



## A Study of Passengers Satisfaction towards Services of Maharashtra State Road Transport Corporation (With Special Reference to Buldhana District)

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### ABSTRACT

Road Transport is one of the most important modes of transport. MSRTC runs bus services starting from the basic bus service for the masses to the Air conditioned bus service meeting the world class standards. Customer satisfaction is a biggest asset of any service industry. Services are the way of surviving to MSRTC. Therefore it has to continue, improve & increase its services & facilities to survive. Buldhana division much helpful to providing services passengers in all rural areas of district. Majority passengers are satisfied about services of MSRTC but there want some scientific improvement. The present study focuses on the analysis of passenger satisfaction of MSRTC in Buldhana division.

### KEYWORDS

#### Introduction:-

Road transport has close relation with human life. It is essential for development of public/nation. It assumed importance in industrialization period.

Before independence, there had been continuing road passenger transportation business in unrecognized system. Private businessman ignored security & services of passengers. There was exploitation of passengers. Therefore for country's development government established "Maharashtra State Road Transport Corporation" as per the provision in section 3 of RTC act 1950.

In India the states and city transportation is managed by Respective State Governments. MSRTC is one of them. It provides valuable services & safety to the passengers. But it has been facing various problems of different types. Such as accident, fares, timings etc. by these reason it goes in predicament.

MSRTC provide transportation service throughout Maharashtra and neighboring states with the help of 15500 buses and it conduct 85000 trips a day and near about 1,04,000 employees are working in MSRTC in all over Maharashtra includes 33000 Drivers, 33000 Conductors and others includes Mechanics and administrative staff.

#### Introduction of Buldhana District:-

Buldhana (also known as buldana) is a city as well as a municipal council in the state of Maharashtra in Western India. Buldhana along with the rest of Berar Province was part of the kingdom of Vidharbha mentioned in the Maharashtra, a Sanskrit epic poem. Berar formed part of the Maurya Empire during the region of Ashoka. There are seven bus depots in Buldhana district. These are Buldhana, Chikhali, Mehkar, Malkapur, Jalgaon Jamod, Khangaon & Shegaon.

In Buldhana district bus services are beneficial & needed to students, senior citizens, servants etc. And it secures to the public from private transportation services. Such as auto, taxi etc, they do the exploitation of public & not give the proper services. They also create problems towards bus services.

#### Objectives of the Study:-

- 1) To know the passengers satisfaction towards services provided by MSRTC.
- 2) To know the role of MSRTC in development of state.

#### Hypotheses of the Study:-

Hypothesis has a vital role in research. It gives a direction to

the research following are some working hypothesis kept in mind while doing the research.

- 1) It provides employment opportunities for the people in the district.
- 2) Passengers are satisfied from services of MSRTC.

#### Research Methodology:-

**Primary Data:-** The primary data collected with the help of well structured questionnaire to passengers of MSRTC. The primary data collected by personal from passengers select in the concerned depots.

**Secondary Data:-** This type of data obtained from the Newspapers, MSRTC reports, Internet, Bus Depots.

#### Sampling Method:

The researcher used convenience sampling for data collection. The selected sample size is 500 respondents.

#### Scope and Limitation of the Study:-

This study is limited only for buldhana district in Maharashtra.

Sometimes the employees, managers of MSRTC or Govt. officials may not give the correct & factual information due to secrecy of the government polices & data. Hence I have selected Buldhana District for study. There is scope for further study in performance & management of MSRTC, etc.

**Services of MSRTC:** M.S.R.T.C. is providing various services such as passes, tours, yatra (festivity services), parcel, couriers & other goods transport, concessions, annual discount card scheme, Social commitment & extra round of buses in the period of festivals, pilgrimage, passengers crowd season, computerized reservation facility, amount get by M.S.R.T.C. to injuries person in the accident, public fixed deposit scheme also have in MSRTC, Mini bus services, ladies employees, Passenger gathering movement, journey as you like, accident prohibited solution & travel protection, employees training, security campaign help to accidental people, public court, air conditioned bus service, cleanliness of buses, etc.

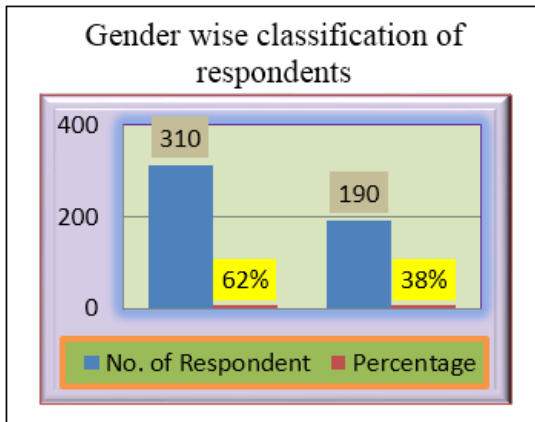
The importance of M.S.R.T.C. increases day by day in our life in the form of services. Where have services, there people are interested & satisfied. In the innovation, the form of services also changes day by day. Buses are available in different types such as Ordinary, Parivartan, Asiad, shivneri, sheetal to providing services to every classes of public.

**Data Collection & Analysis:**

**Table No. 1**

Gender wise classification of respondents		
Gender	No. of Respondent	Percentage
Male	310	62
Female	190	38
Total	500	100

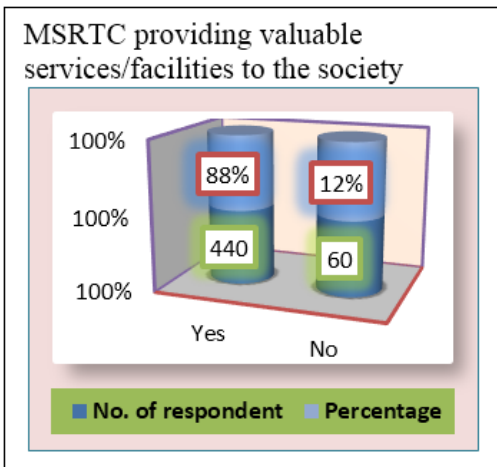
**Graph No. 1**



**Table No. 2**

MSRTC providing valuable services/facilities to the society		
Respondent opinion	No. of respondent	Percentage
Yes	440	88
No	60	12
Total	500	100

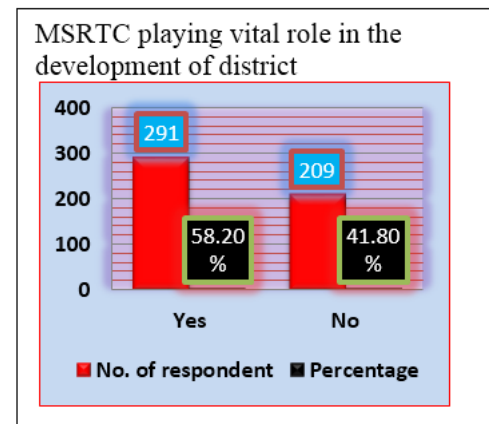
**Graph No. 2**



**Table No. 3**

MSRTC playing vital role in the development of district		
Respondent opinion	No. of respondent	Percentage
Yes	291	58.2
No	209	41.8
Total	500	100

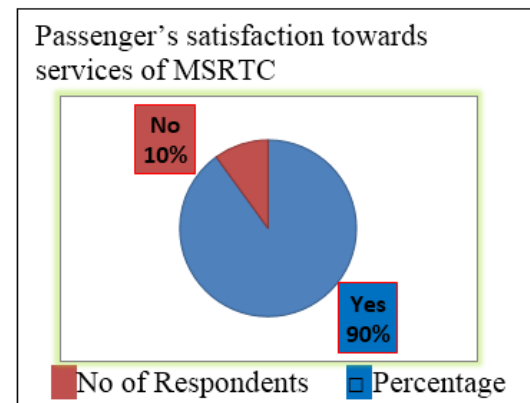
**Graph No. 3**



**Table No. 4**

Passenger's satisfaction towards services of MSRTC		
Respondent opinion	No. of respondent	Percentage
Yes	450	90
No	50	10
Total	500	100

**Graph No. 4**



**Findings of the study:**

This paper shown that there are 62% (310) male & 38% (190) female as respondents in this research study. Females are less travelling than males because of our social tradition that is women stay only in home to work for their children's & parents. Society view is women responsibilities are only related with Kitchen, Kids and Knitting. MSRTC make reserve seats for women & also make secure to them. This thing increases the percentage of travelling of women in the MSRTC bus.

There are 88% (9440) respondents are agreed about MSRTC providing valuable services/facilities to the society & 12% (60) respondents are not agreed. Here is less percentage of passenger's dissatisfactions towards services of MSRTC.

There are found 58.20% (291) respondent is agreed about the MSRTC play a very vital role in the development of the district. And 41.80% (209) respondents are not agreed about that. Here important thing is youngsters are less interested to work in MSRTC or it should find out the reasons of this.

This paper found, there are 90% (450) respondents are satisfied about the services of MSRTC & 10% (50) respondents are not satisfied. Means here have the hypothesis is proof that passenger are satisfied from the services of MSRTC. It is positive side of MSRTC to progress itself & satisfied to passengers with completing social obligations without seeing any profit. This is the right way to survive in long period through providing services to passengers.

**Suggestions:**

MSRTC should develop parameters of services/facilities, extension of the scope of services. MSRTC should adopt scientific management in the operation of major area of human resource management viz., recruitment, selection, training & development programme, performance appraisal & motivation.

The passengers should develop attitudes, approach & action towards the MSRTC. They have to think instead of MSRTC, it providing valuable & more facilities to the society as social obligation without any consideration of return.

MSRTC should increase in the facilities & employment opportunities for women.

Government should provide funding to MSRTC for expand its scope in the all areas of district as well as in the state.

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