
3. From the survey undertaken more than 52.5% has an income level between rs.5000 – 10001.
4. From the study taken 28% respondents educational qualification under graduate. From the survey under taken 61% of the respondents family size is 2- 4 members.
5. More than half 61% of the married respondents prefer railway services.
6. From the survey 77% of respondents holidays are mostly travelled regularly.
7. The collected data shows majority 70% of the passengers prefer the distance travelled above 300km.
8. 90% of the respondents like single connectivity of the travelling within the country.
9. 80% of the passengers preferring reasons cost of the transports.
10. The collected data shows nearly half of the respondents 46% satisfied with sufficiency of seating space in platform.
11. More than half 58.3% of respondents moderate lighting quality.
12. 33% of the respondents feel moderate fans in platform.
13. 35% of the respondents highly dissatisfied in drinking water and sanitation.
14. The collected data show majority 67% of the respondents highly satisfied in clarity & frequency of announcement.
15. More than half 58% of respondents fell moderate in reservation chart display service.
16. 50% of the respondent moderate in security of self.

17. More than 58% of the respondents fell highly satisfied in management of parking.
18. Nearly half of 40% of the respondents feels railway platforms good in features.

SUGGESTIONS:-

From the above survey of study findings gives some suggestions clearly the suggestions are as follows:-

- ❖ This southern railway should cover travelled the huge members in family.
- ❖ This railway should cover holidays are mostly travelled regularly.

for the benefits of the passengers the distance travelled because the spent cost.

- ❖ It better to providing facility of fans in platforms.
- ❖ It should try providing drinking water facility in platforms.
- ❖ It should providing management of parking passengers feels satisfied.
- ❖ The railway services should give quality of platforms to passengers.

CONCLUSION:-

The railway has been playing an important role in the transportation department. This service is people get more benefits and also easy to travelled in all class peoples. It also develops the business organizations, units one state to other state moved to goods. Refreshments and behavioral factors are considered most important by passengers. These factors determine passenger satisfaction on railway platforms and may be different from determinants of satisfaction with Indian Railways as a whole. This study was totally evaluate the service quality of railway platforms.

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