



A Study on Consumer Satisfaction Towards Hyderabad Metro Rail Services

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ABSTRACT

Hyderabad is one of the global cities which is known for its rapid infrastructural growth and development in the field of information technology. Currently Hyderabad is having an easy mobility for its residents and tourists from all over the world. The project called Hyderabad metro rail, which is developed by Larsen and Turbo company and started its operations on 29 November 2017. Customer satisfaction has become a major source of results for all organizations, regardless of the nature of the business. For building and maintaining a long-term customer relationship, it is very important to keep customers satisfied. Customer satisfaction of public transportation such as metro rail in big cities has a huge impact on its future growth. Public travel plans must adopt a customer's cost-effective approach, comfortable, easy and safe services. This study aims to identify the components of Hyderabad Metro Rail service quality. Research is used descriptive analysis to determine key aspects of customer satisfaction with service quality. A random sample of 100 customers made part of the study, who were regular passengers of Hyderabad Metro. It has been found that the quality of service directly affects the satisfaction of customers.

Keywords: Consumer, Metro Rail Services, Consumer Satisfaction

1. Introduction

Hyderabad Metro Rail (HMR) is a rapid transit system, currently being used in the city of Hyderabad. It is in Secant Operational model.[4] It is being implemented entirely on public-private partnership (PPP) basis, with the state government holding a minority equity stake.[5] Which is developed by an Indian multi-national conglomerate headquartered in Mumbai, Maharashtra- Larsen and Turbo. The first phase of the project which is spread across 30 kilometres from Miyapur to Nagole was inaugurated by honourable prime minister Shri Narendra Modi on 28th of November 2017, this first phase includes 24 km. This is the longest rapid transit metro line which was opened in one go in India. This project is estimated to cost ₹18,800 crore (US\$2.6 billion).[6] As of February 2020, there are about 490,000 passengers who use the Metro per day. Trains are crowded during the morning and evening peak hours[7] A ladies only coach was introduced on all the trains from 7 May 2018. Customer satisfaction is a measure of how happy customers are with the company products, services, and skills. Customer satisfaction is the equivalent marketing term. How the products or services provided by the company meet or exceed customer expectations. Customer satisfaction is important because it provides sellers and business owners with metrics they can use to manage and improve their business. Service quality refers to customer comparisons expected by the service and its relationship to company operations. A business with a high level of service may be able to operate to meet the needs of customers while also constantly competing economically in their order sector. Service quality (SQ), in its contemporary conceptualisation, is a comparison of perceived expectations (E) of service with perceived performance

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(P), giving rise to the equation $SQ=P-E$. This conceptualization of service quality has its origins in the expectancy- disconfirmation paradigm. A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Service quality can be measured using five dimensions: tangibility, reliability, assurance, responsiveness, and empathy Tangibility includes equipment, written material, personnel, and appearance of physical facilities. Reliability includes ability to deliver services accurately and appropriately. Responsiveness includes willingness to help customers and providing prompt services. It will include the information available to customers i.e. maps, announcements and instructions. Empathy includes caring and providing individual attention to each customer.

2. Statement of The Problem

The problem may be stated as to study the level of customer satisfaction towards the quality of services offered by Hyderabad Metro. Service quality is measured by five attributes namely; tangibility, reliability, assurance, responsiveness, and empathy.

3. Objectives

- To analyse the level of satisfaction of customers in the services offered by hyderabad Metro
- To Identify the loopholes in services
- To recommend suggestions in improving its services.

4. Collection of data

In the dealing with any problem it is often found that data at hand are inadequate, and therefore it becomes necessary to collect data that are appropriate. These are several ways of collecting the appropriate data, which defer considerably in context of time and other resources. Here for the purpose of study two kinds of data will be used. > Primary Data > Secondary Data

A] PRIMARY DATA The primary data is that which is directly collected from the customers and consumers, and thus happens to be original character. With reference to this study data was collected through It is a fresh data, which was collected from the customers having discussion and interaction and filling up of questionnaire.

B] SECONDARY DATA Various reports, text books constitute the secondary data.

5. Results and Analysis

Table 1. Tangibility

ATTRIBUTES	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Air Conditioning	48%	36%	4%	2%	2%
Space Allocation	18%	58%	5%	6%	0%
Cleanliness	24%	62%	10%	4%	0%
Ticket Counter	16%	58%	13%	9%	4%
Automatic Fare Collection Gates	23%	20%	36%	0%	10%
Stations/Platform	22%	48%	18%	8%	4%
Trains in Transit	38%	36%	13%	7%	6%
Parking Facility	60%	20%	10%	6%	4%

It is clear that majority of the respondents are satisfied with the attributes explaining tangibility, 58% of the respondents are highly satisfied with the air conditioning facility. The level of satisfaction for space allocation, cleanliness, ticket counter, stations/platforms and trains is satisfactory. 40% of the

respondents are highly satisfied and 40% is satisfied with the parking facility. 10% of the respondents are strongly dissatisfied with the Automatic Fare Collection Gates.

Table 2. Reliability

ATTRIBUTES	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Technical Areas	30%	24%	28%	10%	8%
Automatic Doors	35%	40%	14%	10%	1%
Security Equipments	37%	27%	18%	16%	2%
Seating Arrangements	24%	54%	16%	6%	0%
Feeder Bus/ Autos	16%	28%	36%	15%	5%
Convenience	48%	29%	16%	5%	2%
Payment Modes	21%	39%	26%	6%	8%
Ticket Fare	16%	12%	30%	38%	4%

Inference

48% of the respondents are highly satisfied about the convenience offered by Hyderabad Metro. Technical areas, seating arrangements and payment modes are satisfactory for majority. 56% of the customers are neutral about feeder bus/auto services. 10% is highly dissatisfied about the security equipments and 34 % of them are dissatisfied with the ticket fare.

Table 3. Responsiveness

ATTRIBUTES	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Announcements	33%	39%	10%	16%	2%
Maps & Sign Boards	22%	54%	10%	14%	0%
Query solving	33%	40%	18%	8%	1%
Lost & Found Service	15%	9%	27%	13%	36%

Inference

It can be inferred that a majority of customers are satisfied with the announcements, maps and queries solving services offered by HYDERABAD Metro. 36% were highly dissatisfied with the Lost and Found service and a minority of 19% is only satisfied with the same.

Table 4. Assurance & Empathy

ATTRIBUTES	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Safety	26%	57%	10%	5%	2%
Handling of complaints	22%	34%	21%	18%	5%
Attitude of staff	30%	43%	26%	1%	0%
Atmosphere/ Ambiance in trains or stations.	20%	64%	12%	4%	0%

Inference

From the above, it's evident that a huge majority is satisfied the safety offered by Hiderbad Metro and its atmosphere/ambiance. 5% of the respondents are highly dissatisfied about the complaints handling system and 30% is highly satisfied with the attitude of the staff.

Table 5. Satisfaction Level

PARAMETERS	PERCENTAGE
Excellent	15%
Good	78%
Average	7%
Poor	0%

Inference

On analysing the overall satisfaction of customers in the services offered by hyderabadMetro, it was found that 78% of the respondents rated it good and 15% as excellent. Only a minority of 7% of the respondents rated it as average.

6. Hypothesis Testing

Chi-square analysis –personal factors and preference of Domestic products

Hypothesis: The personal factors of the respondents have no significant effect on the consumer satisfaction towards Hyderabad metro rail services

Personal factor	Chi square	p-value	Significant value	S/Ns
Gender	7.04	0.042	0.05	S
Marital status	1.0	0.041	0.05	S
Income level	7.67	0.049	0.05	S
Educational status	1.59	0.004	0.05	S
Place of residence	1.46	0.003	0.05	S
Occupational status	8.22	0.049	0.05	S

Note: S-Significant (P-Value 0.05) From the above table it is found that the hypothesis is accepted (significant) in all cases.

7. Findings

- Majority of the customers are highly satisfied with the convenience offered by HyderabadMetro.
- Most of them are satisfied with other factors like air conditioning, space allocation, ambiance and safety.
- Feeder services requires improvement as majority of the respondents gave a neutral opinion.
- Areas which require improvements includes Automatic Fare Collection Gates, Security equipment's, and Complaint Handling.
- Lost and Found services requires serious attention as majority of the customers are highly dissatisfied.
- Payment modes offered, should also be taken care off and requires improvements as some of the customers are dissatisfied.
- Majority of the respondents are dissatisfied with the Ticket Fare.

8. Suggestions

- Speeder services should be offered to more locations.
- More user friendly payment modes can be adopted.
- Frequency of trains and the number of coaches should be increased.
- Lost and Found services should be improved.
- More extension of the route to cover all parts of Hyderabad

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